



Creating a Communications Plan for Drought Education

Building a Drought Communications Plan TOGETHER



- No wrong answers
- You are YOU
- The starting point is up to you
- We'll also be capturing input on slides
- TAKE NOTES
- Raise your hand to respond – we'll come to you
- Keep responses concise
- Have fun!

Drought Communications Plan Section 1: Background

- What's happening in your community right now that makes communication necessary?



Drought Communications Plan Section 2: Goals

- What are we trying to accomplish?
- What do you want customers, leaders, stakeholders to DO?



Drought Communications Plan Section 3: Audiences

- Who needs to hear from you?



Drought Communications Plan Section 4: Messages

- What will resonate with each audience you identified?

AUDIENCE	MESSAGE

Drought Communications Plan Section 5: Reaching your Audiences

- Considering your audiences, what outreach platforms do you think would most likely reach them?



Drought Communications Plan Section 6: Challenges

- What do you think will be your biggest obstacles to communicating effectively?
- How will you mitigate those?



ROLE PLAY!

