

COMMUNICATIONS

channels

MAIL

Letter Solicitations
Newsletter

EMAIL

E-news
Email solicitations

LOCAL NEWS (RELEASE/EVENT LISTING/AD)

Newspapers
Radio stations
Magazines

IN PERSON

Tabling at community event
Presentation
Float in a Parade

SOCIAL MEDIA / WEBSITE

Facebook page or group
Instagram
Twitter
Website

FLYERING

Community bulletin boards
Brochure in park

CURRENT FREQUENCY (HOW OFTEN DO YOU USE)

	MAIL	EMAIL	LOCAL NEWS	IN PERSON	SOCIAL MEDIA	FLYERING	OTHER
1-3 times a week							
1-3 times a month							
1-3 times a year							
Do not use							

CURRENT MANAGEMENT (HOW CLEAR & CONSISTENT ARE YOUR PROCESSES)

	MAIL	EMAIL	LOCAL NEWS	IN PERSON	SOCIAL MEDIA	FLYERING	OTHER
Excellent							
Good							
Fair							
Poor							
Do not use							

QUESTIONS TO CONSIDER

Content Management

- How is the content decided/written/planned?
- Who is the current audience?
- How do you grow/diversify that audience?
- Who manages?
- Should it be one person or a group effort?
- What does the management entail?

Resources

- What resources are needed?
- How much time is required?
- What knowledge is required?

Goals

- Is it accomplishing your goals?
- What are the challenges with this channel?

