



Communications Plan Considerations:

GOAL

- What do I want to accomplish?
- How can I improve?

TARGET

- What specific result(s) do I want to see?
- What is the deadline?
- How will I monitor progress and measure the results?

STRATEGY

- How can I meet the target?
- What are my options within the Constituent Gateway eNewsletter?
 - List creation
 - Include surveys, eNews Sign up, social shares, tell a friend, etc.
 - Use different templates for different audiences
 - Establish a regular schedule for sending to each audience
 - More?
- What are my options outside of the Constituent Gateway eNewsletter?
 - Use CRM to import targeted lists
 - Use official and social media websites
 - District Events
 - More?
- Who else needs to be involved?
- How can I ensure the strategy is implemented? **Consider plotting actionable items on a shared calendar.**

MEASURE

- Which statistics in the Gateway eNewsletter Analytics should I be analyzing?
 - Delivery/ Bounces
 - Subscribers/Unsubscribers
 - Replies
 - Views
 - Click Throughs
 - Survey Responses
 - Social Shares
 - More?
- What information outside of the Gateway should I be analyzing?
- What kind of A/B testing should I do?



Communications Plan Example:

GOAL 1: INCREASE ENGAGEMENT OF CURRENT SUBSCRIBERS

Target	Target 1: Achieve a 20% view rate and a 10 % click through rate on all subscriber content by 9/1/14.	Target 2: Double Social Shares by 9/1/14.
Strategy	<p>Send out a weekly mailing to All Subscribers.</p> <p>A/B test subject lines before sending out mailing.</p> <p>Include at least 3 links in each newsletter back to content on our website.</p> <p>Include a short survey in each mailing to build targeted lists.</p>	Strategy for Target 2
Measure	<p>Compare mailings after A/B testing.</p> <p>Check Views after each mailing.</p> <p>Check Click-Throughs after each mailing.</p> <p>Target Review on 9/1/14.</p>	Measurables for Target 2

GOAL 2: INCREASE OUTREACH TO ALL CONTACTS

Target	Target 1: Increase subscribers by 10 % by 9/1/14.	Target 2: Double view rate for All Contacts by 9/1/14.
Strategy	<p>Send a short email to the All Contacts list once a month with a survey that includes.</p> <p>Send an informative newsletter to a list of All Viewers and subscribers once a month.</p> <p>A/B test subject lines before sending out mailing.</p>	Strategy for Target 2
Measure	<p>Compare mailings after A/B testing.</p> <p>Check Subscribes/Unsubscribes after each mailing.</p> <p>Check Views after each mailing.</p> <p>Target Review on 9/1/14.</p>	Measurables for Target 2