**Internal Communication Plan**:

Newsletter to volunteers and staff with updates monthly

Newsletter to donors, etc. monthly

Collect contact information for everyone involved: staff, volunteers, the board

Internal communications manager should be chosen

Create an emergency plan-notification phone tree, etc.

What is the mission-does everyone understand it? Does everyone agree on it?

What are the mission and goals?-specific and clearly defined

What is the organizational structure?

Characterize culture and internal communication

What are the communication tools?

Improvements that need to be made: communicating program activities/successes/failures to the board

Staff Handbook

Create a notice board

**Example plan matrix**

The following table, shows how a company may plan and manage its internal communications.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategy**  | **Purpose**  | **Intended result**  | **Communications team role**  | **Frequency**  |
| **Intranet** |   |
| Home page  | Business metrics/ dashboard  | To keep employees up to date on progress  | Update data that is not automated  | Daily  |
| Departmental page | Departmental dashboard.Contracts/ budgets | To keep employees up to date on local progress | None | Daily |
| Project page | Project [KPI](http://rapidbi.com/created/SampleKeyPerformanceIndicatorsKPI.html) dashboard.Contracts/ budgets | To keep team members up to date on project | None | Daily |
|  |  |
| **E-mail**  |      |
| Information bulletins * Director messages
* Other organizational information
 | Inform, engage | Employees understand our purpose, progress, and how they connect | Consult, develop, publish | Weekly and as necessary |
| Activity reports | Inform | Employees understand what the rest of the organization is doing | Collect and publish  | monthly |
| **Meetings**  |    |
| Coffee with director | Inform, clarify, exchange |   | Attend, notes if required | Twice a month |
| Brown Bag lunches/ info sessions | Inform, clarify, exchange |   | Plan, announce | Varies |
| Leadership team employee meeting (open to all) | Model open organization, inform |   | Take notes | Weekly |
| All-manager meetings | Inform, clarify |   | Note taking | Monthly |
| All-employee meetings | Inform, clarify |   | Planning, logistics | Twice a year |
|  |  |  |  |  |
| Staff meetings | Inform, clarify |    |   |   |
| Team meetings | Daily work |    |   |   |
| Corridor conversations | Various |    |   |   |
| Cafe based conversations | Understanding |    |  |   |
| **Website pages**  |    |
| Monthly news e-zine | Connect people to colleagues, to organization and to to job | Employees connected and informed | Develop, publish | Monthly |
| Director staff meeting notes  | Connect people to organization and to document organizational  history | Employees connected and informed | Develop, publish | Weekly |
| Organization calendar  | Provide visibility over organization activities |    | Maintain | As required |
| Meeting actions  | Provide organizational accountability | Employees connected and informed | Develop, publish | Weekly |
| Decision log  | Document organizational decisions | Organization has record of decisions | Develop, publish | As required |
| Field-guide to organization  | Connections to organization | Employees understand how organization fits together | Develop, publish | As required |
| **Organization support, infrastructure development**  |    |
| Develop communications plans for other parts of the organization | Consulting | Single organizational message; communications activities are coordinated | Develop, coordinate, publish | As required |
| Organizational distribution lists | Infrastructure development | Lists are current | Maintain all staff lists | As required |
| Organizational performance reporting | Employees connected to work | Performance is visible | To be determined | Monthly.  |
| Information management | Single source | Information under configuration control | To be determined | As required |
| "Branding" and organizational identity | Common look & feel | Consistent use of  name and logo on signage, websites, etc. | Coordinate and support | As required |

[top](http://rapidbi.com/created/howtowriteaninternalcommunicationsplanandstrategy.html#TOPHowtowriteaninternalcommunicationsplanandstrategy)

**Action Plan template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Responsibility** | **Timeline** | **Resources Needed** | **Indicators of Success** | **Date Completed** |
|   |   |   |   |   |   |
|   |   |   |   |   |   |