



Lesson 3

Communication Planning

Objectives

Determine the purpose of the message

Clarify message objectives

Demonstrate use of each of the five steps in the active listening process

Identify the audience

Demonstrate use of each of the five steps in the active listening process



Step 1: Determine the purpose of the message

Will is heading up a school fundraiser to support the food bank. The food bank provides food and assistance to many families in neighboring communities who could not survive without it. The school selects one charity to support per school year. The school has never selected the food bank. Since this charity is local and in dire need, Will believes this is the charity that should be selected. The fundraiser could even possibly help students who attend the school.

Will must discuss his suggestion with the members of the school fundraising committee soon. What are the overall messages on which Will needs to focus?

Step 2: Identify the Audience

Knowing who you will be communicating with is the second step in planning communication. Knowing who will be in the audience helps you determine what information is important and best channel of communication.

The fundraising committee is made-up of both student body leadership, a few faculty members, and a couple of staff members.

Step 3: Clarifying Objectives

What do the participants in the communication need to know and what do they want to know.

Here's some information about the food bank and what it needs.
From this information, what does the fundraising committee **NEED** to know and what might the **WANT** to know?

The food bank needs a total of \$10,000 in donations.

Need

Will believes the school fundraiser can raise at least \$5,000.

Want

The Food Bank needs donations to meet holiday needs by the end of September.

Need

Approximately 25% of the student body benefits from the donations to the food bank.

Want

Step 4: Determine the Best Channel of Communication

What to consider when selecting a channel:

- The location of all the people who need to receive the message.
- The selected channel will help set the tone of the message.

Step 5: Outline the Communication in Preparation for Delivery

Planning and outlining the actual communication for delivery is key in being prepared. It will help to ensure you cover important information and fulfill the purpose of the communication.

Will has been asked to present his information to the fundraising committee in their next meeting. What information should Will share with the committee?

Summary

Determined the purpose of the message

Clarified message objectives

Demonstrated use of each of the five steps in the active listening process

Identified the audience

Demonstrated use of each of the five steps in the active listening process

