**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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