

# Create messages for your project and target audiences

Use the below template and prompt questions to think about and distil some messages for your next project or event promotion.

## 01

Communications plan for project (name)

Project team members and their roles

**What are you going to do and who are you doing it for?** One or two sentences on what you will do and who will benefit from your work.

**Context?** Something about the political, economic or social environment you are operating in that makes your project particularly relevant.

**What is different?** What is new or different about the approach that you are taking?

**How will this make things better?** What problems or barriers will your work help your priority audiences overcome? How will your project make their lives easier/better?

**Supports and or partners?** Who supports you/who are you partnering with?

**Other?** How could this add value and improve efficiency?

## 02

Now you have considered what may be the key pieces of information about your project, you can create more audience focused messages.

The template that follows provides a framework for the creation of your audience messages. It also provides space to add key facts, statistics or stories that reinforce these messages and can be used in your communications.

It may be necessary to complete more than one of these if some of your audiences have different needs, interests or levels of knowledge.

### Message

Issue? A simple articulation of the problem or issue your project is trying to meet.

### Proof points

Statistics/facts that help prove or support what you are saying about the issue.

**Why does it matter now?**

What is the particular relevance, urgency or reason to engage for your audience/s? Facts or stories that reinforce the message.

**What are we doing?**

How you will contribute to the issue/the potential solution your project offers? Key points about the project and its goals.

**What do we want you to do?**

The action/s you would like your audience/s to take. Facts or stories that reinforce the message.