



PROGRESSIVE TECHNOLOGY PROJECT

Communications Bingo!

1. When you're planning your communications activities do you always start by identifying your goals?



2. Do you regularly test frames and messages with your ***intended audience*** before using them?



3. Are communications and fundraising considered organizing activities in your organization?



4. When you're planning activities, events, and campaigns, do the organizing, communications, and fundraising staff sit down ***together*** to develop goals, timeline and a workplan?



5. Do you test your subject lines for important emails?



6. When you send out important emails do you consistently analyze open rates, click through rates, and the degree to which people responded in the way you wanted them to?



7. Do you have staff-wide discussions to determine what key information to collect so that organizers, communications, and fundraising staff all have the data they need?



8. Do you intentionally drive people to your website in order to collect contact information and expand your list?



9. When you collect contact information do you find out how people prefer to be contacted? And what time of day?
(Bonus point)



10. Do you collect, and can you easily access, information about the *issue interests* of your contacts/members?



11. Do you routinely think about good design and strong visuals when you're planning your communications?



12. Do you clearly determine and articulate the stories you want ***before*** sending people out to take photographs and/or videos?



13. Does your organization use templates for your emails?



14. Do you have an e-newsletter that goes out regularly?



15. Are the organizers active on Facebook and Twitter, developing emails... -- are these skills widespread throughout your organization?



16. Do you conduct internal organizational skills building trainings related to communications – things like how write good emails, use Twitter and Facebook – two or more times a year?



17. When you're planning your communications, do you think through both offline and online approaches and how to integrate them so they work together to build momentum?



18. Do you routinely debrief at the end of major communications efforts to talk about how you did, what you learned, and how you can do better in the future?





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