



INTEGRATED PLANNING TOOL

FOR COMMUNICATION CHANGE-MAKERS

STEP BY STEP FORMAT

Get some paper and some pens and follow these steps. Repeat for as many goals you are working with.

- **Step 1:** Write down one shared goal. What longer-term impact-focused goal will you be tackling?
- **Step 2** - Within this, define a problem context: Who are you speaking to? What do your audiences need?
- **Step 3** - Map out the interventions your organisation, campaign or project will make to bring about this goal.
- **Step 4** - Define your activities, both programmatic and communication!
- **Step 5** - List your communication outputs for your communication activities: What actual communication pieces will you develop? How many of these things? (quantities) Where will you publish them?
- **Step 6** - Define your desired outcomes: What do you want to see as a result of your outputs? Which specific metrics will you be using?
- **Step 7** - What are your data sources? Where will you gather your outcomes data?

TABLE FORMAT

Recreate this table in Excel or Google Sheets or sketch it out. Repeat for as many goals you are working with.

Goal: Write down a shared goal.				
Intervention e.g. Create collective action around an issue (to show caseload, to create support)				
Activities	Outputs	Outcomes	Outcome performance Indicators	Outcome data sources
E.g. campaigns, events, programmes, protests	What communications do you want to actually put in place? How many do you want to do?	What do you want to see as a result of your outputs? For example – people engaged more fully with an idea, or sentiment changed, and this told you something important.	What will you actually be measuring, in terms of metrics? Reach? Conversion rate?	Where will you get these metrics – both quantitative and qualitative!

