ATTACHMENT 4A: COMMUNICATIONS FORMAT
EXAMPLE FOR THE CHILDHOOD LITERACY NPO

Select the best communication format(s) for each audience group using the templates below. Here are some potential communications formats that you can consider:

1. One to one, in person
2. One to one, by phone
3. Posters in public places
4. Brochures
5. Letters
6. Email
7. NPO Website
8. Blog
9. Social media
10. Text messaging
11. Presentations at meetings, conferences or workshops
12. Contributing articles to magazines, newspapers or on-line blogs published by others

Consider opportunities to collaborate with other NPOs with similar missions, sending joint communications. By combining communications budgets, you may be able to afford to communicate more often and to reach more people with your message.

Note: This worksheet has space for 4 audience groups. Your NPO may identify just two main audience groups (beneficiaries and donors), or it even have more than 4 main audience groups. If you have more than 4 audience groups to work with, make copies of this template.

Audience Group #1

Name of this audience group:	*Beneficiaries – Families of children who could receive tutoring*
1. Message to communicate to this audience group (from Attachment 3)	• *Reading is essential for success in school and in life. By receiving tutoring and books through our program, your child will learn to read.* • *In our tutoring program, skilled trainers will work one-on-one with your child, at a time and place that is convenient for your family.* • *Families who have participated in our tutoring program report that their children have made great progress in their reading. (Provide testimonials from families.) The progress is also shown by reading proficiency test scores of students who have participated (provide test scores).* • *Here's how you can register your child to receive tutoring…*
2. How does this audience group get its information?	• *Messages sent home with child from school* • *Posters at schools, stores, etc.*

3. Where does this audience group spend most of its time? Where and when are they most likely to give you their attention?	• Most families divide their time between work and home. • They are most likely to give time and attention when they are with their children or carrying out household duties like shopping.
4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list below)	• Informational brochures to be sent home with children from school. • Fliers posted on school bulletin boards and in local stores.
5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations?	Developing fliers and brochures is practical for our NPO. The only costs are printing. We need to get permission from schools to send the brochures home with children, and we need to get permission from stores to post the flier.
6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5)	Communication format: • Brochures to send home with students • Fliers to post in stores Frequency: • Twice per year, at the beginning of each semester when students register for tutoring. NPO staff person responsible for this communication: Mai

Audience Group #2

Name of this audience group:	Donors to donate money to our NPO.
1. Message to communicate to this audience group (from Attachment 3)	• Reading is essential for success in school and in life. By receiving tutoring and books through our program, Ho Chi Minh City children are learning to read. • We have a strong record of success, as demonstrated how well our student perform on reading competency tests. • Your donation is critical for our program's success. We rely on financial contributions to help us train volunteer tutors and reach out to families. You can be assured that your donation will directly benefit children in your community.
2. How does this audience group get its information?	• Internet (websites, social media sites and email)

3. Where and when are people in this group most likely to give you their attention?	• At home, when they are checking email or using social media.
4. Taking into account the answer to questions (2) and (3), what communication formats are best for reaching this audience? (See list below)	Emails directing people to our website, where they can contribute.
5. Practical implications of these communications formats (costs, technology requirements, etc.) Which are practical for your NPO to use, and which would be unrealistic due to financial or technological limitations?	• Need to develop email distribution list • Need to develop website (requires outside help; budget implications)
6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5)	**Communication format #1:** Emails
	Frequency: Two times a year
	NPO staff person responsible for this communication: Hai Responsible for developing and maintaining email list, sending out emails, and following up on responses to emails
	Communication format #2: Website
	Frequency: Develop in first quarter of 2014, with updates at least quarterly.
	NPO staff person responsible for this communication: Linh Responsible for contracting with website developer and providing website content. Responsible for quarterly website updates.

Audience Group #3

Name of this audience group:	*Volunteers – People who may have an interest in volunteering to be a tutor*
1. Message to communicate to this audience group (from Attachment 3)	• *Reading is essential for success in school and in life. By receiving tutoring and books through our program, Ho Chi Minh City children are learning to read.* • *By volunteering as a reading tutor, you can play a direct role in helping children learn to read, setting them out on the right path for life.* • *As a volunteer, you will receive thorough training on how to tutor children on reading. You will have access to an expert coach to support you as needed during your tutoring. After you are trained, tutoring requires a commitment of only 2 hours a week, on the day of your choice.*
2. How does this audience group get its information?	• Internet (websites, social media sites and email) • Community newspaper
3. Where and when are people in this group most likely to give you their attention?	At home, when they are checking email, using social media, or reading the community newspaper.
4. Với câu trả lời của câu hỏi (2) và (3), loại hình truyền thông nào phù hợp nhất cho nhóm đối tượng này? (Xem danh sách phía trên)	• Các thông báo trên báo địa phương • Thư điện tử • Trang web
5. Những tác động thực tế nào của các loại hình truyền thông này (chi phí, yêu cầu về công nghệ, v.v) thiết thực cho NPO sử dụng, và những tác động nào không thực tế do các hạn chế về tài chính và công nghệ?	• Các thông báo trên báo địa phương—miễn phí. Cần phải xây dựng nội dung thông báo và nộp cho toà báo. • Thư điện tử và trang web—xem phần "nhà tài trợ" phía trên

6. Communication format(s) that our NPO will use to communicate with this audience (taking into account answers from 4 and 5)	**Communication format #1 :** Community newspaper announcement
	Frequency: Two times per year.
	NPO staff person responsible for this communication: Hai Responsible for writing the announcement and contacting the newspaper. Follows up on responses for the announcement.
	Communication format #2 : Emails to prospective volunteers
	Frequency: Two times per year.
	NPO staff person responsible for this communication: Linh Responsible for developing the email communication and the mailing list of prospective volunteers. Follows up on responses to emails.
	Communication format #3: Website. See "donors", above.