**Communications Toolkit 1:**

**Checklist of Communications Assets**

|  |  |  |  |
| --- | --- | --- | --- |
| Asset | Do you have this asset? | If yes, does it need to be updated or redone? | If no, do you want to create it? |
|  | Yes | No |  |  |
| Website content |  |  |  |  |
| Website articles |  |  |  |  |
| Magazine/ recreation guide articles |  |  |  |  |
| Testimonials/ success stories |  |  |  |  |
| Brochures |  |  |  |  |
| Posters |  |  |  |  |
| Promotional postcards |  |  |  |  |
| Print newsletter |  |  |  |  |
| E-newsletter |  |  |  |  |
| Direct mail (donations letters etc.) |  |  |  |  |
| Online donations campaigns |  |  |  |  |
| Promotional materials (t-shirts, mugs, etc) |  |  |  |  |
| Online videos |  |  |  |  |
| Press releases / media advisories |  |  |  |  |
| Athlete bios |  |  |  |  |
| Storybank |  |  |  |  |
| Facebook |  |  |  |  |
| Twitter |  |  |  |  |
| Instagram |  |  |  |  |
| LinkedIn |  |  |  |  |
| Youtube |  |  |  |  |
| Other social media accounts |  |  |  |  |
| B-Roll |  |  |  |  |
| Print ads |  |  |  |  |
| Radio ads |  |  |  |  |
| Television ads |  |  |  |  |
| Transit ads |  |  |  |  |
| Electronic ads (on TV screens in community centers, etc) |  |  |  |  |
| Online ads |  |  |  |  |
| Signs |  |  |  |  |
| Flyers |  |  |  |  |
| Exhibits |  |  |  |  |
| Conference presentations |  |  |  |  |
| Webcasts |  |  |  |  |
| Podcasts |  |  |  |  |
| Other |  |  |  |  |