

[Name of Congregation] Communications Plan

Created [__/__/____]

Completed [__/__/____]

I. Situation Analysis

a. Congregation's History:

Before you can plan for the future, you must look back at your past. Include a narrative about your congregation's history. Where did your congregation come from? Who were the founders? Where was it located? Who were the spiritual leaders?

b. Current State:

Where are you at in terms of membership? What is the state of your congregation budget? A great tool to help you assess your current state is the first seven pages of our rabbinic search placement form. You can access this form at <http://www.reconplacement.org/plform.php>

Research your current congregants through surveys, focus groups, or interviews. Look at your geographical area. Find out what you have to offer and what you cannot offer. What are your challenges? What are your opportunities?

c. Ideal State:

Where do you see yourself a year from now? How about five years from now? Describe your ideal size, financial state, resources and so on.

As you develop your goals, you can assess the gap between where you are now and where you want to be.

II. Audiences

a. **Audience:** *Define your ideal audience. Are you able to meet the needs of young families? Empty nesters? Retirees? Pick an audience and define whom you want to reach and where they live.*

i. **Issue:** *What do you want them to know about you? What do you want them to feel when they hear your congregation's name? How do you want them to interact with you?*

ii. **Message:** *After researching your audience, what is important to them? What do you want to convey to them? Here, you will define what you want to say to your audience.*



- iii. **Channel:** *How does this audience like to be communicated with? What resources do you have available to communicate in this way?*

III. Plan

Goal #1: *After doing your research and compared your current situation to your ideal state, you will now define one project that will help you close the gap between your current and ideal state.*

For example: Communicate to the wider community that our congregation is a thriving Jewish community.

1.0 Objective: *This will be the measurable building blocks to help you reach your goal. Here, you will define what will happen, what the results will be and when will this objective happen.*

For example: We will focus on increasing Friday night Shabbat service attendance by 10% by July 2016.

1.1 Strategy: *This is the overall idea about how you will accomplish the objective. This is broken down into bite-sized pieces in order to clearly define what must be done.*

For example: Increase visibility for Shabbat Services using Social Media

1.1.1 Tactic: *This is your actual checklist of what needs to be done to make this strategy happen.*

For example: John Smith will post link to Rabbi's weekly D'var Torah blog on Facebook with times for the next Friday night service.

1.1.2 Tactic:

For example: Purchase \$5 Facebook Ads to run two days once a month

1.2 Strategy:

For example: Use local media to promote Friday night Shabbat services.

1.2.1 Tactic:

For example: Jane Silver will write a PSA and submit to local radio stations.

1.2.2 Tactic:

For example: Jane Silver will write press releases about Friday Shabbat services and send to Daily Sun Newspaper once a month.

2.0 Objective:

2.1 Strategy:

2.1.1 Tactic:

2.1.2 Tactic:

2.2 Strategy:

2.2.1 Tactic:

2.2.2 Tactic:

Goal #2:

1.0 Objective:

1.1 Strategy:

1.1.1 Tactic:

1.1.2 Tactic:

1.2 Strategy:

1.2.1 Tactic:

1.2.2 Tactic:

2.0 Objective:

2.1 Strategy:

2.1.1 Tactic:

2.1.2 Tactic:

2.2 Strategy:

2.2.1 Tactic:

2.2.2 Tactic:

IV. Budget

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Tactic #	What is needed	Company/Vendor	Duration	Cost
1.1.2	<i>Pay Per Click Advertising</i>	<i>Facebook</i>	<i>\$5/month for 12 months</i>	<i>\$60</i>
			TOTAL COST:	