



BEFORE YOU TRANSLATE: INSPIRARE'S QUICK-START TRANSLATION PLANNING CHECKLIST

Planning a bilingual campaign?
Check off each item or follow the action step to fix it.



1 BUDGET, STAFF & TIMELINE

- ☐ We have a clear budget for professional translation and review.
If no: Allocate funds early. Quality translation is an investment in building trust.
- ☐ We have assigned bilingual staff or trusted community partners to manage translations.
If no: Find team members or community experts who can support this work.
- ☐ Our timeline includes enough time for translation, review, and audience testing.
If no: Add at least 2–4 weeks to avoid rushing and mistakes.

2 CONTENT AUDIT & SCOPE

- ☐ We have a full inventory of campaign materials that need translation (forms, posts, flyers, etc.).
If no: Make a list of every piece your audience will see to decide what needs translating.
- ☐ We plan to translate entire campaigns, not just select pieces.
If no: Commit to comprehensive translation to avoid tokenizing parts of your audience.

3 QUALITY & CULTURAL RELEVANCE

- ☐ We have reviewed visuals for cultural relevance and made adjustments as needed.
If no: Adapt imagery, colors, and designs to feel authentic and welcoming.
- ☐ Bilingual staff or community members review translations for naturalness and cultural fit.
If no: Establish a review process to catch awkward or literal translations.
- ☐ We have accounted for regional dialects, slang, and local language nuances.
If no: Consult community experts to ensure language truly resonates.

4 TESTING & MAINTENANCE

- ☐ We have tested translated messages with a small group from my target audience.
If no: Host focus groups or feedback sessions before launch.
- ☐ We have a plan to update and maintain bilingual materials regularly.
If no: Schedule regular reviews to keep translations current and accurate.

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**USE THIS CHECKLIST TO CATCH GAPS EARLY, AVOID COMMON PITFALLS,
AND BUILD BILINGUAL CAMPAIGNS THAT TRULY CONNECT.**

NEED HELP?

REACH OUT TO INSPIRARE COMMUNICATIONS—WE'RE HERE FOR YOU.



**Write us at
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INSPIRARECOM.COM**