2.6 MANAGING AND MAINTAINING

Communications checklist

USE IT
To choose audiences, methods and messages for telling the story of a partnership

WHEN
When the partnership is ready to go public, and whenever it shares results

WHO
Partners together

There may be good reasons to publicise a partnership and its activities, but going public too soon can put a lot of pressure on a partnership and have unexpected negative effects. Assess the risks and benefits, and make sure all partners agree with, and stick to, an agreed strategy.

Potential audiences

- Partners
- Project staff
- Other staff in partner organisations
- Project stakeholders
- Project beneficiaries
- Community groups
- Non-partner donors
- Public figures
- Policy makers
- Local, regional and national government
- Potential new partners
- National organisations
- Academic institutions
- International agencies
- Other

Communication options

- Conversations
- Public meetings
- Workshops
- Capacity-building activities
- High-profile events
- Site visits
- Print media
- Radio and TV
- Video
- Website and social media
- Written case studies
- Newsletters
- Publications
- Other

Potential messages

- "We have learnt the value of working collaboratively: you should try it!"
- "We have tackled a major issue more effectively than approaches tried before."
- "Our evidence shows real, positive impact on those who need it most."
- "It is all a question of leadership and a determination to work together."
- "This approach is cost-effective and sustainable."
- "This is a local solution to a local challenge."
- "This kind of collaboration allows greater participation and empowerment for those we seek to help."

Our communication plan

Audience	Message	Method	Who leads	When

Adapted from The Partnering Toolbook (Tool 8). © The Partnering Initiative. More tools at thepartneringinitiative.org/resources/type/tool/