

SPORT VOLUNTEER PROJECT

Communication Planning

Produced by Parks and Recreation Ontario and the Sport Alliance of Ontario with support from the Ontario Trillium Foundation.

Length of Workshop:	3 hours (including 15 minute break)
Registration Package (sent in advance):	<ul style="list-style-type: none">• Time and Location of Training• Name of Trainer• Goals of Workshop and Agenda• Information about parking, reimbursement of expenses, child care arrangements, accessibility to those with disabilities• Resource Links Page (for those who want to review in advance)
Room Set-Up	<ul style="list-style-type: none">• Table groups with 5 to 7 places at each• Resource table• Presenter's table• Flipcharts and stands (2 if possible)• Sample resources on resource table• Hand Outs on Tables
Materials	<ul style="list-style-type: none">• Refreshments (as desired)• Name tags• Pens and lined paper for each table• Flipchart paper, enough for every table• Masking tape for posting pages on wall• Markers, enough for every table
Handouts	<ul style="list-style-type: none">• OMAFRA Factsheet – Communication Planning for Organizations• Target Audiences – Profiling Worksheet• Engaging Audiences Over Time: The Ladder of Awareness• Resource Links Sheet• Evaluation Form• Participant List (if desired, or if group is large) Because of privacy concerns, don't share more than names and organizations without expressed permission from participants to do so.
Before workshop	<p>Prepare and post on flipcharts:</p> <p><u>Agenda</u></p> <ol style="list-style-type: none">1. Introductions2. Taking Stock and Defining Success3. Your Target Audiences – internal and external4. Messages5. Strategies and Timing6. Wrap-Up and Evaluation <p><u>Goals of the Workshop</u></p> <p>At the end of this workshop you will be able to:</p> <ol style="list-style-type: none">1. Write a realistic and successful communications plan for your organization2. Identify your internal and external target audiences3. Decide on the most appropriate strategies and timing to deliver your messages

Guidelines for Working Together (examples)

- Equal Chance to Participate
- Respect and Listening
- Finish on Time
- Look after your own needs (breaks, refreshments, ask if you don't understand)
- You may also want to flipchart for easy reference during the workshop the Introduction guidelines and the main points that are in text below.

Note re: Size of Group

The style of facilitation and kind of exercises you choose from the options below will depend on how many people attend the workshop. The goal is to ensure that all participants can contribute equally within the time available. A small group equals two to ten people.

1 Introductions — 15 minutes

Facilitator introduces her/himself, and does 'housekeeping' items, e.g. location of washrooms, refreshments, who to ask about expense questions, etc.

Then review the goals of the workshop and answer any questions.

Facilitator asks each participant to briefly introduce themselves according to the guidelines for introductions, e.g. Give your name, group, and why you came to this workshop; including – one hope or expectation for the session

*Flipchart the hopes and expectations **or ask a participant to scribe for you.** If you fill more than one page of each, post the pages on the wall.*

If your group is larger than 15 people, do this process in groups of 4 to 8 by giving tables 5-10 minutes to introduce themselves to each other, and share their hopes/expectations for the workshop. Then ask each table in turn to name just one hope/expectation and flipchart the responses. Go around the tables again until you cover most of the ideas raised by the tables.

When everyone is finished, review the hopes/expectations list. If some of the hopes/expectations won't be covered by the day's agenda, suggest where people might get the info, e.g. in another workshop or where else they could look. You may want to add some hope/expectations that were mentioned (e.g. have fun!) to the guidelines for working together.

Segue to the next section by reviewing the agenda, pointing out what parts of the agenda will meet the other hopes and expectations.

2 Taking Stock and Defining Success — 30 minutes

In table groups, ask participants to flipchart answers to the following questions:

1. Why do you communicate? Write down the results you expect from your organization's communications
2. What communication methods and tools do you use now? (this may include everything from meetings, casual conversations to newsletters, brochures and media relations)

When they are finished, groups should post their flipcharts on the walls, so everyone can read them in a "gallery walk". Point out that is also an opportunity to trade tips and ask questions of your fellow participants about their communications.

Hand out the OMAFRA factsheet and point out the box "Why communicate" on page two of the handout. Ask the group if the answers to #1 respond to any of these reasons, or would participants add any reasons to the list given their answers?

