

Policy Impact Plan Template

Plan for	
Goal	

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

Audience A _____

Audience B _____

Audience C _____

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

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?

	Jan	Feb	Mar	Apr	Ma y	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?

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

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?

- Fact sheet
- Media pitch
- Tweet
- Written testimony
- Elevator pitch
- LinkedIn post/blog
- Policy brief
- Blog post
- Facebook message
- Other:

Evaluate. How will you know whether your plan was successful? How will you measure outputs and outcomes?
