Communications for Change

Meaningfully engaging your internal & external audiences
Learning Outcomes:

- Understand the role communication has to play in strengthening and moving forward our work.
- Understand the importance of strategic planning for change and success.
How do we see the future of communications?

- Technology?
- Digital social networks?
- Changing ideas of community?
- Challenges to traditional concepts of aid, charity and philanthropy?
Some terminology...

- Brand
- Target Audience
- Key Message
- Marketing
- Communication vs. “Communications”
- Social Media
- Integrated Marketing Communications
Planning communications for change means:

- Identifying what our success looks like
- Who are we and what do we offer?
- Deciding what we want to say
- Understanding who we need to tell
- Determining how to say it
What does our success look like?

- Future aspirations, why we’re planning
- Clearly defined and specific
- Attainable
- Measurable
Core identity and branding - who we are

- Clear identity within ourselves first: what are our strengths, weaknesses, opportunities and challenges?
- Deliver messages clearly and create the context that people receive your message
- Distinguish ourselves from others
- Confirm our credibility
- Connect to audiences on a deeper level
Developing key messages—what do we want to say?

- Frame our organizational brand, show who we really are and why we do our work…
- Share what we want to accomplish
- Share what we are already doing
Our Audiences

- Kinds of audiences
- Identifying our audiences
- Understanding our audiences
Communications Vehicles

- Conventional media
- Social media
- Advertising
- Events/Education
- Interactive marketing
- Personal selling
Strategic Communications Planning

- Talk it out
- Write it down
- Set an end date, to revamp the plan (1-2 years)
- Make a timeline that includes actions, tactics and project organization according to goals and key messages
- Ongoing monitoring and evaluation