**Communication Plan**

| **WHO:**Target Audience | **DESIRED ACTION:**What do we want to accomplish? What do we want targeted audience to DO? Feel and Think? | **KEY MESSAGES:**2-3 messages we want the audience to remember | **HOW:**Email, website, personal contact | **Time Frame:**By when? | **Budget Implications:**What budget implications are associated with delivering messages? | **ADDITIONAL CONTEXT:**What else needs to be considered? |
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