**Policy Impact Plan Template**

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| Plan for |  |
| Goal |  |

**Identify your key audiences.** Who might benefit from learning about your research?

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| Audience A |
| Audience B |
| Audience C |

**What do you want them to do?** What actions might they take after learning about your research?

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**Plan your time.** What’s the timing for your outreach? Are there key events to keep in mind? Are you working toward a specific deadline?

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|  | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| Deliverable 1 |  |  |  |  |  |  |  |  |  |  |  |  |
| Deliverable 2 |  |  |  |  |  |  |  |  |  |  |  |  |

**Write your key messages.** What is your headline message that will make your audience sit up and take notice? What’s new, different, surprising, or challenges expectations?

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**List your channels and tactics.** How can you reach your audiences?

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| Audience A |  |  |  |
| Audience B |  |  |  |
| Audience C |  |  |  |

**Prepare your messengers.** Are there validators, thought leaders, influencers, etc. who can help you carry your message? Are there materials that you need to create to help share your message?

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| * Fact sheet
 | * Media pitch
 | * Tweet
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| * Written testimony
 | * Elevator pitch
 | * LinkedIn post/blog
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| * Policy brief
 | * Blog post
 | * Facebook message
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| * Other:
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**Evaluate.** How will you know whether your plan was successful? How will you measure outputs and outcomes?

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