

## **Communications Action Planning: Communicate, Connect, Adapt!**

Good planning is an essential part of any communications strategy. But, even with the best laid plans, sometimes outside forces require us to change, adapt, etc. In this session, participants will explore...

- How to link to and build local media on national stories.
- How to connect the work of your program to seasonal, annual or special events.
- How to create tie in between your program and public education and awareness days.
- How to plan and strategize to meet your communications goals.



## Communications Action Planning

### Examples for the Organizational Tier

- National Learn and Serve Challenge local initiatives
- Back to School Events
- Local or State-wide Education Conferences
- Governor's Volunteer Conference
- Organizational- or State-level plans for Service Days (MLK Day, Make a Difference Day, National Volunteer Week, etc.)

### Examples for the Event/Activity Tier

- Press release about persons attending national conferences
- Articles or events around the Learn and Serve Challenge
- Teach-ins or other activities to call attention to educational trends making the news.
- Host a service-learning or volunteer day to coincide with the release of reports such as the Report on the Teenage Volunteer Survey. Have teens in your program act as team leaders.
- Articles about service-learning to coincide with the annual release of reports on civic life, volunteering or civic engagement.
- Media event focused on Martin Luther King Day or other days of service.
- Articles that show youth in a positive light in response to articles about negative youth behaviors
- Press announcement in business section when receiving grant award

# Learn & Serve America Communicators Institute

## Action Plan

Goal:				
Strategy	Actions	Who	Start-End	Status
I.	1.			
	2.			
	3.			
II.	1.			
	2.			
	3.			
III.	1.			
	2.			
	3.			

## Join the Communicators Network

- Network with other national and community service communicators
- Share your stories in response to media inquiries
- Receive Corporation press releases first

*E-mail [sscott@cns.gov](mailto:sscott@cns.gov) with your request to join the Communicators Network.*