

|  |  |
| --- | --- |
|  | Sample communication plans forprojects supported by AFD**XXX Project Name XXX**Date : XXXX XXXXContact : XXX contact(s) |

💡 This standard document allows you to draft your project communication by filling in the information requested in following pages. This document should be completed following the instructions in the AFD Communication and Visibility Guide (Level 2). This guide can be found in the AFD Kit’com which was given to you by the AFD project team.

Table of Contents

 [1](#_Toc129355536)

[1. Presentation & project context 4](#_Toc129355537)

[2. Communication objectives 5](#_Toc129355539)

[3. Target audiences 6](#_Toc129355540)

[4. Communication tools, actions and messaging channels 7](#_Toc129355543)

[5. Budget and human resources 8](#_Toc129355544)

[6. Planning 10](#_Toc129355546)

[7. Impact evaluation 11](#_Toc129355547)

# Presentation & Project Context

Briefly describe in the box below the context of the project, its objectives and the expected impacts:

|  |
| --- |
| XXXX |

# Communication Objectives

Why are we communicating ?

Define one or more objectives that you seek to achieve through your communication actions.

💡 *To help you, here are some examples of objectives that may appear or differ from those targeted by the communication of your project:*

*- Reporting on the progress of a project*

*- Publicize the impacts of the project*

*- Inform a specific audience of the different themes and objectives of the project*

*- Encourage the support and ownership of a specific audience*

*- Increase your notoriety and be a recognized player in a sector*

*- Create a lasting relationship between the beneficiaries and the organization carrying out the project*

|  |
| --- |
| **Objective 1 : XXX** |

|  |
| --- |
| **Objective 2 : XXX** |

|  |
| --- |
| **Objective 3 : XXX** |

# Target Audiences

To whom are we communicating ?

|  |  |
| --- | --- |
| Identify your target audiences and list them below.💡 Here are some examples to help you : * Direct and indirect beneficiaries
* Local authorities (governors, local parliamentarians, municipal elected officials, etc.)
* National authorities (ministries, MLAs, etc.)
* International decision makers (ministries, embassies, elected officials, investors, European and international counterparts)
* International organisations (IDFC, G20, ONU…)
* International Donors (UE, BM, BAD, BID, KfW etc.)
* Civil society organisations
* Local and international media
* Influencers and sector experts
 | Choose **key messages** for each target audience.💡 Here is a checklist to ensure your messages are relevant: * The message is unique and simple.
* Primary and secondary messages have been identified.
* The messages align with set objectives
* The messages are coherent
 |

|  |  |  |
| --- | --- | --- |
| **Target Audience** | **Key Messages** | **Specific objectives** for the target audience which remain in relation to broader objectives |
| XXX | Primary : XXXXSecondary : XXXX |  |
| XXX | Primary : XXXXSecondary : XXXX |  |
| XXX | Primary : XXXXSecondary : XXXX |  |
| XXX | Primary : XXXXSecondary : XXXX |  |

# Communication tools, actions and messaging channels

#

How to communicate ?

|  |  |
| --- | --- |
| Choose **deliverables/tools needed** to reach your communication objectives.💡 You may refer to the Communication Guidelines for the visibility or projects funded by AFD (Level 2), pages 23-24. Here are some types of tools and communication activities :* Print material : fact sheets, brochures, standees, banners, project signage, poster campaigns etc…
* Web material : dedicated web page on main website, mailing, newsletter, social media.
* Visual : photos, videos, motion design…
* Audio : podcasts.
* Written content : key messages, interviews, news articles, white papers, newsletters
* Goodies
 | Choose **communication activities** that will enable you to reach communication objectives.* Press relations : media mailing, press briefings and releases, press visits, TV or radio advertising,
* Events : national or international events, conferences, webinars, open days, international days
* Competitions etc
 |
| These **communication tools always have to be published through a dedicated channel or during an event.** An unused communication tool is of no purpose since it is not reaching the target audience. 💡 *Communication channels are the means of dissemination used to circulate your communication tools and reach your targets. These channels can be online (social networks, websites and internet pages, online media, influencers), traditional local, national or international media (TV, radio, written press and magazines), events, distribution of brochures , infographics (mailing, downloading, making available during events, etc.).* |

|  |  |  |
| --- | --- | --- |
| Communication toolsWhat do we communicate with ? | Dissemination channelsHow do we communicate ? | Target audiencesTo whom is this tool meant for ? |
| Example 1 : A dedicated project web page | Online on the XXXXX website, linking to AFD.FR |  |
| Example 2 : A project presentation brochure | In printed version at events, made available at XXXXX premises, in downloadable PDF version on the project page, partner sites, via newsletters, mailings, etc. |  |
| Example 3 : A series of articles | On the project web page, in the newsletter, offered to the media etc. |  |
| … | … |  |
| … | … |  |
| Communication activitiesWith what do we communicate ? | **Publication channels**How do we communcate ? | **Target audiences**For whom are these activities intended ? |
| Example : An introduction workshop | Invitation, mailing, display, distribution of brochures, videos related to the project, speeches by experts... |  |
| Example : A photo exhibition | Invitation, mailing, display, distribution of brochures, videos related to the project, speeches by experts... |  |
| …. |  |  |
| … |  |  |

# Financial and human resources

How much do we communicate with and via whom ?

**Specific budgets have to be allocated to communication tools and activities** so that the amount earmarked for project communication is respected. 💡 When a service must be outsourced, we advise you to request at least two quotes from professionals in the sector in order to be able to compare the offers, choose the one that suits you and budget for the service in your communication plan. So you won't have any bad surprises.

**Budget**

|  |  |
| --- | --- |
| Communication ToolsWhat do we communicate with ? | Total budget : XX€How much does it cost ? |
| Tool example 1 : A dedicate project page | XX € |
| Tool example 2 : A project presentation brochure |  |
| Tool example 3 : An article |  |
| … |  |
| … |  |
| Communication activities |
| Example : event |  |
| Example : photo exhibition |  |
|  |  |

**Human resources**

Whom do we communicate through ?

Define the **human resources** to be allocated to produce your communication tools and implement your communication actions. Specify which human resources you have in-house and which ones you will have to outsource.

|  |
| --- |
| XXXX |

**Communication Planning**

When do we communicate ?

**Schedule activities** to be carried out during a specific time frame. This example table will also allow you to summarize all the information that makes up your communication plan. You can also copy it to an Excel if you are more comfortable.

💡 To help you schedule communication actions over a time frame, think about the different project highlights with which you can align your communication actions. Remember to include international days, international events related to the project's sector of intervention, events with partners and donors.

|  |
| --- |
| **Year 1** |
| January | February | March | April | May | June | July | August | September | October | November | December |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Year 2** |
| January | February | March | April | May | June | July | August | September | October | November | December |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Year 3** |
| January | February | March | April | May | June | July | August | September | October | November | December |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

# Evaluating impact

Follow-up on communication impact

Choose **indicators** that can be used to monitor and measure the impact of communication.

💡 Choose indicators for each communication action. There are two types of indicators:

* Quantitative indicators (number of articles and web content published, site traffic statistics, number of impressions/views on social networks, number of events)
* Qualitative indicators (level of participant satisfaction, involvement of project stakeholders

|  |  |
| --- | --- |
| Indicators  | 1Evaluating impactFollow-up on communication impact |
| Indicator 1 | … |
| Indicator 2 | … |
| Indicator 3 | … |
| … | … |
| … | … |
| … | … |
| … | … |