



Internal Communications Budget Proposal



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Summary of Proposal	<p>Outline your core internal communications goals and how your proposed budget will help you meet them. You can do this in bullets or short paragraphs. Keep things clear and to the point. Make sure to include key performance indicators (KPIs) and any tools you'll use to measure them.</p>
Relevant Data and Metrics	<p>Provide an overview of your current internal communications budget. Outline the current state of your internal communications, and briefly touch upon any successes/challenges. If you're using ContactMonkey, you can access these insights through your analytics dashboard. Export email engagement rates, survey responses, clicks, and read times, and convert the data into a PDF or PowerPoint.</p>
The Challenge	<p>Use this section to elaborate on an opportunity/challenge that you identified in your summary. List the details of the issue(s) you're hoping to solve and the resources you'll need. We recommend structuring your problem description into 3 sections: Problem Statement; Description; Risk.</p>
The Solution	<p>Outline the value of a bigger internal communications budget. Use data from your internal communications audit to show how investing more in certain areas can boost employee engagement, and productivity, or even improve employee safety. Be discerning and use data that addresses the issues at hand. We recommend structuring this section as: Solution; Description; Benefits.</p>
Time Frame and KPIs	<p>Wrap up your proposal by outlining the time frame for implementing your internal communications solution; recap any key performance indicators (KPIs).</p> <p>Ask yourself, which metrics will show that your new budget generated net gains for your business? When is the realistic deadline to obtain these metrics? If your goal is to increase email open rates by 10% by the end of Q4, and boost event registrations by 5%, indicate this clearly. Then, sum up how the new budget will help in 2-3 bullet points.</p>



About ContactMonkey

ContactMonkey is an internal communications and employee engagement tracking solution that integrates into Outlook and Gmail inboxes. We built our tool to help internal communicators transform employee newsletters into a two-way communication channel.

Use ContactMonkey to create, send, and track internal emails, collect employee feedback, measure the effectiveness of your corporate communications. Build beautiful employee newsletters with the easy-to-use template builder, manage company events from your inbox, gather honest employee feedback with various surveys and eNPS, and measure internal communications ROI with comprehensive metrics.

**Ready to Elevate Your Internal
Communication Strategy?**

[Book a Demo](#)