# RETAIN Strategic Communications Plan Sample Template

The RETAIN State Strategic Communications Plan Sample Template (Sample Template) is designed to be used in conjunction with the RETAIN Strategic Communications Plan Guide. The Sample Template replicates the format described in the Guide. Used together, these will lead you through the process of organizing and planning communications regarding RETAIN outreach to employers, participants, and health care providers.

The Sample Template provides a model of an effective organizational structure for a strategic communications plan, but please note this is not the only way to organize a strategic communications plan. It is an exampledesigned for you to customize to meet your state’s RETAIN communications needs and goals.

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## Overview or Executive Summary

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## Communications Goals

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1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.

## Background

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Sample SWOT Analysis Table:

| Strengths | Weaknesses |
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| Opportunities | Threats |
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## Objectives

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## Target Audience and Key Messages

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Sample Target Audience and Key Message Organizer:

| Target Audiences |
| --- |
| Primary | Secondary | Tertiary |
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| Key Messages |
| --- |
| Primary | Secondary | Tertiary |
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## Strategies and Tactics

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## Implementation

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## Budget

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Budget Table:

|  |  |  |
| --- | --- | --- |
| Category and Program Element | Estimated Cost Q1 | Actual Cost Q1 |
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| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |
| TOTAL | Click or tap here to enter text. | Click or tap here to enter text. |

## Timing and Execution

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Strategy and Tactics Outreach Plan:

| Tactics | Description | Target Audience | Frequency/ Deadline | Status |
| --- | --- | --- | --- | --- |
| STRATEGY: Employer Outreach and Collaboration |
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## Evaluation

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