

The Multi-Audience Impact Communication Plan

Carry your proof to every audience that matters.

Impact that stays quiet disappears from every record that matters.

Your community deserves to hear what their investment built, your partners need proof before they reinvest, and the wider public forms its picture of diaspora leadership from whoever tells the story first.

The Multi-Audience Impact Communication Plan makes certain that storyteller is you.

What you will build. A message house, an audience matrix, and a 90-day communication calendar that move your measured impact to every audience in language that audience values.

Framework spine. The 9As, especially Audience, Asks, Answers, and Access, structure the plan. The SIR Framework reminds you which role you hold with each audience, because the role shapes the message.

Step 1. Name Your Audiences

Start from three audience groups, then subdivide where your work requires it. Your community includes the people whose time, talent, and treasure power the work.

Your partners and funders include the institutions weighing whether to invest or reinvest. Your public includes media, policymakers, and the wider field forming opinions about diaspora leadership.

Audience Group	Specific Audiences Within It	Your SIR Role
Community		
Partners and funders		
Public		

Step 2. Build Your Message House

One core message sits on top, drawn directly from your Diaspora Vision Statement. Three supporting messages hold it up: your proof, your story, and your invitation.

Element	Your Message
Core message, from your vision statement	

Element	Your Message
Proof, from your Impact Measurement Framework	
Story, one person or moment that makes the numbers human	
Invitation, what you ask each audience to do next	

Step 3. Complete the Audience Matrix

Every audience receives the same truth, the same story, and the same ask, in different ways. A funder wants evidence and stewardship. A community wants recognition and results. A policymaker wants scale and relevance. Complete one row per audience.

Audience	What They Value	Message Emphasis	Messenger	Channel	Cadence	The Ask	Proof Point

Step 4. Build the 90-Day Communication Calendar

One action per audience per month keeps the plan achievable. Name the date, the owner, and the channel for each.

	Community	Partners and Funders	Public
Month 1			
Month 2			
Month 3			

The system connection. Your proof points come straight from Deliverable 4. Your core message comes straight from Deliverable 2. Your messengers come straight from the Champions on Deliverable 1. The five deliverables run as one system, and this plan is where the system speaks.

YOUR COMMUNICATION PLAN IS READY WHEN

- ✓ Each audience group carries its own message emphasis, messenger, and cadence.
- ✓ Every claim links to a proof point from your Impact Measurement Framework.
- ✓ Every communication closes with an ask the audience can act on immediately.
- ✓ The 90-day calendar names dates, owners, and channels you already hold.