# Template for a Narrative Communications Plan

Complete the sections in the document, with only the minimal amount of detail needed for someone to understand the plan. The complete document should be less than two pages. Your audience is executives *(who may be busy or impatient)*, other teams (*who just want to know the basics)*, or new team members *(who want a reference point)*. Refer to other documents for complex details.

## Introduction

*Explain the purpose of the plan and how you will execute it, in less than 6 short sentences. It is often helpful to do this part after you have completed the others, so that you can identify the most important points.*

## Purpose of Campaign

*Explain* ***why*** *you are communicating, what general* ***message*** *you want,* ***who*** *the audience is, and what* ***action*** *you would like the audience to take after receiving the message. This should be less than 2 short paragraphs.*

## Plan for the Campaign

*Explain the fundamentals of how you will execute the plan (e.g. “we plan to send 3 emails over 6 months …”). This should be only 1 paragraph. Reference additional technical resources if needed, but do not include technical details in this document.*

## Challenges and Risks

*In less than a paragraph, describe the most important risks you have identified, and briefly summarize your plan for resolving them if they happen.*

## Indicators of Success

*Explain how you will* ***measure*** *the success of your campaign, as well as* ***how*** *and* ***when*** *you will report on what you have accomplished.*

## Document References

*Provide document names (or links) for things that are too detailed for this short format. Include a single sentence for each that explains what they are and how they are used.*