|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| OBJECTIVES | ACTIVITIES | TARGET AUDIENCE(S) | SUCCESS INDICATORS | DUE DATE |
| To strengthen internal communications |  |  |  |  |
| Increase public profile of development interests |  |  |  |  |
| Publicise exceptional project achievements |  |  |  |  |
| Increase the profile of the Development Office to internal clients |  |  |  |  |
| Design & distribute promotional materials |  |  |  |  |
| Cultivate publicity materials for specialist/focused campaigns |  |  |  |  |
| Develop an interactive, dynamic website with a donations’ facility |  |  |  |  |

 41. **Communications planning worksheet**