

Worksheet: Develop your personal communication plan

1. Think through your purpose for communicating as you make your plan

Purpose of communication	To which persons/groups/circles do I want to send this? <i>(personal family & friends, only my partners, entire mailing list, only church members...)</i>	Which mode* am I going to use to communicate this? <i>(listed on page 2)</i>	How often will I communicate this?
<i>Sharing my vision & my mission</i>			
<i>Personal news about me and my family</i>			
<i>Sharing news & fruit of my ministry</i>			
<i>Asking for prayer</i>			
<i>Present financial requests to people</i>			
<i>Thank people for their partnership</i>			
<i>Inviting partnership</i>			

2. Think about what modes of communication you will use?

<i>Mode* of Communication</i>	<i>To whom?</i>	<i>How often?</i>
<i>Face to face talk</i>		
<i>Skype</i>		
<i>Telephone</i>		
<i>Handwritten letter/card/postcard</i>		
<i>Newsletter (hard copy)</i>		
<i>Newsletter (email)</i>		
<i>Presentation in person</i>		
<i>Videos</i>		
<i>Photos</i>		
<i>Website or blog</i>		
<i>Social media accounts (Facebook, Twitter, LinkedIn, Google+, Instagram)</i>		
<i>Instant messaging (SMS, WeChat, WhatsApp, FB Messenger, Viber, etc.)</i>		
<i>Brochure/flyer</i>		
<i>Prayer card / response card</i>		

3. Resources: What communication materials do I need?

Here you can plan to create or set up the different modes you will use (from page 2).

<p>Mode of communication (For example: website, brochure, email update, as listed on page 1.)</p>	<p>What do I need to do to create this? (For example: get the software to create a brochure, ask a friend for help, set-up a website, register a social media account, design a flyer, write texts, combine photos, gather information, etc).</p>	<p>When am I going to make this? Choose a date & time frame. If recurring, plan a year ahead. Set reminders in your calendar or phone.</p>