TRIGGERS (Communication Owners Identify These):

» Changes or additions to Project Priority List Budget change

» Personnel resources significantly impacted

» New product, service or event is being developed

» Significant changes to current products or services

» Changes in process or procedure affecting membership/volunteers

» Other major decisions – refer to Communications Plan

COMMUNICATION PATHWAYS:

» Who needs to be included in this decision to ensure that things get done?

» Examples: Board to Staff; Committee Chair to Staff or Board Liaison; Staff to Business Partners; Inter-department

» See Communications Plan for more pathways

KEY MESSAGES:

» Purpose of projects

» Plans impacting strategic initiatives

» Staffing requirements

» Plan of work

» Budget requirements

» Projects that include other departments or resources

» See Communications Plan for more key messages

Access the full Communications Plan here:
alanet.org/membership/chapters/chapter-leader-resources.