

Caregivers Communications and Marketing Toolkit: Public Awareness Campaign Step-by-step Guidance and Template

Creating a public awareness campaign plan helps ensure messages reach the right audiences, use resources effectively, and achieve measurable results. The Scan–Plan–Implement–Evaluate model for creating a public awareness campaign provides a straightforward framework to guide you through this process from beginning to end. Below, you’ll find step-by-step instructions aligned with this model and a sample template that can be customized to meet your organization’s needs.

Step-by-step Guidance

To develop a public awareness campaign plan

1. Scan

The “scan” phase identifies internal and external factors that may influence success, including available resources and partner opportunities.

- **External scan may include:**
 - Stakeholders and partners: Who are potential allies?
 - Media environment: What news, events, or outlets could affect outreach?
- **Internal scan may include:**
 - Resources: What financial, personnel, and time resources are available?
 - Tools: What communication and marketing channels can be leveraged?

2. Plan

The “plan” phase involves using the insights from your scan to create a strategic roadmap for your communication efforts.

- **Identify key goals** (e.g., raise awareness, connect caregivers with support, increase sign-ups for aid).
- **Define target audiences**, such as primary caregivers, secondary stakeholders.
- **Develop key messages** aligned with audience needs. (See key messaging document within this online toolkit.)

- **Determine tactics and channels** such as social media, ads, media outreach, community events. (See audience personas to help develop relevant tactics for different groups.) Tactics should consider available budget for ads or printing.
- **Develop measurable outcomes** or key performance indicators (KPIs) for tactics whenever possible.
- **Build a campaign timeline** with assigned responsibilities.

3. Implement

The "implement" phase is where you put your plan into action.

- **Develop and design campaign materials** for each channel. (Use the tools in our library for materials such as a radio PSA or a designed flyer.)
- **Distribute messages** through selected outlets.
- **Ensure accessibility** (ADA-compliant design and alt text).
- **Coordinate teams** to stay on schedule.

4. Evaluate

The "evaluate" phase measures effectiveness and guides improvements.

- **Measure results** against campaign goals and KPIs.
- **Assess impact:** website visits, hotline calls, event attendance, media coverage.
- **Refine strategies** based on data for future campaigns.
- **Report results** to leadership and partners.

Template

The following sections provide a sample campaign framework for the “plan” phase, complete with draft goals, audiences, messages, channels and tactics, and a timeline. These examples are intended to give you a starting point. You can adopt them as written, adapt them to fit your needs, or replace them with language and priorities specific to your agency.

Think of this as a fill-in-the-blank guide: the structure is here, and the content is ready to use or customize. By tailoring these examples, you’ll create a campaign plan that reflects your unique context while staying aligned with best practices for caregiver outreach.

CAREGIVERS PUBLIC AWARENESS CAMPAIGN

Goals

Goals describe the outcomes your communications should accomplish. They set the purpose for the campaign and guide all tactics.

- Raise awareness that many people providing help are caregivers (and may not identify as such).
- Connect caregivers with free or low-cost support (respite care, training, support groups).
- Reduce stigma and isolation by normalizing the caregiving role.
- Build recognition of National Family Caregivers Month (November).

Target Audiences

Target audiences identify the specific groups you want to reach. Defining them ensures your messages are tailored and relevant.

- **Primary:** Adults and teenagers helping aging parents, spouses, relatives, or children with special needs.
- **Secondary:** Other agencies, health providers, faith leaders, community organizations, and policymakers that can amplify outreach.

Key Messages

Key messages are the core points that should appear consistently across all campaign materials, regardless of channel or format.

1. **Recognizing Yourself as a Caregiver:** Are you helping a loved one with daily tasks, errands, or medical needs?
You are a caregiver.

2. **The Reality of Caregiving:** Caring for someone else is an act of love, but you deserve care too.
3. **Support Is Available:** You may be eligible for a variety of services designed to help you care for your loved one at home, for as long as possible.
4. **Take Action:** Call us [at ###] or visit [website] to get connected with services in your

Tip: National Family Caregivers Month is an ideal time for a campaign. Consider including a message up front, such as: “Every November, we recognize the incredible dedication of family caregivers across the country during National Family Caregivers Month.”

Channels and Tactics

Channels and tactics outline how you will deliver your messages, how often, and what success looks like. Each tactic should link back to your goals and include measurable KPIs.

Channel	Frequency	Deliverables	KPI
Social Media	3 posts/week on Facebook, Instagram, etc.; one Meta ad	Social media posts and graphics	+10% engagement month-over-month; 15% increase in website traffic and/or hotline calls; 50,000 ad impressions
Newsletter	One time in November	Newsletter blurb	5-8% click-through rate (above nonprofit rate of ~3%)
In-person	One event in November	Flyer; poster	Hold one community event with 25+ attendees
Media outreach	Send one press release and place one radio PSA ad script	Press release; radio PSA	Secure 2–3 earned media placements (local news, radio, or podcasts)
Mailings	As needed	Rack cards	Rack card sent to 50–100 offices/clinics statewide

Timeline

The timeline is your project roadmap. It assigns tasks, deadlines, and responsibilities to keep the campaign on track and coordinated.

Timeframe	Activity/Deliverable	Person/Team Responsible	Notes
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2 weeks before launch	Finalize campaign plan, goals, audiences, and messaging	Campaign lead and comms team	Use messaging framework; align with state agency priorities
One week before	Record and distribute radio PSA	Media relations team	Provide stations with copy and audio
Launch week (Nov. 3)	Issue press release; begin social media rollout; launch Meta ad	XYZ	
Throughout November	Post 3x/week on social media; run ad; distribute collateral	XYZ	Monitor engagement and adjust
November, week 2–3	Host community event (flyer, poster distribution)	XYZ	Collect photos and stories
End of November	Newsletter sent to statewide list	XYZ	Highlight impact and resources
December (post-campaign)	Collect metrics (web traffic, hotline calls, event attendance, social engagement, ad performance)	XYZ	Compare to KPIs; prepare report
December (wrap-up)	Share campaign report with leadership and partners	Campaign lead	Capture lessons learned for next year