

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

