

[Insert Club Name Here] Communication Plan

Introduction

Insert text here

Who do we need to communicate with?

- Insert text here

What are our key messages?

- Insert text here

Communication plan

Audience	Message	Method/Tools	Frequency	Who	Done
Exiting members					
Potential members					
Players					
Coaches					
Officials					

Insert club logo here

Peak body/affiliation					
Eurobodalla Shire Council					
Funding bodies					

Marketing and promotion activities

Tool	Details/task	Cost	Date/s	Officer	Done
Web page					
Club noticeboard					
Media release					
Poster/flyer					
Club newsletter					
Facebook					
Instagram					

Insert club logo here

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Eurobodalla Sports Resource Kit – V1 2022