COMMUNICATIONS PLAN

1. Who are you trying to reach?
   - Map important stakeholders (i.e., participants, partners, sponsors, public, business community, educators, etc.)
   - Identify demographics

2. Will you engage sub-contractors?

3. Website
   - Crucial first step
   - Home base for all communications
   - Planning and execution: What functionalities are necessary?
   - Design and back-end
   - In-kind vs. paid

4. Traditional advertising
   - Print, online, TV, radio, mailers, billboards
   - Research demographics and reach: Are there appropriate outlets for advertising your project that will reach important stakeholders?
   - In-kind? PSA space? Paid?

5. Editorial outreach
   - Build a media contact list. Use your partners. Media contacts are not hard to find but the process is time consuming.
   - How will you communicate with this list?
   - Press releases
   - Email blasts
   - Phone calls
   - Meetings
   - Events

6. Social media
   - Communication
   - Blogs
   - Blogger, LiveJournal, Open Diary, TypePad, WordPress, Vox, ExpressionEngine, Xanga
   - Micro-blogging/Presence applications
   - FriendFeed, Jaiku, Plurk, Twitter, Tumblr, Posterous, Yammer, Quiko

Social media continued:
   - Social networking
     - Facebook, Geni.com, Hi5, LinkedIn, MySpace, Ning, Orkut, Skyrock, Qzone, Vkontakte, RenRen, Kaixin, ASmallWorld, studiVZ, Xing, RunAlong.se, Bebo, BigTent, Elgg, Hyves
   - Social network aggregation
     - NutshellMail, FriendFeed
   - Events
     - Upcoming, Eventful, Meetup.com

Collaboration
   - Wikis
     - Wikipedia, PBworks, Wetpaint
   - Social bookmarking (or social tagging)
     - Delicious, StumbleUpon, Google Reader, CiteULike
   - Social news
     - Digg, Maxx, Reddit, NowPublic

Multimedia
   - Photography and art sharing
     - deviantArt, Flickr, Photobucket, Picasa, SmugMug, Zoommr
   - Video sharing
     - YouTube, Vidler, Vimeo, sevenload, Zideo
   - Livecasting
     - Ustream.tv, Justin.tv, Stickam, Skype, OpenCU
   - Music and audio sharing
   - Presentation sharing
     - slideshare, scribd

7. Collateral

8. Involving partners (and later sponsors) in media plan.

Note: Consider hard costs and time investment to inform budget
## SAMPLE BUDGET

### The Urban Forest Project Albuquerque

<table>
<thead>
<tr>
<th>Required</th>
<th>Cash</th>
<th>In-kind</th>
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### Required

**Project definition and viability phase**
- Preliminary planning and sponsorship exploration/strategy
- Brand usage
- Trip to host city

**Sponsorship acquisition**
- Meetings, presentations, communication.

**Outreach and designer/artist management**
- Identifying and outreaching the creative community to solicit participation and relationship management.

**Print and digital collateral**
- Designing and printing of collateral: Invites to opening reception, mailing costs, blast emails, posters.

**Communication plan**
- Development and execution.

**Banner production and printing**
- Identifying vendor and sustainable materials.
  - Preparation of each piece of artwork for the printer, printing costs.

**Simple website**
- Designing and building project website.

**Recycled totebag design and production**
- Identifying designer to repurpose banners into product.
  - Researching best way to manufacture the items.
  - (Proceeds benefit Tree New Mexico for tree planning and education initiatives.)

### Cash In-kind

**T-Shirt sales and prep.**
- Identify and establish a relationship with a t-shirt vendor, prepare artwork for the shirts. Although not an essential element of the project, it can enhance fundraising efforts.
  - Proceeds go to Tree New Mexico.

**Totebag sales**
- Development, management and execution of product sales.
  - Totebags pre-sold and pre-paid so no waste. Manufacturing and shipping costs able to be paid up front keeping this aspect of the project out of the overall budget.
  - Note: Worldstudio assumes that the Community Organizer will execute this portion of the project and that costs are covered by the sale of the totebags or products produced.

**Events**
- Development, management and execution of kick off event.

**Educational component**
- Development, management and execution of component to engage K-12 and/or college students, as well as educators.

**Project documentation, travel and misc. expenses**
- Determination of parameters to gauge and measure success, and documentation of the project.
  - Travel and other reimbursables.

### TOTAL BUDGET

<table>
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<tbody>
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### $10,000

**T-Shirt sales and prep.**
- Identify and establish a relationship with a t-shirt vendor, prepare artwork for the shirts. Although not an essential element of the project, it can enhance fundraising efforts.
  - Proceeds go to Tree New Mexico.

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