PROGRESSIVE TECHNOLOGY PROJECT

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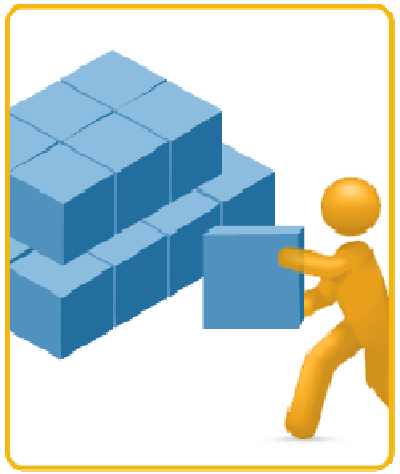
How to Make Your COMMUNICATIONS ROCK

Communications are woven into almost everything.

ORGANIZING

FUNDRAISING

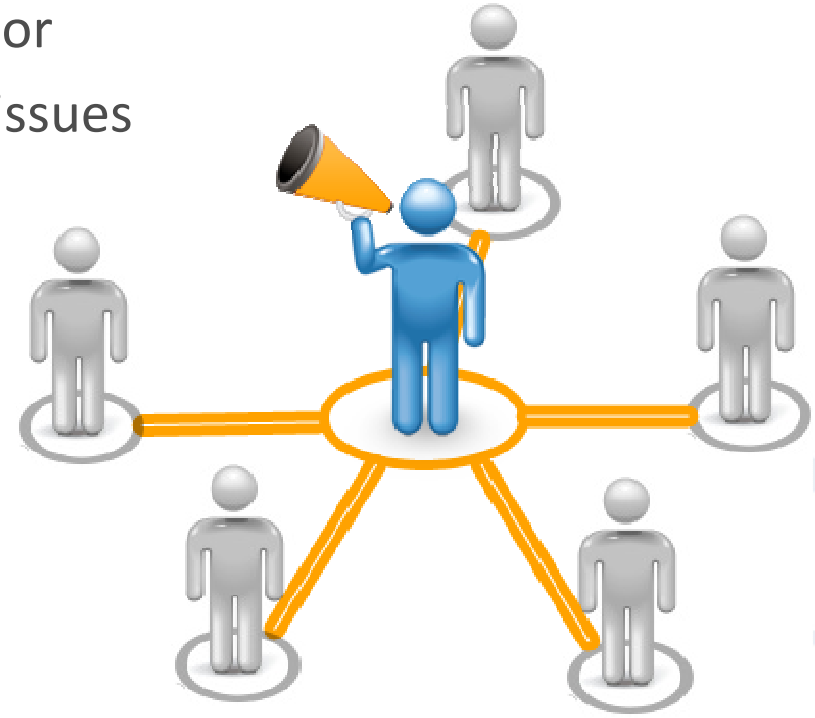
DEVELOPING FRAMES & MESSAGES



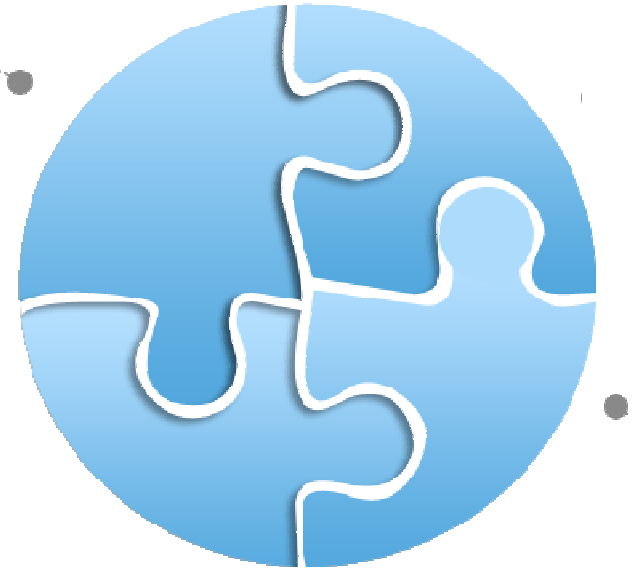
CREATING & CARRYING OUT CAMPAIGNS

Our working assumption is that your organizations want to:

- Reach more people
- Reach a broader audience
- Reach people in a deep way
- Change people's understanding/behavior
- Frame and control the debate on your issues



