**INTERNAL COMMUNICATION PLAN (ICP) FOR CLUB XXX**

**Date 202X – 202X**

*Note: This document is designed to be both usable and informative. Much of the text included is just for reference and can be removed when looking to be used.*

Led by: (internal comms team or manager)

Reporting to: (Chair, committee etc.)

Purpose: Simple, clear and easy to manage communication to members

**Objectives:** From annual/operational or strategic plan

*SAMPLE*

1. Each platform to have a specific purpose – Website (attract new members and all club info), Email – (weekly updates and reminders), Facebook (last minute updates, then put on website and feel good/fun stories and lots of pictures)
2. Internal Comms Calendar created – weekly, monthly and annual.
3. Development of weekly newsletter – review format and timelines for creation

OBJECTIVE 1:

Each platform that the club uses for communication should have a specific purpose this makes it easy for members to know where to get the right info. The club needs to be clear about this and let members know when they sign up that this is how things are done.

If this is not done members risk missing info as they are expecting it all from one place or the club risks flooding members with multiple forms of communication about the same thing which can result in a “white noise effect”.

Action Plan:

1. 1 page memo drafted on new communication plan detailing where members can find what – by (date) led by XXX
2. New members given ICP as part of their induction to club – ongoing – led by XXX
3. Memo sent to club from committee in next newsletter and put on website – by (date) led by XXX

OBJECTIVE 2:

A simple calendar for internal comms is crucial to the clarity and effectiveness of what you communicate. There are weekly things that need to be communicated (draws, entries, updates etc.) monthly info (fundraisers, new members of staff, facility upgrades etc.) and annual matters (AGM, new committee members, fees etc.)

Each of these needs a timeline that the committee keeps to, for example: if weekly newsletters go out on Friday’s at 4pm then all relative inputs (coach update, competition info, reminders, upcoming events etc.) need to be to the newsletter writer by Thursday 8pm. If things are not in on time then they have to wait till next week. This ensures everyone is on the same page and leaves no room for multiple communications about the same thing.

Action Plan:

1. Draft annual ICP calendar created- weekly dates and timelines included and should work in conjunction with the club calendar of events – by (date) led by XXX
2. Calendar adopted by committee – by (date)

OBJECTIVE 3:

If your club doesn’t have a weekly newsletter is needs to - this eliminates the multiple contacts from multiple people about multiple things or even worse the same thing! A weekly newsletter should have the same features each week a sample of this is as follows:

Chair’s message (can be a paragraph or less), Head Coach update (again a paragraph or less and is a great way for people to hear how impressed the coach is), upcoming events (in the next 4 weeks), player or coach of the week (great way to build community within a club), key reminders (entries, fees etc.).

The timeline for this should be as detailed in the calendar objective but the committee will need to ensure all relative roles (head coach, events/marketing, fundraising etc.) are on board. Avoiding multiple people communicating is key and ensuring they stick to the timeline is also key.

Action Plan:

1. Platform for newsletter decided (sporty has this function, there are simple ones on word or adobe, your club marketing person should have a preferred format) – by (date) led by XXX
2. Newsletter team or lead decided – by (date)
3. Committee roles clarified and agreed to – by (date)
4. First newsletter sent and put on website – by (date)

**Notes:**

* Where possible have communications anonymous (from a club account) this makes handover and late info much easier to handle
* Never undervalue the importance of good communication to your members (treat them as clients) they do not want 4 emails a week, 1 newsletter and 9 Facebook notifications.
* The set up of a good ICP may take a little work but in the long run it will save time and effort from multiple people

*Source: Sport BOP*