



COMMUNICATION ACTION KIT

The guide to an effective communication strategy

COMMUNICATION

Module 5: Creating an effective communication strategy

HOW TO ADDRESS YOUR TARGET GROUP

Communication is key. For the success of an organization it is essential to let your target group know exactly what you are doing. A good communication strategy helps you to:

- **Reach your corporate goals and increase your popularity and scope**
- **Get support from funding agencies or partners**
- **Contribute to the public's perception of a certain organizational image**

What is Your Organization's Profile?

- ⚙️ What is the mission of the organization?
- ⚙️ What is the perception of the organization within the community in which it operates?
- ⚙️ What is the social problem your organization is trying to solve?
- ⚙️ What are the activities your organization implements in order to achieve these goals?
- ⚙️ How does the target group benefit from the activities?
- ⚙️ What other organizations carry out similar activities?
- ⚙️ What is it that makes your organization special and unique?



In order to make your organization understandable, have a clear vision and mission that is easy to find on your website.

Vision: focuses on an ideal status of the future and defines where you want to be. Why do you do what you do today? Where do we want to be in 10 years?

Mission: A goal for the here and now. What do you do? How do you want it to be seen to clients and customers?

Creating Your Communication Goals

Your communication goals always have to be in line with the overall goals of your organization. They are not separate goals, but they are **SMART goals**. They make sure the perception of your organization is in line with your organization's profile.

Lack of visibility is often a problem area for communication strategies! Collaboration and consistency increases the visibility of your organization's mission and vision. The more people you reach, the wider your audience becomes. The wider your audience, the greater potential for partnerships and funding. The more partnerships and funding the higher your impact.

How is Your Current Communication and Networking?



- ⚙️ What is the perception of your organization?
- ⚙️ Is this perception desirable or should it be changed?
- ⚙️ Has there been press in the past and if so, in which media?
- ⚙️ Where do you see room for improvement?
- ⚙️ Who do you currently collaborate with now?
- ⚙️ Who would you like to work with in the future?

Identifying Your Target Audience

For the success of your organization it is highly important to define your target audience. Which target groups should be addressed by your communication? What important stakeholders have you not yet reached? Where are there already supporters of your organization? Make sure you define your target audience as concretely as possible and include their interests into your communication strategy.

Crafting Your Message

Your goals, target groups, communication channels and finally your message need to be in tune with each other. However, your message needs to be adapted to the specific target group. Think of your target groups. How do you best address them in order to achieve your goals? Follow the chart below:

Target	Target Audience	What information does the target audience need?	Your Core Message
Get users of your service on board	Users of your service	How do they benefit from your service?	We offer "Product/Service A." With this product/service, we support you in...
Get funding and support from decision makers	Donors / Decision makers	We have design socially effective and impactful projects and would like to implement a concrete measure.	Explicitly describe the problem and solution. Example: Teachers lack support in working with refugees. We want to support them by offering workshops.
Find voluntary helpers for your idea	Supporters (Volunteers)	With us you can have a positive social impact and develop your own capabilities.	We need support in implementing our projects in order to bring about social change.

Symbols and Tonality

Make sure your writing style is in line with your organization's goals. Different target groups might call for different writing styles or levels of professional writing. Creating a visible communication identity, a corporate identity, and stylistic appearance of the organization contributes significantly to public perception.

TASK 1: CREATE A COMMUNICATION STRATEGY

Now it's time to use these skills and implement them into your own communication strategy. Refer back to the questions throughout this kit for further guidance!

Remember to:

- **Define your communication goals.**
- **Define your target audience.**
- **Stay consistent with your messages and your communication channels.**
- **Include a plan with responsibilities and dates. Who should do what and when?**

Example of a communication strategy

Communication Plan - Launch of Bicycle 5a					
Communication	Audience	Goals	Schedule	Format	Responsibility
Promotional Media	Media Industry Influencers Loyal Customers Target Market	Media impact - 14 million views	Release January 14th	Brochure Product Video Technology Video Safety Video Web Content	Creative Director
Launch Roadshow	Media Industry Influencers	Media impact - 14 million views	Industry Events: January 22nd March 4th March 11th April 12th	Booth Presentation After Party Media Engagement	Sales Manager
Launch Advertising	Loyal Customers Target Market	Product awareness Target: 95% for loyal customers, 15% of target market.	Month of March in preparation for March 26th release.	Direct Mail Catalog Digital Advertising	Product Manager
Spring Sale Advertising and Promotion	Loyal Customers Target Market	Sell 9,000 units	April and May	TV Advertising Promotional Pricing Coupons	Product Manager
Back to School Advertising	Loyal Customers Target Market	Sell 10,000 units	August	Magazine Advertising Broadcast Advertising Digital Advertising	Product Manager
Black Friday & Christmas Advertising	Loyal Customers Target Market	Sell 10,000 units	November and December	Magazine Advertising Broadcast Advertising Digital Advertising Promotional Pricing	Product Manager

Simplicable

Communication plan from Simplicable [1]

[1] John, Spacey. "4 Examples of a Communication Strategy." Simplicable, January 14 2019. Web.

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TASK 2: CREATE AN INFOGRAPHIC

Once you are clear on your written communication strategy (above), make it pretty. Create an infographic of your mission or vision, or goals for the project. Remember to consider:

- What social problem are you solving? What is your overall goal?
- How do you want to achieve this goal?
- What exactly are your activities?
- Who are your beneficiaries, and how do they benefit from your activities?
- What is the impact of your activities on your beneficiaries?

Making an infographic on Canva is simple, easy, and free!

Step 1

Go to **www.canva.com** and create a free account with a username and password

Step 2

In "search templates" type "infographic" and click an option that fits your message

Step 3

An empty, white template will appear with pre-designed templates on the side

Step 4

Pick a pre-designed template and edit it with your organization's information and branding colors

Step 5

Once designed, download in PNG format for a photo, or a PDF as a file to share a part of your communication strategy!



Example infographic from Malala Fund



Example infographic from Boxgirls