

GRACE: A 5-Step Strategic Process to Write a PR Plan

This one-page outline is an abbreviated version of the 5-step process to create award-winning public relations strategies that Mission Driven PR, Inc. has used.

GOAL

1. Identify your overall **goal**, long term and broad, a future state of being. What do you want the desired result to be? What will the experience be as a result of the actions?

RESEARCH

1. Describe the **situation** of your church.
2. What is the background information your audience/reader needs to know?
3. Can you identify strengths, weaknesses, opportunities and threats to your church?
4. What research did you conduct?
5. Did you uncover insights?

ACTION PLANNING

1. Identify your **measurable objectives**. Objectives can be written to address what awareness, attitude, or action you want to achieve from your audience and written in SMART terms: specific, measurable, audience and attainable, relevant/result-oriented and time bound.
2. Who is your **target audience(s)**? These are the groups with whom you need to communicate and whose behaviors may need to change or action you want them to take.
3. What are the **strategies** you will use to generate the measurable objectives? This section outlines how you are going to do it, a roadmap on how you are going to reach your objectives. What resources do you have and can leverage to achieve the goal?
4. What are the activities or **tactics** to accomplish what you want to achieve? These are the specific activities conducted to achieve the objectives. Who will be assigned to them and by when?

COMMUNICATIONS

1. How will you deliver your **communications/messages**? What **channels or mode of delivery** will you use? What communication tools do you have? (Website, blog, social media platforms, podcast, bulletins, etc.)
2. What tactics or activities will you need to do to prepare for the channels?
3. Based on your tactics, generate a **calendar and timing** for the activities.
4. What do you estimate the **budget** to be based on the activities and communications you will deliver? If you have media buys, how much do they cost?

EVALUATION

1. How will you **evaluate** your pr plan effectiveness? Based on the measurable objectives, what are your measurements?
2. What are your data sources for collecting the measurements, key metrics or key performance indicators? (Website visitors, video views, social media insights, attendance, calls, email opens, etc.)