



STRATEGIC COMMUNICATIONS & CIVIC ENGAGEMENT

May 18, 2016 FFF Civic Engagement Conference
Dulles, VA



Session Agenda

- Part 1: Models for Messaging to Target Audience and Developing a Communications Plan to Support Your Voter and Community Volunteer Outreach Work.
- Part 2: Communications Campaign Case Studies From the Field:
 - *Laura Martin, PLAN*
 - *Raymond Partolan, Advancing Justice-Atlanta*
- Part 3: Breakout: Fleshing Out your Message and Plan

Communications Plan Model

- Goal
- Audience
- Message
- Messenger
- Tactics

Message Model: VPSA

(Opportunity Agenda, <https://opportunityagenda.org/explore/resources-publications/make-your-own-vpsa>)

- Values
- Problem
- Solution
- Action

Breakout

1. Coalitions, Networks
2. Service Providers
3. Advocacy and Organizing Groups
 - Choose either the comms plan template or the message template (bonus points for doing both!) and create draft plans/messages using the models.