

How to Develop an Internal Grant Communication Plan

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What would a communication plan be worth to you? \$\$

How much time would you give to its creation? Hours per Month Hours per week

What might an internal grant communication plan do for you?

Audience	1	
Current Channels	2	
Future Channels	3	
Current Message	4	
Potential New Messages	5	

Your mission:

Communication Goal	6	
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Communication Objectives	7	
Potential Schedule	8	
Potential Metrics	9	Short-term: Long-term:
Potential New Content	10	and see “Potential Content Blocks” on next page
Ways to Reuse Content	11	
How will you deliver messages?	12	

Notes & Questions

Potential Content Blocks

Celebrations:

Grant Opportunities

Other Announcements:

Tracked #s:

Program Highlights

Activity A

- 2 Key points for each
-

Activity B

- 2 Key points for each
-

Activity C

- 2 Key points for each
-

Activity D

- 2 Key points for each
-

Meetings

- 2 Key points for each
-

Newsletter Checklist (sample outline)

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Newsletter Checklist

- Sample – fill in your own thoughts
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-
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Running Reports

- Sample – fill in your own thoughts
-
-
-

What to Do Before Final Send

- Sample – fill in your own thoughts.
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-
-

Standard Colors

Orange	Blue	Yellow
R	R	R
G	G	G
B	B	B
#	#	#