

Communications Strategy & Plan for Right to Life

Action Plan 2017 - 2020

The following will be focused on a 3 year plan as per the recommendations given above in order to achieve the strategies set out in this document.

2017

1. Finalization of the Logo
2. Conduct "Heart-and-Soul" message training for the leaders and employees and stakeholders of R2L.
3. From the messages developed through "Heart-and-Soul" message training, craft overall organizational messages.
4. Equip Management, volunteers and staff to articulate and promote R2L messages by providing them with tools and training.
5. Expand the capabilities of the Communication Department to better coordinate internal and external communication.
6. Create and implement an advertising campaign to market services and build awareness of what R2L means to our community.

7. Follow a planning process and use a design template to add consistency to program brochures and flyers.
 8. Combine databases to enhance cross marketing.
 9. Redesign, reorganize and rewrite the web site.
 10. Social Media
 11. Publications & Newsletters
 12. Create a Video to use at various occasions, with major donor asks, at events and more.
 13. Invest in a conference display for events and presentations other than of R2L
- 2018**
14. Launch R2L's own donor appeal program.
 15. An annual event to celebrate the hero's of human rights
 16. Partner with various organizations out of your human rights circle
 17. Create topical presentations for delivery to businesses and civic groups
 18. Create a database of contacts of media personnel in Sri Lanka and abroad
 19. Publicize Local Heroes and human interest stories through individual news releases
 20. Media visits

2019

21. Organize a public forum on the status human rights in Sri Lanka or another topic that would attract the attention of the people
22. Present a report to the Government and the news media on "Human Right's Record for that particular year."
23. Take part in public forums on human rights and other causes of R2L