

## Communication Plan Tips and Tricks

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A communication plan identifies the club's key messages, their target audiences, and how to reach them. It will help your committee meet the objectives of your development plan and ensure you provide good governance to your club. Use this document as a guide to what you include in your club's communication plan.

### Who do we need to communicate with?

- Existing members
- Potential members
- Players
- Coaches
- Officials
- Peak body/affiliation
- Eurobodalla Shire Council
- Funding bodies

### What are our key messages?

For example:

- We are a sustainable sports club.
- Our vision is...
- What makes us who we are.
- Where do we want to be in 1, 5, 10, 20 years' time?
- Our key projects are...

## Communication plan

This is where you develop the details of what you want to say, to who, and how you are going to say it.

Audience	Message	Method/Tools	Frequency	Who	Done
Exiting members					
Potential members					
Players	Example: Match information	Facebook messenger	Weekly	Coach/ Manager	
Coaches					
Officials					
Peak body/affiliation					
Eurobodalla Shire Council					
Funding bodies					

## Marketing and promotion activities

Tool	Details/task	Cost	Date/s	Officer	Done
Web page	Example: registration details/fixtures/match reports				
Club noticeboard	Example: Member surveys and results/events and gal day info.				
Media release	Examples: Match reports, successful grant application, player achievements, fundraising events				
Poster/flyer	Example: Fundraising event				
Club newsletter	Example: Match reports/player achievements/funding achievements/working bees				
Facebook	Example: messenger of coach/player communication				
Instagram	Example: Promotional photos (make sure you have signed permission to share.)				