

TOOLKIT RESOURCE #4
Diversity Communication Plan Template

**Welcoming
Workplaces**

What are your key messages?

Write a first draft of your diversity statement:

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Diversity Communication Plan Template

Who Is Your Audience?	How Will You Communicate?	Why Are You Doing This Now?	What Result Do You Want?	Who Will Do This?	When and How Often?
<i>Who do you want to read your message? (clients, employees)</i>	<i>How will you let people know? (by e-mail, on your website, in a newsletter etc.)</i>	<i>What do you want people to know? What is your message?</i>	<i>What do you hope to change by sending this communication?</i>	<i>Who is responsible to make sure this communication happens?</i>	<i>When do you want to send the first communication? How often will you send other communications?</i>
Example					
<i>Employee</i>	<i>Email memo</i>	<i>Update employees on the actions we are taking with the diversity strategy</i>	<i>Remind employees about the strategy. Let them know what goals we have reached. Let employees continue to be part of making this a diverse and welcoming workplace.</i>	<i>Diversity committee</i>	<i>Once every three months</i>