

# Stakeholder Outreach Communication Plan Framework

## 1. Objectives

- [Define the primary goals and desired outcomes of the communication plan]

## 2. Key Stakeholders

| Stakeholder Group    | Interest/Influence | Role                            |
|----------------------|--------------------|---------------------------------|
| [Example: Customers] | [High/Medium/Low]  | [Recipient/Decision Maker/etc.] |
| [Example: Partners]  | [High/Medium/Low]  | [Contributor/etc.]              |

## 3. Key Messages

- [Primary message or theme]
- [Secondary messages, if any]

## 4. Communication Channels

- [Email newsletters]
- [Meetings]
- [Webinars]
- [Website]
- [Other relevant channels]

## 5. Communication Schedule

| Activity          | Audience           | Channel   | Frequency  | Owner       |
|-------------------|--------------------|-----------|------------|-------------|
| [Kick-off Email]  | [All Stakeholders] | [Email]   | [One-time] | [Name/Role] |
| [Progress Update] | [Partners]         | [Meeting] | [Monthly]  | [Name/Role] |

## 6. Feedback Mechanism

- [Describe how feedback will be collected and reviewed]

## 7. Success Metrics

- [Response rate]
- [Stakeholder engagement]
- [Other criteria for success]