



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

A NEW COMMUNICATIONS PLANNING TOOL

Strategic decisions are the building blocks of any successful communication plan. While creating a solid communications plan is a challenge for even seasoned practitioners, it may have gotten easier through a new free tool called Smart Chart developed by Spitfire Strategies. Now in its fourth iteration, it has just been updated and is regarded by communications pros as an effective tool for avoiding common mistakes in communications planning.

The first iteration of the Smart Chart was created in 2002 when the David and Lucile Packard Foundation challenged Spitfire to write the definitive how-to guide for communications planning. After interviewing nearly 100 communications experts, Spitfire developed an online planning tool with enough built-in flexibility to work for both a wide range of issues as well as for organizations of all shapes and sizes.

Since its introduction, the Smart Chart has been widely used by numerous social change campaigns both across the U.S. and around the globe, and it has been translated into multiple languages.

Whether you want to advocate for change with policymakers or business leaders, raise money or change individual behaviors, Smart Chart offers you a framework and after adding your own experience, intelligence and insights, you'll have a solid communication plan.

With Smart Chart 4.0, you can:

- Create an interactive workplan that include input from members of your team;
- Dig deeper on the behavioral science, illuminating examples and external resources with a click; and
- Save and share your chart with team members to implement when it is completed.

