



Strategic Communications Plan Highlights

June 2007

- Who We Are** Delaware Valley Grantmakers is The Region's Forum for Philanthropy.
- What We Do** Delaware Valley Grantmakers serves as:
- *A network for grantmakers:* Sparking connections and learning to advance effective philanthropy.
 - *A resource on grantmaking:* Sharing information for and about the region's grantmakers.
 - *A voice for philanthropy:* Encouraging and advocating for philanthropy.
- Key Principles** The plan is guided by key communications principles to focus on:
- The impact in the community of DVG and its members.
 - DVG's niche in serving and representing the region's grantmakers.
 - DVG's service region of Greater Philadelphia and surrounding areas.
- Core Concepts** DVG will build on and enhance its current member communications and focus on several core communications objectives:
- Position DVG as a premier source of news, information, data and resources on grantmaking and philanthropy in DVG's service region.
 - Increase awareness and understanding of DVG among its key audiences.
 - Grow DVG's convening role, initially through an expansion of DVG's member affinity group convenings.
- Key Activities** Top-priority activities for DVG's new communications work include:
- Expand use of communications technologies to support DVG's members and affinity groups.
 - Expand and enhance DVG's media relations efforts.
 - Develop communications to support DVG's new research work.
- Capacity** To ensure the plan's success, DVG will strive to build its organizational capacity to support increased communications work.
- Evaluation** The plan includes key outcomes and evaluation methods to help determine if DVG is achieving its communications objectives.