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**Sample Communications Plan**

**(For a Chapter Event)**

To help you plan communications for your chapter events, save a copy of this form for each event and fill in the blanks.

**Step 1.** **Event Purpose/Goals**

What is the purpose of this chapter event? What specific goals does your chapter hope to accomplish? Fill in the general purpose, and then write in any specific goals your chapter has for the overall outcome of this event. See Appendix A in the [Communications Handbook](https://www.deltagamma.org/library/handbookGuideManual/communications-handbook) for some examples.

Purpose:

Goals:

A.

B.

C.

D.

**Step 2. Event Details**

What are the specifics of the event?

A. When is it:

B. Where is it:

C. Who is the contact person:

D. How will attendees sign up to come:

E.

F.

G.

H.

**Step 3. Event Audiences**

Write in which of the internal/external audiences from your Chapter PR Plan are going to be impacted by your communications for this event. It could be all of them, some of them or just one group. See page 36 in the Communications Handbook for a list of common audiences. Then indicate how you will reach each audience.

*Examples:*

* *Non-Greek groups: Article in the school paper and fliers on campus.*
* *Fraternities/sororities: Sending a DG representative to speak at their chapter meeting.*

|  |  |
| --- | --- |
| Identify Audiences | How will you reach each audience? |
| A.       | A.       |
| B.       | B.       |
| C.       | C.       |
| D.       | D.       |
| E.       | E.       |
| F.       | F.       |
| G.       | G.       |
| H.       | H.       |
| I.       | I.       |
| J.       | J.       |

**Step 4. Media and DG Contacts**

What media outlets will you need to utilize for this event? Can your DG contacts help you with your communication efforts? Refer back to your Chapter Communications & PR Plan.

**DG Contacts:**

media@deltagamma.org

**Media Contacts:**

Local /University TV Stations:

Local/University Radio Stations:

Local/University Newspapers:

Staff/Faculty Newsletter:

Email:

NPC Newsletter:

Email:

**\*\*For details on seeking media coverage, refer to the “Positive Media Coverage”**

 **section of the Communications Handbook on page 30.**

**Step 5. Resources & Accountability**

What other resources will your chapter use to communicate about this event? What about resources to communicate *during* the event? Some examples include but are not limited to: press releases/newsletter submissions, campus announcements, social media posts both before and during the event, a special event hashtag, merchandise, A/V equipment, etc.

These are tasks with members or a crew assigned to it to make sure one person isn’t doing it all. Those responsible should see each task through – before, during and after the event.

A: Social Media

* Who is responsible:
* What is the timeline:
* Notes:

B: Press Releases/Newsletters

* Who is responsible:
* What is the timeline:
* Notes:

C:

* Who is responsible:
* What is the timeline:
* Notes:

D:

* Who is responsible:
* What is the timeline:
* Notes:

E:

* Who is responsible:
* What is the timeline:
* Notes:

F:

* Who is responsible:
* What is the timeline:
* Notes:

Extra Resources:

**Step 6. Budget**

Will any of the communication elements need funding? Examples include signs, newspaper advertisements, A/V needs, etc. Use the space below to outline your chapter’s budget for communications for this event. This information should be in your Chapter Communications & PR Plan and approved budget.

**Note:** Event communications can come out of either the chapter PR budget, *or* the event’s budget. Be sure to detail out which budgets will fund each communication element.

**Step 7. Chapter PR Expectations**

What do you expect chapter members to contribute to the PR for this event? These are not concrete events, rather expectations that you can hold the chapter to in order to help you reach your event goals as a whole.

*Examples:*

* *Attendance is mandatory.*
* *Wear letters the day before/during the event.*
* *Change your Facebook cover photo to promote the event.*

List out the expectations for your chapter members:

A.

B.

C.

D.

E.

F.