



The following document is a summary of the prompts and exercises included in the [WKKF Strategy Builder tool](#) →

## INTRODUCTION

Understanding how to be more strategic in your communication is foundational to building all other communication skills. The following prompts will guide you through making strategic decisions and forming a communication plan.

## KEY COMMUNICATION OBJECTIVES

**Primary Goal:** What is your primary communication goal?

- Your goals are the starting point for a successful communication effort. They are your ‘why.’
- Your communication effort can be designed to elicit support or opposition of a particular policy; advocating for changes to policy; or making demands of leaders to take action on a policy. For example: Asking a major employer in the region to adopt new policies for its employees about sick leave.

**Key Moment:** Are there upcoming time-sensitive or key moments that you can leverage to achieve your objectives?

- Key moments can be defined as compelling events that your goal can be built around.
- They are usually time-sensitive events that will have an effect on the outcome of your efforts.

## TURN YOUR OBJECTIVE INTO A S.M.A.R.T. GOAL

**S.M.A.R.T. Goal:** What is your goal? Is it a S.M.A.R.T. goal?

- S.M.A.R.T. goals provide a means for turning your objectives into a framework that makes them more attainable.
- S.M.A.R.T. goals are key to ensuring that your goals are **Specific, Measurable, Attainable, Reasonable and Time-Bound**.
- S.M.A.R.T. goals move us toward realizing the outcomes we want to achieve and provide a basis for measuring success. Later, we'll explore methods for measuring our results, and the best metrics for tracking progress.
  - ◆ General example: "I want to protect my community's health. "
  - ◆ S.M.A.R.T. example: "I want more people to receive the latest vaccine booster."

## UNDERSTANDING YOUR KEY AUDIENCE

**Who is Your Primary Audience:** Who Do You Need on Your Side?

- Identifying target audiences is essential to achieving your S.M.A.R.T. goal. You need to identify the specific groups of people you need your messages to reach and the specific set of actions you want them to take.
- Being extremely clear and specific about who your target audience is will help you find and reach them more easily and help you create effective communication to persuade them to take action on your behalf.

## CRAFT YOUR MESSAGE

**Core Message:** What do you need to tell your audiences?

- A powerful message is the backbone of a successful communication effort. You must be able to clearly articulate the problem at hand, how people are being impacted, what is the desired solution, and how people can lead and contribute to change.

## CHOOSING YOUR APPROACH

**Tactics & Activities:** What organizational strengths can you leverage to reach your audience?

- What resources are at your disposal? Is someone on your team a social media expert who can help you to launch your campaign on social media? Do you have wonderful video footage from the field you can use to create a video ad?
- Consider the many different resources you can tap into. Get creative!

## METRICS

**Measuring Success:** What metrics will you use to measure your success?

- Measurement is a key consideration when launching a communication effort: how will you understand your impact?
- It's important to establish in your planning what metrics define success for your communication effort. These often are called KPIs or "Key Performance Indicators." Establishing KPIs early will help you stay on track — and it's important to measure these KPIs throughout the initiative, not just at the end.
- Examples of strong KPIs when mobilizing people online could be:
  - ◆ The number of petition signatures against the goal
  - ◆ New names added to an email list
  - ◆ Video completions
  - ◆ Social media shares on a key post
  - ◆ Visits to a 'Make A Plan to Vote tool'
  - ◆ Number of media interview requests
  - ◆ Downloads of toolkit assets you developed
  - ◆ Donations