

Communications Strategy Canvas

Communications goals

Finding new partners, attracting more funding, sharing knowledge, inspire adoption, create awareness

Key messages

WHY:

HOW:

WHAT:

Target Audience

Private sector

Other humanitarian actors

Investors

Donors

Beneficiaries

Channels

Social media

Web

Newsletters

Traditional media

Frequency

Stages of the project:

Needs assessment

Market dialogue

Development and piloting

Transition to scale

Stakeholders, Roles and Responsibilities