



## Communication Framework and Dissemination Work Plan

Creating a communication framework and dissemination work plan is essential for clear, strategic, and effective communication. Both can help your organization:

- ▶ Align messaging with goals and by target audience, tailoring messages to meet audience needs.
- ▶ Identify appropriate channels so messages reach the right people at the right time.
- ▶ Streamline internal processes and clarify team roles and responsibilities.
- ▶ Create consistency in approach.
- ▶ Respond to change or crisis.
- ▶ Understand what worked and what didn't work for future communication.

Whether for internal updates, public relations, advocacy, or stakeholder engagement, the Advocacy & Communication Solutions, LLC (ACS) Communication Framework and Dissemination Work Plan can help your organization maximize reach, increase impact, avoid miscommunication, and ensure that your audience is receiving information that is clear and purposeful—leading to better outcomes and stronger connections.

[www.advocacyandcommunication.org](http://www.advocacyandcommunication.org)

For more information about ACS, please contact us at [info@advocacyandcommunication.org](mailto:info@advocacyandcommunication.org). Follow us on [LinkedIn](#).

Cleveland  
1277 West 104th St.  
Cleveland, OH 44102

Columbus  
2612 Zollinger Road  
Columbus, OH 43221

Washington, DC  
300 New Jersey Avenue, NW  
Suite 900, PMB 9005  
Washington, DC 20001

Phoenix  
207 North Gilbert Road  
Suite 007  
Phoenix, AZ 85234

## COMMUNICATION FRAMEWORK

This Communication Framework helps structure key communication efforts by defining the purpose, audience, and methods for effective dissemination.

**Instructions: Complete each section of the Communication Framework Chart below by identifying your organization's:**

### Communication Types

List the different types of communication materials (e.g., presentation, report, email, social media post) your organization uses.

### Target Audience(s)

Identify specific groups or organizations you need to reach and include the names of the individuals at each organization who will receive the communication.

- ▶ Consider internal (staff, board members) and external (funders, partners, public) audiences.
- ▶ Prioritize based on your team's capacity and importance of audience.

### Objective(s)

- ▶ Define the purpose of the communication (e.g., inform, persuade, engage).
- ▶ Ensure your communication objectives tie back to your organizational goals.

### Key Messages

Develop concise, targeted messages or main points, tailored to each audience's needs.

### Messengers

Assign team members or external partners responsible for delivering the message.

### Timeline

Establish deadlines for drafting, reviewing, and disseminating materials.

- ▶ Think about short-, intermediate, and long-term use of the materials.

### Communication Channels/Vehicles

Choose appropriate communication methods (e.g., email, presentations, website, social media) based on audience preference, accessibility, and effectiveness.

### Evaluation

Set benchmarks to measure success (e.g., engagement metrics, feedback).

### Review/Update Materials (as needed)

Schedule periodic reviews to update and refine communication materials.

Example of PRESENTATION as COMMUNICATION TYPE in italics below.

Communication Framework Chart	COMMUNICATION TYPE: <i>Presentation</i>	COMMUNICATION TYPE	COMMUNICATION TYPE	COMMUNICATION TYPE
Target Audience(s)	<i>National partners: Bob Smith      City officials: Lana Brown</i> <i>National funders: Sherry Jones      Major local area nonprofits:</i> <i>State officials: Sarah Carrey      Goldson Organization</i> <i>Community members</i>			
Objective(s) and Goal(s)	<ul style="list-style-type: none"> <li>▶ <i>Inform and educate</i></li> <li>▶ <i>Understand sustainability and funding of program</i></li> </ul>			
Key Messages	<ul style="list-style-type: none"> <li>▶ <i>Why initiative was started—issues in City</i></li> <li>▶ <i>Goals</i></li> <li>▶ <i>Collaboration, partnerships, and evidence-based interventions</i></li> <li>▶ <i>How funds are used</i></li> <li>▶ <i>The future of organization</i></li> </ul>			
Messengers	<ul style="list-style-type: none"> <li>▶ <i>NOW: Organization design team</i></li> <li>▶ <i>FUTURE: Advocates and allies</i></li> </ul>			
Timeline	<p><i>Short-Term (2 weeks)</i></p> <ul style="list-style-type: none"> <li>▶ <i>Can be used immediately once Design Team updates slides</i></li> <li>▶ <i>Current presentation opportunities</i></li> </ul> <p><i>Intermediate (next 3–6 months)</i></p> <ul style="list-style-type: none"> <li>▶ <i>Identify events/opportunities to present</i></li> </ul> <p><i>Long-Term (2026)</i></p> <ul style="list-style-type: none"> <li>▶ <i>Update with new data</i></li> <li>▶ <i>Plan for future presentation opportunities</i></li> </ul>			
Communication Channels/Vehicle	<ul style="list-style-type: none"> <li>▶ <i>Online internal platforms (e.g., project management tools, collaboration platforms, or internal company websites)</i></li> <li>▶ <i>In-person presentations (promote presentations via social media)</i></li> <li>▶ <i>Email PPT (in PDF format) after presentation to attendees</i></li> <li>▶ <i>On website</i></li> </ul>			
Evaluation	<ul style="list-style-type: none"> <li>▶ <i>Self-assessment</i></li> <li>▶ <i>Peer review</i></li> <li>▶ <i>Audience reaction and feedback</i></li> <li>▶ <i>Quantitative measurements (e.g., funding increase)</i></li> </ul>			
Review/Update of Materials (as needed)	<ul style="list-style-type: none"> <li>▶ <i>New data</i></li> <li>▶ <i>New partners</i></li> <li>▶ <i>Changes to any information</i></li> </ul>			

## COMMUNICATION DISSEMINATION WORK PLAN

The Communication Dissemination Work Plan ensures internal accountability and tracks communication efforts for different target audiences, using the information identified in the Communication Framework.

**Instructions: Complete each section of the Communication Dissemination Work Plan Chart below by identifying your organization's:**

### Target Audiences

List each target audience identified (e.g., national partners, funders, state officials, local nonprofits).

### Messengers

Assign individuals or teams responsible for communication.

- ▶ Include both immediate (e.g., design team) and future messengers (e.g., advocates, allies).

### Communication Pieces/Channels

Specify the Communication Piece(s) (presentation, summary, infographic) and identify the Channel (email, website, social media, in-person).

### Assigned To

Clearly state who is responsible for each task.

### Next Steps/By When

Outline actions and deadlines for execution.

### Additional Follow-up/Notes

Include any considerations for future improvements or follow-up actions.

## Communication Dissemination Work Plan Chart

Example of NATIONAL PARTNERS as Target Audience in italics below.

Target Audience	Messengers	Communication Pieces/Channels	Assigned To	Next Steps/ By When	Additional Follow-up/Notes
<i>National Partners</i>	<ul style="list-style-type: none"> <li>▶ <i>NOW: Design Team</i></li> <li>▶ <i>FUTURE: Advocates and allies</i></li> </ul>	<p><b>COMMUNICATION PIECES:</b></p> <ul style="list-style-type: none"> <li>▶ <i>Presentation</i></li> <li>▶ <i>Executive Summary</i></li> <li>▶ <i>Visual: Intake System</i></li> </ul> <p><b>CHANNELS:</b></p> <ul style="list-style-type: none"> <li>▶ <i>In-person presentations</i></li> </ul>	<i>Jenny Jenkins</i>	<i>Meeting scheduled 4/16/25</i>	<ul style="list-style-type: none"> <li>▶ <i>Will send copies of presentation after meeting</i></li> <li>▶ <i>Will schedule follow-up meeting</i></li> </ul>

