

**USING EVIDENCE TO  
GROW IMPACT  
WORKBOOK**

# INTERNAL COMMUNICATION

Use this template to describe your methods of internal communication.

INFORMATION TO BE SHARED	FORMAT	RESPONSIBILITY FOR DELIVERING	MEANS OF COMMUNICATION

# EVIDENCE TO INFLUENCE **TEMPLATE**

Use this template to plan your influencing campaign.

**CAMPAIGN  
GOALS**

**KILLER FACTS, STORIES  
& IMAGES**

**KEY ALLIES**

**DECISION-MAKERS TO  
TARGET**

**ACTIONS TO GET  
MESSAGE ACROSS**

# IMPROVEMENT PLAN

Use this template to identify areas in which you want to improve.

IMPROVEMENT AREA	TASKS	WHO	WHEN	RESOURCES