



## **Communication Audit for (*name of organization*)**

**Mission statement, tag line or other key imagery**

**Description of its contexts (geographic, physical, demographic) – gather data on your zip code: Census data – government: <http://www.census.gov/epcd/www/zipstats.html>**

**Research and Evaluation unit from the ELCA gives additional information <http://www.elca.org/Who-We-Are/Our-Three-Expressions/Churchwide-Organization/Research-and-Evaluation/Synod-Statistics.aspx>**

**Income, ethnicity, age, gender, etc**

**Interview/survey results**

Names and date range of interview/survey works

Executive Summary [*needs a short description*]

## **Communication Audit for (*name of organization*)**

### **Materials/subject matter review inventory**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## **Communication Audit for (name of organization)**

**Name/type of piece** \_\_\_\_\_

**Effectiveness measure #1:** Consistency of piece with mission statement and goals

**Effectiveness measure #2:** Quality standards of piece

**Effectiveness measure #3:** Service to target audience

**Summary**

**Recommendations**

## **What each part of the Communication Audit looks like:**

### **Mission statement or tag line**

(Copy the organization's mission statement or other key imagery for reference throughout audit.)

### **Interview and survey results** (summary)

Interview key players in the organization, (use focus groups or "listening posts") or select representative members to talk to **before** doing materials review.

Are there missing items or gaps or audiences ignored? – **Use census data and congregational statistics you have gathered to assess the wider 'audience' for this congregation's communication strategy.**

Ask questions about **audience** ("Who is your audience? How do you know?"),

**process** ("What are you doing?"),

**outcome** ("What are the results? How do you know?"), and **costs**.

### **Materials review** (list of communication pieces included in audit)

Include everything that communicates a message: Web sites, telephone directory listings, yellow page ads, logo, letterhead, newspaper advertising, direct mail, radio sponsorship (tag line script), videos, event sponsorship, outdoor and indoor signs (photos), news releases, voice mail or answering machine recorded messages (script), posters as well as the usual brochures, newsletters and magazines.

**Effectiveness measure #1:** Measure each communication piece individually against the organization's mission statement and goals.

- Does the piece present the organization in a way consistent with its mission and goals?
- Does the piece identify the organization's core message?

**Effectiveness measure #2:** Measure each piece against quality standards.

- Is the piece attractive and well designed?
- Is there consistency of "look"?
- Is the content engaging and thought provoking?
- Is "branding" evident, consistent and readily identifiable?
- Is production value excellent? (Video, Web)
- If video, does the material capitalize on the visual medium?
- Is the message accessible? (Can signs be read and understood if driving by at 60 mph?)
- Is the message timely?
- Is there a response mechanism? (Phone number, contact person, Web site?)

**Effectiveness measure #3:** Measure each piece against audience specifications.

- Is the intended audience internal (existing members of the organization) or external (those outside the organization)?

- Is the intended audience well targeted in the choice of media and in the presentation of the piece?
- Is the piece appropriate for the intended audience?

**Summary and Recommendations – write a two page summary of the major findings of your audit, with your recommendations, to conclude your report.**