

Communications Strategy TEMPLATE

For nonprofits run by volunteers or with small teams.
Last updated on August 28, 2019

Examples are in red, feel free to use, edit, do whatever you want. This is designed to make your life easier not stress anyone out with more objectives and goals.

1. Communications goals:

- *Educate – On issues, partner services, and upcoming events*
- *Engage – Clients, Supporters, Volunteers, Donors, both online and off*
- *Entertain – Interesting Content*

2. Target audience:

If you don't know the answers to the below, think about doing a quick survey on google forms, Facebook, or SurveyMonkey.

Who are they?	<i>(E.g. job title, age, gender, salary, location, etc.).</i>
What are they interested in that you can provide?	<i>(E.g. Social Justice, Immigration, Refugees, International, Multicultural)</i>
Where do they usually hang out online?	<i>(E.g. Facebook, Instagram, etc. or niche platforms).</i>
Why do they consume the content?	<i>(E.g. Civic engagement, faith, cultural, political)</i>
How do they consume the content?	<i>(E.g. read blogs, listen to podcasts, watch videos, etc.).</i>

Consider [creating donor and stakeholder personas](#) as a team building exercise. It helps to know who you are talking to!

3. Key messages (and hastags):

Message development is a process and this guide assumes that you know what your organization's key messages because you have to use them when you speak with donors, write grants, report on projects, etc. Record a couple here and think about what hastags you will use in your social media that correlate with these key words.

4. Channels and tactics:

Channel	What to share?	Why are we sharing it?	When will we share it?
Facebook	<ul style="list-style-type: none"> ● <i>Upcoming events</i> ● <i>At least one "feel good" story a week on immigration success, cultural awareness, cool</i> 	<p><i>How does this match up with your communication goals?</i></p> <ul style="list-style-type: none"> ● <i>Engage</i> 	<ul style="list-style-type: none"> ● <i>3 times a week</i> ● <i>9am – 10pm steady but peak is 10pm</i> ● <i>You can find out when people visit your page in</i>

	<i>things from other countries</i> <ul style="list-style-type: none"> ● Ideas: <ul style="list-style-type: none"> ○ Highlight donors ○ Highlight client's success stories ● <i>Are you going to use Facebook Ads?</i> 	<ul style="list-style-type: none"> ● <i>Educate</i> 	<i>your Facebook insights.</i>
Email Campaigns	●	●	● <i>Bi-Weekly</i>
Quarterly Newsletter	●	●	● <i>Quarterly</i>
<i>Website</i>	●	●	●
<i>Twitter</i>	●	●	●
<i>LinkedIn</i>	●	●	●
<i>Press Releases</i>	●	●	●

5. Communication tools:

Will you use a social media scheduler? Keep a social media calendar? Will it be forward planning or after the fact? Just to track? Do you have a CRM to email?

- a. Hootsuite and Buffer offer free accounts with up to three social media accounts, both have a sort of content calendar.
- b. Trello with the "Calendar" add on is easy to use for a content calendar and multiple team members can access.
- c. MailChimp is easy to use for email campaign and has a free option.

6. Other information:

Anything else you want your team to know? Is only one person allowed to talk to the media? Who will be allowed to post to social media?

More helpful resources:

Guidestar Blog. [4 Easy Steps to Develop a Social Media Content Strategy for Your Nonprofit](#). Accessed 28 August 2019.

Call Hub. [4 Steps For An Effective Nonprofit Communications Strategy](#). Accessed 28 August 2019.

Network for Good. [9 Tips to Write a Winning Nonprofit Message](#). Accessed 28 August 2019.

Social Sprout. [A Strategic Guide to Social Media for Nonprofits](#). Accessed 28 August 2019.