Printable Checklist

Remember that the process for engaging partners and communicating will vary by project and entity. Some of the steps in your process may occur simultaneously or benefit from revisiting after subsequent steps have been completed.

- ☐ Define Objectives
- ☐ Define and Understand Audiences
- ☐ Develop and Test Key Messages & Frames
  - o Research effective messages
  - o Talk with target audiences
  - o Test messages
  - o Phase message rollout
- ☐ Develop Timeline
  - o Identify critical project milestones
  - o Identify times when audience is most receptive
- ☐ Identify Channels
- ☐ Select Methods & Messengers