Organizational Communications Practices



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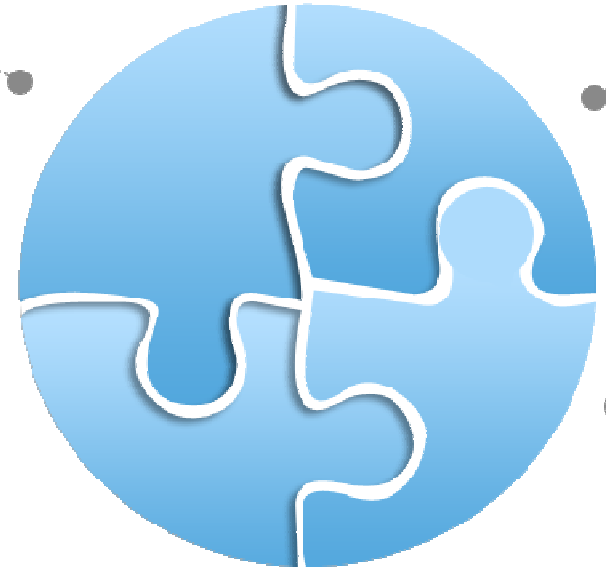
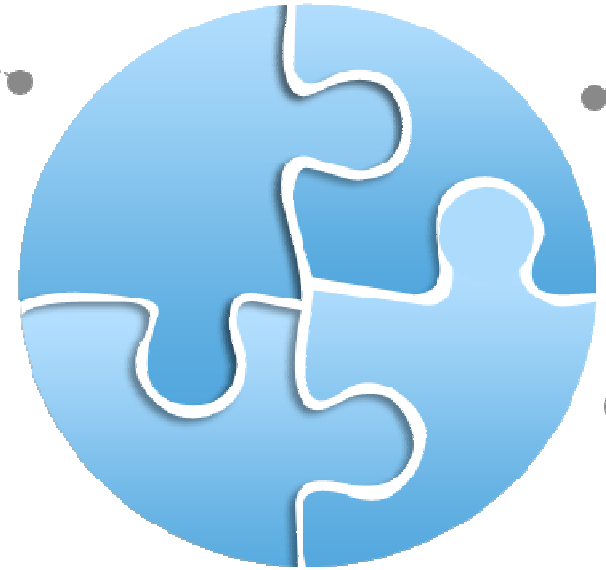


Organizational Infrastructure

Organizational Communications Practices

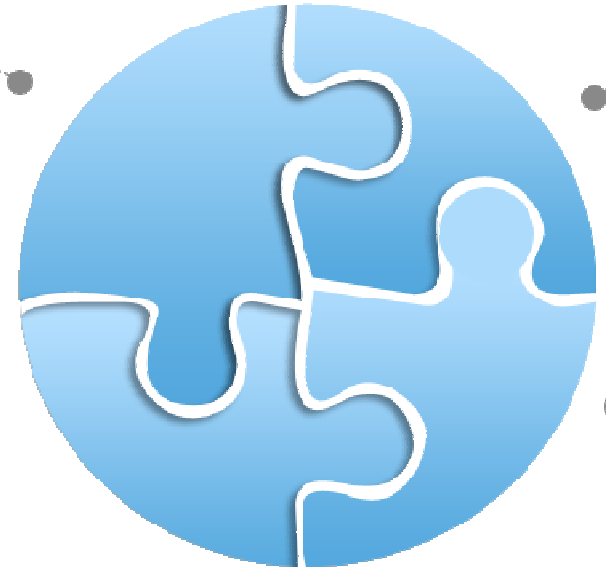
Organizational Infrastructure



Tools & Skills

Organizational Communications Practices

Organizational Infrastructure



Tools & Skills

Organizational Culture

Organizational Communications Practices

The Essentials

1. Be clear about your goals

Organizational Communications Practices

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1. Be clear about your goals
2. Identify your audience

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan

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2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages

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3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again

