



Community Group

Profile/Communication Record

Directions: Use the first part of this tool to record information about each community group and the second part to keep track of communications with a group. Under “Population Characteristics,” record factors that may influence your communications with this group. “Results” may include attendance levels at meetings, the number of new volunteers, the number of returned surveys, greater adherence to a particular policy, a more cordial relationship with the group, positive feedback from recipients, etc.

You can use this tool by itself or in conjunction with Communication Log. Duplicate this tool as needed for each group.

Sample:

Person/Organization:	Parents of Elm Street School Community Center student participants
Contact Information:	See attached list
Population Characteristics:	
Primary language(s):	Spanish, English
Association with program:	Parents of participants
Preferred forms of communication:	Spanish-language radio, bilingual written materials, home visits
Preferred frequency of communication:	Once a week or as needed
Primary objectives for communication:	Build awareness, increase parent involvement
Other considerations:	

Additional Notes:

Community Group Profile/Communication Record (continued)

Sample Communication Record

Date	Content/Format	Objective	Result	Feedback
5/23/08	Radio ad on WACL about upcoming car wash fundraiser	To persuade people to come to the car wash	Bigger turnout than last year	Some parents liked that we used kids in the radio ad; others felt that the other kids felt left out as a result
6/19/08	Flyers (in English and Spanish) sent home with kids about program-sponsored booth at Fourth of July carnival	To let parents know about the carnival and to request parent volunteers for the booth	20 parents volunteered to staff the booth; more families of participants attended than last year	Several parents asked to be involved in planning the booth next year

Community Group Profile/Communication Record (continued)

Person/Organization:	
Contact Information:	
Population Characteristics:	
Primary language(s):	
Association with program:	
Preferred forms of communication:	
Preferred frequency of communication:	
Primary objectives for communication:	
Other considerations:	

Additional Notes:

Community Group Profile/Communication Record (continued)

Date	Content/Format	Objective	Result	Feedback