**Worksheet 9: Develop a Communication and Dissemination Plan**

**Complete this worksheet to develop a communication and dissemination plan, including details for implementing your plan.**

**Step 9.1: Define your communication goal. Revisit the purpose of your evaluation (Worksheet 4: Focus the Evaluation) to determine your communication messaging and strategy. Use the guiding questions below to define your communication purpose and goals.**

• What is the purpose of the evaluation project?

• How do the evaluation findings support the work of the program and organization?

• What is the communication goal to share information to gain support for the program and organization?

Step 9.2: Draft three to five key messages that highlight what you learned from the evaluation and how this relates to the program and organizational goals.

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| **Key Messages** | |
| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |

**Step 9.3: Use the table below to identify audience members, your intended call(s) to action for the audience, relevant key messages, and the communication products to be developed for each audience.**

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| --- | --- | --- | --- |
| **Audience**  Include specific individuals or organizations who will receive key messages. | **Call to Action**  Include the specific call to action for each audience, such as what you would like them to do, learn, or take away. | **Key Messages**  Please include relevant key messages from Step 9.3 for each audience. | **Communication Products**  Include the communication products you plan to create for each audience. Note: Some products can be used for multiple audiences. |
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**Step 9.4: Complete your communication and dissemination plan. Use the first column in the table below to include each of the communication products you listed in the previous table. Use the remaining columns to describe the dissemination channel, implementation activities, timeline, and the staff responsible for each product.**

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| --- | --- | --- | --- | --- |
| **Communication Products**  Include each communication product listed in the table above. | **Dissemination Channels**  Identify the channel(s) you will use to share each communication product. | **Implementation Activities**  Identify the activities required to develop and share the product with your audiences. | **Timeline**  Include the timeline for each implementation activity. | **Staff Responsibility**  Identify who is responsible for each implementation activity. |
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