Organizational Communications Practices

The Essentials

1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages

Organizational Communications Practices

The Essentials

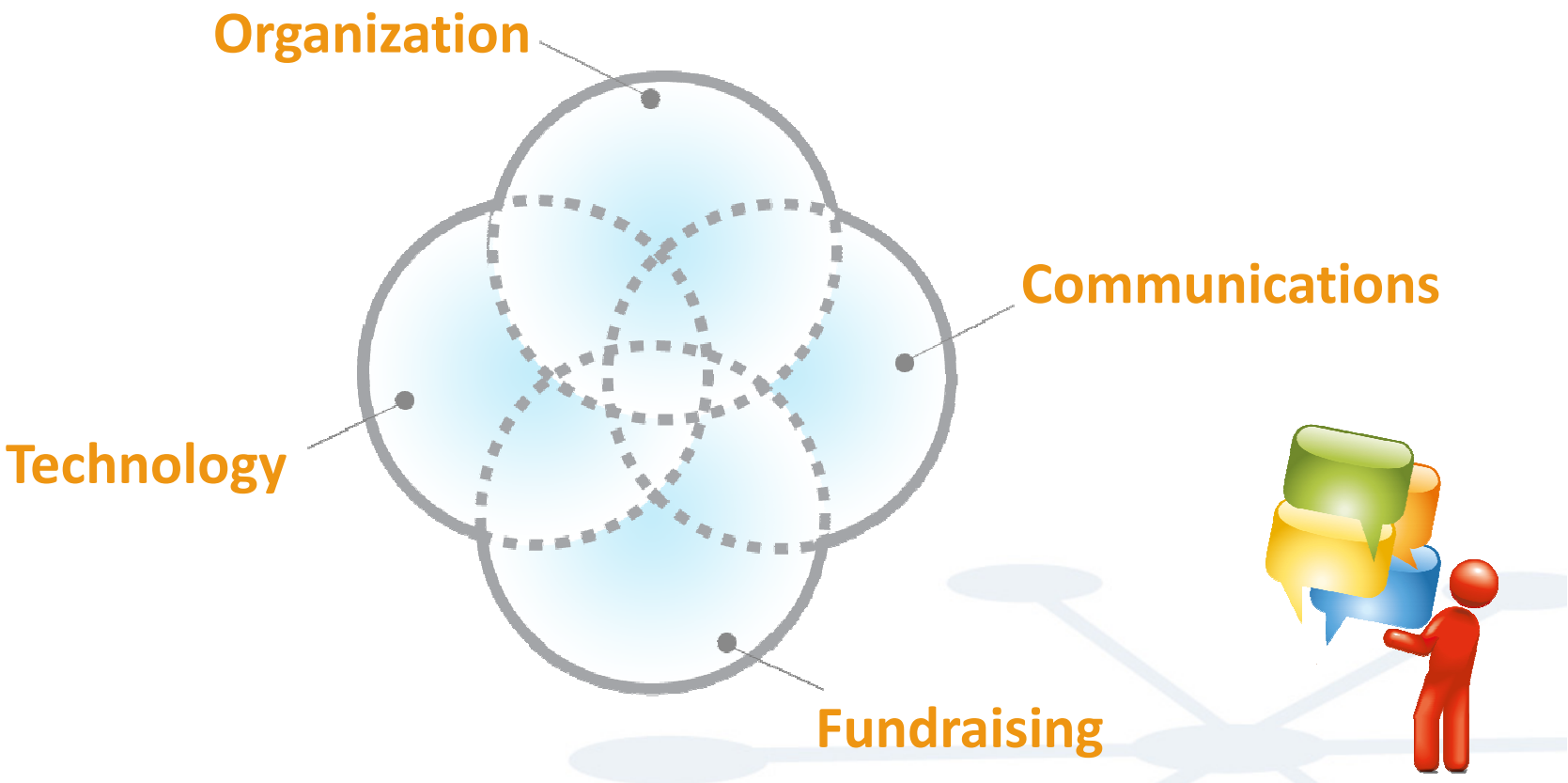
1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages
7. Evaluate your work