Point out “Step two – Goals and Objectives” in the handout and ask participants to expand on their answers to #1 by stating at least one in the form of a SMART (see below) objective.

Specific
Measurable
Achievable
Relevant
Time-limited

Ask one or two groups to share their objective.

Tell participants that we will come back to the methods and tools later, after we talk about audiences.

Your Target Audiences – internal and external —30 minutes

Ask the table groups to answer the following questions:

- Name your most important internal audience(s)
- Name your most important external audience(s)
- Complete a “profile” worksheet for each of the audiences you name

Present “The Typical Ten” i.e. if your target audience is the “general public” or “your community” that your target audience needs to be the persuadable part of the Typical Ten, and you may want to think about what characterizes the people you want.

Ask if there are insights or questions arising from this exercise.

BREAK

Messages — 30 minutes

Ask the participants to give you single words that describe an effective message and flipchart them. If they can give examples of messages to illustrate, great. If necessary, prompt for

Clear
Simple
Brief
Believable
Compelling (lead with values, follow with facts)
Do-able (call to action)
Tailored or Personalized (to the target audience’s values and language)

Ask table groups

Choose one of the “results” from the first exercise and craft one compelling message that would convince the target audience to help achieve it. Write your message on a flipchart for the other groups to see.

In plenary,

When everyone has written their message, ask every participant to “vote” for their favourite message by marking a check beside it (you can give two or more votes to each person depending on the number of groups and messages you have). Discuss in plenary what factors made for the most popular message. If time allows, ask groups to improve their message based on the discussion.

Strategies and Timing — 30 minutes

Point out the list of communication vehicles (page six of the handout) and ask table groups to use the result and message they previously discussed and record:

- What opportunities for communicating this message do you see in your own setting?
- What barriers (cost, expertise, etc.) do you see?
- When are good times and bad times to get your target audience's attention for this message?

Ask for one or two observations or learnings from the groups.

Present and explain

Engaging Audiences Over Time – How the Public Comes to Judgment

STAGE	CHARACTERISTICS
1. Awareness	Memorable, values, imagery, story
2. Attentiveness	Relevant, something new, sources, credible
3. Judgment	Believable, links to audience, benefits for audience,
4. Action	Easy, specific, inspiring, shows success

Point out this might affect your timing or the order of the messages you want to convey.

Sum up by saying that this process, repeated for all the result/messages that you need, forms the basis of your communications plan. There are examples in some of the resources and tips in the other workshops, e.g. media relations and fundraising, that will provide more information.

6 Wrap-Up and Evaluation – 15 minutes

Review some of the links on the resource sheet.

Encourage participants to complete and hand in the evaluation forms, and/or do an evaluation round. *For example, a 'weather report' where everyone says how they are feeling in the form of a weather report, or ask for their responses – Positives, Negatives and Would change (e.g. +, – and ~) and note them in 3 columns on a flipchart.*

Facilitator thanks those who contributed (organizers, caterers, etc.) and participants, and adjourns.

SUGGESTIONS FOR ONLINE RESOURCE LINKS

<http://www.sportalliance.com/Content/Volunteer%20Resources.asp>

Sports Alliance of Ontario Volunteer Resource Page

[http://www.bccnpsd.ca/files/IMPACS%20communications_toolkit\[2\].pdf](http://www.bccnpsd.ca/files/IMPACS%20communications_toolkit[2].pdf)

IMPACS Communications Tools and Media Kit – This 13 page kit was developed by the Institute for Media, Policy and Civil Society – IMPACS. This Canadian group also developed the Target Audiences and Engaging Audiences Over time materials used as handouts. The organization existed from 1997 to 2007.

<http://www.omafra.gov.on.ca/english/rural/facts/03-033.htm>

Communications Planning for Organizations – four page factsheet.

<http://www.csae.com/public.asp?WCE=C=47IK=226898>

Article by Wendy Sue Lyttle with a good summary of communication basics.

<http://www.greenmediatoolshed.org/node/715>

A site aimed at environmental groups with good tips in blog format on specific communications topics.

<http://www.charityvillage.com/cv/research/rmed72.html>

How stories can influence people – an article by Patti Lacroix with tips for developing stories about your work.