



communications partners

tools

Perceptions Research

Find out what people know about your organization/foundation; this helps your staff and board determine what your “unique selling proposition” (USP) or in nonprofit terms “value proposition.”

Positioning statement

Not your mission statement – it’s a statement that you develop and use internally. Staff, board, volunteers all know how you want to be positioned – i.e., the leading source for mentoring kids in the Philadelphia region; the go-to source for information and resources for legal immigrants looking for jobs in the Philadelphia region.

Key audiences and messages

Develop simple messages for specific audiences. Nonprofits -- Your message to those you provide services to is very different from your message to funders. If you’re a foundation, your message to grantees or those looking for funding is different than your message to policy makers. Take the time to think through what you want a particular audience to know about you and then determine the best way to deliver that message – over and over again.

Strategic communications plan (small, medium, large)

After you’ve developed a map of key audiences and messages, create a plan that details how to make sure these messages are being delivered. Make sure it aligns with overarching strategic plan and is integrated into your work and that all staff members and board members understand the plan.

Crisis Communications Plan

Whether it’s a detailed plan a consultant has developed or a one page direction sheet, know what your organization would do if it hit a crises. First – define a crisis and have a reaction plan.

Media Preparedness

If you don’t have a communications staff or consultant, you should make sure you at least have

- Spokesperson identified and why they are a good resource
- Media protocol (who does/doesn’t talk to the press)
- Media training or coaching
- Talking points for all staff, board members
- Fact sheets about your nonprofit or foundation with simple data points (one page)
- Leadership bios
- One human interest story identified – snap shot of someone you serve or grantee with a good human interest story that can tell your story
- Media list – update and tailor.

Web Site

Most critical communications tool today. Content must be updated, easy to use, think through the audiences and messages from above. It is the #1 source for your organization. See Npower for help --they serve nonprofits.



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Several Resources

Several Resources Small Nonprofits and Foundations Can Use to Help with Communications:

WK Kellogg Foundation Communications Toolkit:

<http://www.wkcf.org/default.aspx?tabid=75&CID=385&NID=61&LanguageID=0>

NPower PA, www.npowerpa.org

NonprofitPR.com, www.nonprofitpr.com

Getting Attention, www.gettingattention.org

Cause Communications, www.causecommunications.org

Andy Goodman (communications consultant), www.agoodmanonline.com

Nonprofit Marketing Blog, www.causecommunications.org/about-us.php

Community Media Workshop, <http://www.newstips.org/>

Shoestring Creative Group, <http://www.shoestringgroup.com/>

The Spin Project, www.spinproject.org

Meyer Foundation, <http://www.meyerfoundation.org/resources/Learning+Opportunities/>

[Making the News: A Guide for Nonprofits and Activists](#)

[The Jossey-Bass Guide to Strategic Communications for Nonprofits](#)