

Chaplaincy communications objectives - template

01

Which of your chaplaincies objectives need communications input to succeed?

Taking each one of these chaplaincy objectives in turn, use the following questions to help draft your communications objectives.

Broadly, what will your communications need to do to deliver this objective?

Raise awareness? Prompt action? Impart knowledge? Support for different ways of working?

Who will you need to engage to achieve this objective?

Even at this early stage, before you have identified or prioritised audiences, try to be as specific as possible.

Avoid very broad categories like 'the public'.

What will you want that audience to do?

Awareness

Prompt knowledge, build understanding, gain recognition.

Action

Join, visit, sign up to, attend, disseminate, accept, support.

Engagement

Create dialogue, change behaviour.

How will you know you have achieved your objectives?

What targets or indicators can show that you have achieved the above?

Within what timeframe will you do it in?

When will you do this by?