

# **Communication Plan Outline For Weld County Democratic Party**

**Strategic Purpose/Objective:** To create a uniform and consistent Communication Plan that will maximize communication efforts, keep communication focused, inspire positive action, improve the image of the Weld County Democratic Party, both internally and externally, support the search for viable, electable democratic candidates for office, encourage volunteer involvement, and strengthen the advancement of Democratic ideals, platforms and legislation.

## **I. Establish Communication Values**

- A. Foster a supportive and respectful attitude towards the Weld County Democratic Party.
- B. Active listening, and encouraging feedback must be emphasized and practiced—because two-way is the only way for communication to actually exist in an organization. Communication is a two-way process.
- C. The use of fair and discrete judgment must be used when communicating.
- D. Communication must be grounded in the interests and language of the receiver to be best understood. Party objectives will not be effectively achieved unless a receiver-focused approach is used in both content and context.
- E. Communication must be compelling, consistent and continuous. It should be a common occurrence engendering familiarity. We cannot afford not to communicate.
- F. To be influential, communication must be credible. Without a high degree of believability and a perception of integrity, the whole communication process is a waste of time. Trust building is a key component of open communication.
- G. The purpose of communication is not to just convey information, but to change behavior and encourage involvement, by persuading people to take action toward the interests and objectives of the Democratic party, platforms, and agenda.

## **II. Objectives and Goals**

- A. Conduct a communication audit to evaluate current communications.
  - 1. Find out how Weld County Democratic leadership handles the communication process: ( Democratic leadership includes: Party chairpersons, executives, committee chairs, regional and precinct chairpersons, elected officials, (both local, state and nationally, and any staff or volunteers involved in the communication process.
  - 2. Find out what each communication activity is, or has been designed to achieve, (including newsletters, emails, announcements via broadcast media, social media including Facebook, Twitter, Instagram, etc., postcards, flyers, door hangers, signs, and any other printed materials, speakers.
  - 3. Evaluate how effective each activity has been. Each party chair, executive, committee chair, precinct leader, and even democratic county and city elected officials, should then in-turn evaluate their own communication activities. What was the overall effectiveness in achieving objectives and was it cost effective.

- B. Improve the Weld Democrat's image both internally and externally, working towards building trust and confidence.
- C. Support achievement.
  - 1. Celebrate and publicize success.
  - 2. Discourage negativity but encourage others in their efforts.
- D. Improve internal relations and staff support.
  - 1. The primary responsibility for internal communication lies with chairs or administrative leadership. Administrators and executive are key communicators within an organization. Face to face communication is the most effective form of communication and is the way most staff prefer to receive key information.
  - 2. Keep staff/members informed of what is going on in the party and organization. It is demoralizing to hear about what is happening within the party/organization from someone outside the staff or even outside the membership.
  - 3. Embrace the support staff and volunteers as they are an important part of the communication/public relations team.
- E. Provide media /public relations training for all key central administrators and executives.
- F. Encourage support and understanding from members, constituents and other voters; be sensitive to cultural communication with all defined audience groups.
- G. Establish a communication advisory group.
- H. Review, update or create a communication crisis plan with current contact information and lists of contact information for news media, internal managers as well as legal counsel. Establish consistent messaging to be used by all, but encourage all executive team members to refer media inquiries to official spokes persons
- I. Develop a list of forbidden statements and behaviors which all administrative executive and support staff will avoid in communication with any group or media.

### **III. Define target audiences and stakeholders**

- A. Administrators
- B. Executives
- C. Chairpersons
- C. Volunteer staff
- D. Constituents
- E. Voters
- F. Key communicators, community leaders, auxiliary groups, service clubs,
- G. Media
- H. Elected officials, key state personnel and the CDP and DNC
- I. Segment the community and audience groups into separate, manageable parts.

### **IV. Develop and finalize key messages**

- A. Key messages are the concepts that you want your audience to remember from any communication effort or campaign.
- B. These messages are the framework for all communication materials produced and any speeches or face-to-face communication.
- C. Create inclusive, open processes that engender "buy-in" and encourage feedback on all key messages.

D. Provide accurate and consistent information to a broad range of stakeholders.

**V. Framework - identify tools and activities that support the plan.**

A. **Tools** include all media; newsletters, email, brochures, legal documents, correspondences, handbooks, press releases, radio and television interviews, community and school newspapers, social media, (Including Facebook, Instagram, Twitter, Snapchat, Pinterest, What's App, You-tube etc.), advertisements, volunteer recruitment and training materials, DVD instructional materials, calendars, board meetings, public speaking engagements, community town meetings, committee meetings, precinct meetings, caucus, social events...

B. **Activities** include steps that will be implemented to support the stated objectives, which might include the following: Creating new communication tools, materials and processes. Soliciting members to participate on action items. Requesting volunteers for action teams and focus groups. Supporting precinct chairs in friend raising and soliciting volunteers. Developing surveys. Asking people for their opinions before implementing change. Developing an outreach program to monolingual voters, going into their neighborhoods, and/or developing a video communication program that uses Spanish and or non-English videos or DVD's. Developing a speaker's bureau for the community. Establishing focus groups for building/staff/departmental meetings. Improving the frequency and process for recognition of staff, volunteers and other members. Insisting on a model of two-way communication and feedback for all scheduled meetings.

**VI. Establish a budget that will support the Communication Plan's goals and objectives.**

- A. Conduct an audit of previous campaigns and information effort's material costs and determine what cost areas are productive and provide the best return for investment.
- B. Prepare a budget reflecting the best support for the goals of the Communication Plan, as well the Weld Dem's objectives.

**VII. Establish a time-table to determine what projects will be accomplished first and in what order thereafter. Establish a master calendar for a schedule of all media, administrative, staff/volunteer and community communications.**

**VIII. Design a system and tools for evaluating results and objectives outcomes.**

- A. Create, implement and analyze surveys for community and internal feedback.
- B. Solicit comments and suggestions from community meetings, and focus groups.
- C. Monitor editorials, and face to face feedback from community through staff, administrators, board members, volunteers and the media.
- D. Query and monitor legislative representatives, for information, feedback and any actions that might affect the Weld County Democratic Party and its image.
- E. Study voter enrollment and withdrawal trends and the composition of each district, to determine scope and frequency of Democratic political messaging.
- F. Monitor administrators, executives, chair persons and volunteers to evaluate consistent and accurate communication within the party and county.

