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**Chapter Communications & PR Plan**

**For Fall 2020**

**Chapter:** Click or tap here to enter text.

**School:** Click or tap here to enter text.
**Completed By (name & position):** Click or tap here to enter text.

**Date Completed:** Click or tap here to enter text.

Upload to Anchorbase by April 15 for your communications adviser (or membership adviser, if needed) to approve.

Resave this document with your chapter name in the file name. The vice president: communications should work with the director of public relations (PR) to complete this plan. Both officers should also collaborate with the rest of the joint chapter management team (JCMT) and chapter members, and use the [Communications Handbook](https://www.deltagamma.org/library/handbookGuideManual/communications-handbook) to complete this plan. Refer back to this plan every other week to help guide your chapter communciations.

**Step 1.** **Purpose/Goals**

What are your communications/public relations (PR) goals for the fall 2020 term? What does your chapter hope to accomplish? Some examples might be to increase chapter membership to achieve Total, develop a better relationship with other fraternities/sororities or to increase attendance at philanthropy events. Write in your overall chapter PR goals for the fall 2020 term below.

A. Click or tap here to enter text.

B. Click or tap here to enter text.

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**Step 2. Chapter Audiences**

See the Communications Handbook for a list of common audiences. Make sure to list both internal and external audiences that you want to receive communications from your chapter at any point in the year.

|  |  |
| --- | --- |
| Internal Audiences | External Audiences |
| A. Click or tap here to enter text. | A. Click or tap here to enter text. |
| B. Click or tap here to enter text. | B. Click or tap here to enter text. |
| C. Click or tap here to enter text. | C. Click or tap here to enter text. |
| D. Click or tap here to enter text. | D. Click or tap here to enter text. |
| E. Click or tap here to enter text. | E. Click or tap here to enter text. |
| F. Click or tap here to enter text. | F. Click or tap here to enter text. |
| G. Click or tap here to enter text. | G. Click or tap here to enter text. |
| H. Click or tap here to enter text. | H. Click or tap here to enter text. |
| I. Click or tap here to enter text. | I. Click or tap here to enter text. |
| J. Click or tap here to enter text. | J. Click or tap here to enter text. |

Note: When making communication plans for specific chapter event, you will select which of the above audiences are impacted. It could be all of them, some of them or just one group.

**Step 3. Chapter Image**

Evaluate and define what your chapter’s image is on campus as it relates to your internal and external audiences from step 2. Please choose from the drop down list the phrase that best describes your image with each audience. This will help you prioritize your PR activities.

|  |  |
| --- | --- |
| **Audience** | **What is your image with this audience?** |
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**Step 4. Events**

List what events are planned for fall 2020, and keep in mind what kind of communications you will need for each of them.

Click or tap here to enter text.

**Step 5. Media and DG Contacts**

Below is a list of contacts at Executive Offices that can help with your chapter PR. Here you can also list other contacts that are relevant to your chapter.

Director of marketing and communications

Liz Thompson

media@deltagamma.org

*ANCHORA* editor

Jayme Detweiler Crowell

anchora@deltagamma.org

Use this [*ANCHORA* Submission Form](https://docs.google.com/forms/d/e/1FAIpQLSf3iCRtwE-sjn-TuDVKiR2wL5KilLb25HzDgMUX5xDDNfKKxw/viewform) to suggest story ideas or to submit updates.

Social media questions or submissions

Raina Bradford-Jennings

photos@deltagamma.org

**Your region’s collegiate development specialist (CDS):**

Name:

Email:

Phone at Executive Offices: 614.481.8169

**advisory team chairman (ATC):**

Name:

Email:

Phone:

**communications adviser:**

Name:

Email:

Phone:

**Regional Collegiate Specialist (RCS) (or Council Appointed Coordinator, or New Chapter Coordinator):**

Name:

Email:

Phone:

**Regional Director (RD):**

Name:

Email:

Phone:

**School paper:**

Email:

**Local/University TV Stations:**

**Local/University Radio Stations:**

**Local newspapers:**

**Other Contacts:**

**Step 6. Other Resources**

What other resources can you use to help facilitate your communication efforts? Examples include campus audio/visual (A/V) clubs, print shops, event personnel, etc. Whenever you are buying products for Delta Gamma purposes, including PR efforts, make sure that you are using a licensed vendor, like [Hannah’s Closet](https://shophannahscloset.myshopify.com/), if you are using any of our DG trademarks or logos. [Click here](https://www.deltagamma.org/library/ttdtdm/trademarks-and-licensing) to find a list of what DG terms and phrases are trademarked. See the [Communications Handbook](https://www.deltagamma.org/library/handbookGuideManual/communications-handbook) for more information about Hannah’s Closet and other licensed vendors - you can find a list of DG licensed vendors [here](https://greeklicensing.com/clients/delta-gamma/1024).

Technical Equipment

Name:

Email:

Phone:

Preferred T-shirt vendor:

Email:

Phone:

Resource:
Email:

Phone:

Resource:

Email:

Phone:

**Step 7. Budget**

Is there any funding needed for any of your communication/PR goals? Use the space below to detail out your chapter’s budget for PR. Be specific and itemize the purchases. Note that funding may come from more than just the PR budget. It could come from other budgets that fund a PR opportunity.

*Examples:*

* *Anchor Splash® posters for campus - $50*
* *Paid social media ad to promote Facebook event for pancake breakfast fundraiser - $25*
* *Video for recruitment - $500*

Click or tap here to enter text.

**Step 8. Chapter PR Expectations**

Tell us what you will ask the average chapter member to do to achieve the goals you outlined in step 1. These are expectations that you can hold the chapter to in order to help you reach your goals as a whole.

*Examples*:

* *Wear letters every Monday.*
* *Post on social media to celebrate other Panhellenic sororities’ Founders Days.*
* *Attend other groups’ philanthropy events.*

List out the expectations for your chapter members:

A. Click or tap here to enter text.

B. Click or tap here to enter text.

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**Step 9. Key Messages**

These are one-liners that members can learn to easily speak about DG and your chapter. For example, Delta Gamma Fraternity has four key messages that are informed by Article II of the Constitution:

*“We seek to foster high ideals of friendship.”*

*“One of our main goals is to promote educational and cultural interests.”*

*“We hope to create a true sense of social responsibility within each sister.”*

*“Delta Gamma helps our members develop the finest qualities of character.”*

The examples above are pretty high level. What are some *specific* messages for your chapter that are relevant to your campus? What role does your chapter play within the larger campus community? How do you support each other? These are all key messages that every sister should be able to share.

**Note:** Before you begin outreach as part of your communications plan, make sure members understand what they can share with the public, so you aren’t accidentally sharing our secret rituals. The [Communications Handbook](https://www.deltagamma.org/library/handbookGuideManual/communications-handbook) details what information you can and cannot share.

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**\*\*For details on communications during a crisis, refer to the** [**Crisis Communications Policy**](https://www.deltagamma.org/library/policy/crisis-communication-policy)**, the** [**Crisis Communications Procedures**](https://www.deltagamma.org/library/procedureProcess/crisis-communication-procedures) **in the Communications Handbook.**

**Step 10. Once approved, share this plan with the chapter,**