

# WELCOME TO

## COMMUNICATIONS STRATEGIES for NONPROFITS

Instructor:

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6:30-8:00pm

City Lab, 600 A Street

# Ok! Let's Get A Twitter!

Whoa, cowboy!

It's not about the tools. Yet.

# What We're Going to Cover

1. Components of a communications plan
2. A basic communications audit
3. Choosing the right communications tools
4. Specifically looking at social media as a tool for nonprofits
5. Questions and discussion

# Components of a communications plan

## 1. Communications audit

Board, retreat with facilitation

## 2. Design & branding (craft message, create look)

Board, work with design professional

## 3. Choose best tools for the job

Staff

# Basic Communication Audit

1. What is your core purpose?
2. What do you want or need to do?
3. Who are you trying to reach?
4. What do you want those people to do?
5. What is the best way to reach those people?
6. How will you know when you are successful?

# 1. What is your core purpose?

## Know Thyself

You're here.....why?

## 2. What do You Want to Do?

1. Educate, inspire or mobilize people around a cause?  
*TreeDavis, Amnesty International, March of Dimes*
2. Change behavior?  
*Californians Against Waste, American Lung Association*
3. Promote advocacy & political action?  
*Choc, Measure R, MoveOn*
4. Promote events, services, classes?  
*I-House, Hospice, Art Center, Food Bank*
5. Be a social or activities club?  
*The Davis Bike Club*

# 3. Who are you trying to reach?

1. People you serve  
*Constituents, public, clients*
2. Decision Makers  
*Legislators, electeds*
3. Supporters  
*Friends of...*
4. Funders  
*People or organizations who give \$\$*

Any or all of the above...



# 4. What do you want these folks to do?

1. Avail themselves of services?
2. Attend an event, take a class?
3. Visit your website, visit your site?
4. Learn something?
5. Do something?
6. Change their behavior?
7. Become a member?
8. Write a letter?
9. Volunteer?
10. Give money?
11. Make a decision in your favor?

## 5. What's the best way to reach them?

1. In person?
2. Via direct mail?
3. Via literature?
4. Via newspaper?
5. Via radio or TV?
6. Via email?
7. Via the web?

You have to know your audience!

# 6. How will you know if you're successful?

1. Increased participation?
2. Increased membership?
3. Increased friends or advocates?
4. Increased number of volunteers?
5. More people on mailing list?
6. More visits to your website?
7. More money raised?

# Congratulations! You've completed the audit!

1. You know your larger purpose!
2. You know what you do!
3. You know who your target audience is!
4. You know what you want them to do!
5. You know how to reach them!
6. You know how to measure effectiveness and success!

And everyone in the organization is on the same page. That is great!

# Design and Branding

Hire a design professional

Let's move on to choosing the best tools for the job!

Traditional tools

Modern tools

# Traditional Communication Tools

Literature *brochures, flyers*

Press *news features, press releases*

Direct mail *newsletters, appeal letters*

Media *TV, radio*

Advertising & PSAs *print, media*

Calendar listings

In person *site visits, road shows, public appearances, talks, tabling*

# Modern Online Communication Tools

Website *web 1.0, web 2.0*

Email *newsletters, e-blasts, mail-lists*

Social media *FB, Twitter, blogs, mobile, LinkedIn*

Online media *YouTube, podcasts*



# Social Media Truths

1. Your NPO should be using social media
2. There is more to marketing than social media

**Both are true!**

# Most Important Nonprofit Technology Trend of the day?

How nonprofits will use social media & how they have to think and work differently.

- Beth Kanter, nonprofit technology consultant and author of *The Networked Nonprofit*

# What is Social Media?

## SHARING

Words & thoughts

Music

Photos

Video

## KEY CONCEPTS

Sharing

Connection and Communication  
Networking and Collaboration

One-to-many

Crowd Sourcing

Community

# Social Media Platforms

## Writing, Connecting

Blogging:

*Blogger, Typepad, Wordpress*

Micro blogging:

*Twitter*

## Sharing media

Video sharing:

*YouTube, Vimeo*

Photo sharing:

*Flickr, Picasa*

Music sharing:

*Pandora, LastFM*

# Social Media Platforms

## Networking

Social networking:

*Facebook, Google Plus*

Professional networking:

*LinkedIn*

## Other

Location sharing:

*Foursquare, Brightkite*

Bookmark sharing:

*Delicious*

Collaboration:

*Wikis, Google Docs*

Social news:

*Digg, Mixx, Readit*

Network aggregation:

*Friendfeed*

# What else about Social Media?

Requires participation

Authenticity

Transparency

Lack of privacy

This is hard for organizations!

# Beth says networked nonprofits...

- Are simple and *transparent* organizations
- Don't work harder or longer, just *differently*
- *Engage* with people beyond their walls
- Incorporate *relationship building* as a core responsibility of all staffers
- Are comfortable using *the new social media toolset* (email, blogs, Facebook) to encourage 2-way conversations
- Enlarge their efforts *quickly, easily and inexpensively*

# Before you jump into Social Media....

1. You must commit organizational resources
2. Do you have the organizational capacity?
3. You must revamp print materials
4. How to integrate into organizational culture?
5. Do you have the basic tools?
6. How will you measure success & justify time & resources



# Resources

Beth Kanter: The Networked Nonprofit

[bethkanter.org](http://bethkanter.org)

Nancy Schwartz: Getting Attention

[gettingattention.org](http://gettingattention.org)

SPIN

[spinproject.org](http://spinproject.org)

NTEN

[nten.org](http://nten.org)