

Bungay Black Dog Running Club

Communications plan checklist and template

Purpose of this document

- This guide is for BBDRRC members responsible for a piece of work in the club that may require communications or marketing of some kind
- It's for club external 'events' (races etc.), but also 'projects' and 'initiatives' within the club that are just for the benefit of members
- Just use the word that's relevant for the work you're responsible for
- It can be used for internal (club member) and external (outside club) audience comms
- Part I is a checklist for the comms tasks to consider and act on for a successful project
- Part II is a table to document the comms plan for that project

Part I: communications plan checklist

Aims (aka goals)

- This is the objective you want to achieve – what's the outcome you are aiming for?
- Use quantifiable statements like '90%+ positive feedback received from all the participants of event X' or '10 new runners enrolled on the beginner's course'

Project and communications roles

- List the project team, their responsibilities, and who will craft and deliver the messages
- Ensure everyone knows what is expected of them
- It helps team members to identify who to speak to on what issue (e.g. who is responsible for social media posts)
- Whose name/'voice' is used in messages (e.g. are messages signed off from an individual?)

Audiences

- Who are you trying to reach? Is the audience internal, external or both?
- Comms messages for these audiences may need to be different
- Are there any audiences who are a bridge to other audiences? (e.g. contacting other clubs to reach a wider audience of club runners)

Channels

- What channels are suitable to communicate with your chosen audiences?
- Consider face to face, phone, social media, newsletter, flyers and more
- Detail which audiences each channel can reach effectively
- Different channels may be needed for internal vs. external audiences

Budget

- Consider if money is needed to meet your stated aims
- Who has / will sign off the budget?
- Explain the return on investment (ROI) to justify the spend

Timeline

- Provide a clear timeline for when the comms will need to be actioned
- It sets out when communications are needed and who is responsible
- The comms timeline needs to align to the main project timeline
- Keep it brief – this is just an overview of dates when comms are required

Proposed approach

- This sets out how the channels and messages will reach the audiences identified and achieve the overall aim
- Includes proposed plans for using any budget identified above as well and which audiences/channels it will target
- For example: 'to maximise attendance at race X, we will print flyers to be handed out at local parkruns in the three months prior to the race' or 'we will not use the budget for media advertising due to the high costs and limited reach'

Risks

- List any risks of the approach above
- Provide risk mitigation - this helps to avoid or minimise the possible negative outcomes
- E.g. 'without sufficient runners booking on event X, the club will lose money'. This will be mitigated by 'checking registrations at one week intervals and increasing comms via chosen channels to encourage takeup'

Key messages

- Aim for no more than three to five key messages - your comms won't be focused and clear if they're trying to communicate many different messages at once
- Keep them short and simple where possible
- Don't forget to repeat the key messages – don't expect them to be heard and acted on the first time!
- Different audiences may have their own messages – but should always link back to the overall aims that you've set

Part II: comms plan template

Event / Initiative:		Club project manager:
Item	Notes	Responsible
Aims / goals	The desired outcomes of this project are: • • •	
Project & comms roles	The key roles for this project are: • • •	
Audiences	The target audience(s) are: • • •	
Budget if appropriate	Outline the ROI if budget is needed: • • •	
Timeline	Timings for the various communications: • • •	
Proposed approach	How the key messages are to be communicated: • • •	
Risks	The risks and ways to minimise them: • • •	
Key messages (internal)	The key messages are: • • •	
Key messages (external)	The key messages are: • • •	
Other issues	Log other issues or comments here: • • •	