Organizational Communications Practices

The Essentials

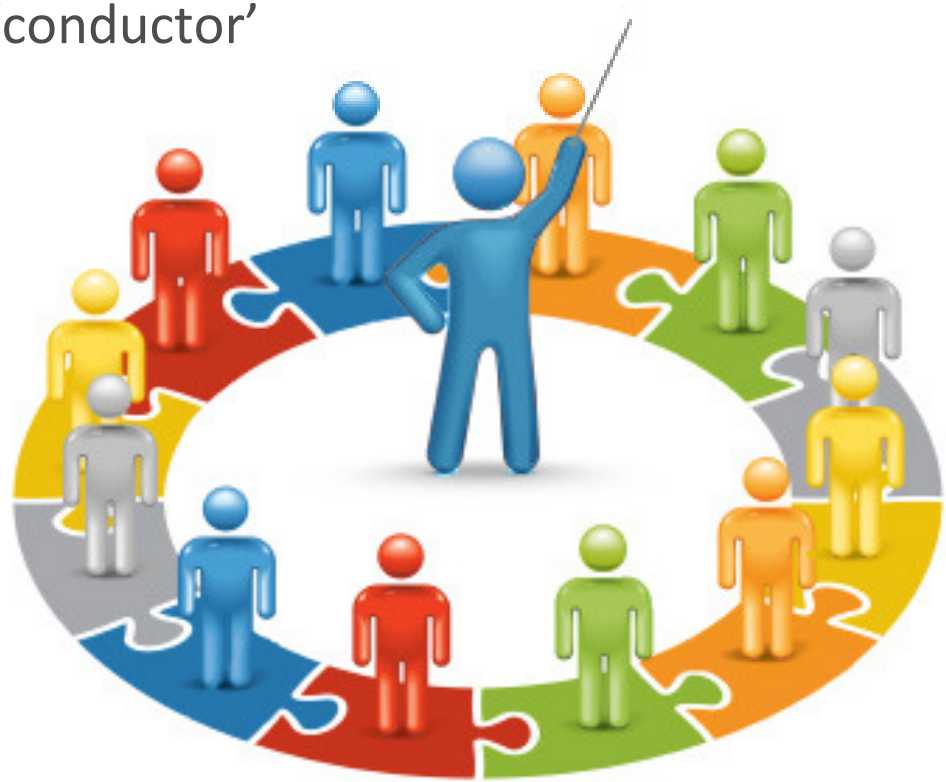
1. Be clear about your goals
2. Identify your audience
3. Develop a plan
4. Develop your frames, stories & messages
5. Test, retest & test again
6. Refine your activities, approach, messages
7. Evaluate your work
8. Build on what you learned

Organizational Communications Infrastructure



Organizational Infrastructure

- Lots of staff involvement
- Have a communications ‘conductor’

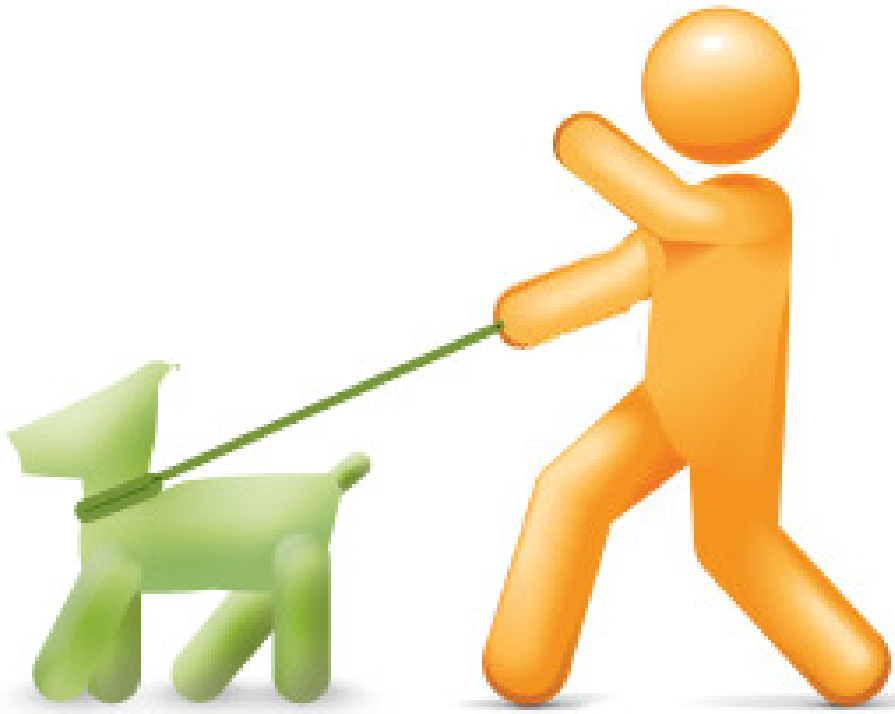


Tools & Skills

- Database
- Website
- Facebook
- Twitter
- E-tools
- Photos & videos

Organizational Culture

- Shared approach
- Skills-building
- Everyone ‘touches’ communications
- Coordination not dependency

Organizational Culture

Get out and walk the dog!