This is a template to help you develop a complete communications plan that can help to guide your campaigns and communications activities.

**Project Name:**

**Context and Background:**

**Current Situation:**

**Objectives:**

**Target Audience:**

**Key Messages:**

**Delivery/Strategy:**

**Timescales:**

**Budget**

**Evaluation (how you will measure the success of your communications campaign?)**

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| **Activity** | **Expected Outcome** | **Owner/Responsibility** | **Target Audience** | **Timeframe** | **Estimated cost** | **Evaluation** |
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