NGOs
Communication
Camp

NGOs Storytelling

Dear Trainer or Communication Specialist,

No one does it alone (in branding and in life). This is a resource for the whole branding team—from the president to the creative volunteer to the designer and brand strategist. I want to make it easy to quickly grasp the fundamentals and be inspired by best practices; And I want to make it easy to build brand equity.

The tools have changed. The fundamentals have not. The questions are the same whether you're on Facebook or in your office: Who are you? Who needs to know? How will they find out?

This booklet has been designed to help you train non-governmental organizations or your communication department and take positive actions to improve communications with your teams, media or partners. It will show you ways to put together an internal and external communications strategy and action plan and gives helpful advice on a range of communications channels which you can use.

The booklet is based on NGOs Communication Camp Training Curriculum that was developed by D.G.T. Association and the trainers team specialized in communication for not-for-profit organisation in 2013 and 2014 .

We encourage you to adapt these concepts in order to meet your specific needs and we hope it will guide and assist you with planning of your own communication strategy.

If you need additional information about the program, please contact D.G.T. Association at ngoscommunicationcamp@gmail.com

Best regards,

Emilia Radu
Corina Şeler
Project Coordinator & Trainer NGOs Communication Camp
January 2015

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Image and perception help drive value;
without an image there is no perception.

Scott M. Davis
Brand Asset Management

1 Basics

NGOs and other non-profit **organizations must reinforce and reestablish their identity as a powerful and recognizable brand. Communication is very important for non-profit organizations, between each other and to the public. Otherwise, how else would NGOs be able to differentiate themselves from each other?**

The survival of current NGOs depends on their ability to publicly sustain an issue and to be seen by those interested as the vehicle for processing and transforming the matter.

To achieve this, the NGO must reach out to their audience in search of two objectives: first, to propagate the values, ideas and beliefs that give meaning and entity to the organization. Second, it must ensure that its stakeholders feel involved and committed to the organization. Thus the NGO can attract stakeholders to contribute to their cause, through both direct and economic participation.

nonprofit sector, appear to be at an inflection point. While some in the sector are skeptical about brands, believing that the brand is essentially a fundraising tool, many are embracing a more strategic role for their brands in driving long term social goals and building internal cohesion and capacity.
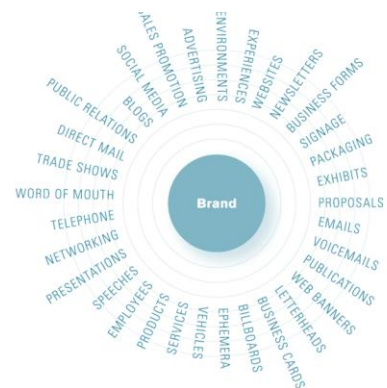
These objectives require that the image and communication of an NGO should look to draw attention publicly to the issue that the NGO itself embodies, or to interpret the problem, synthesizing the diagnostic of the situation, dangers and possible solutions of this issue.

It is a matter of courage to know your story. It is a matter of wisdom to be able to share it with the others.

Today, communication technologies open new opportunities for storytelling. At the same time, the stories of your projects are needed today more than ever in order to discern the essence from noise.

1 Basics

Who are we?

Let us first discuss WHO we are, and WHAT we want to do.

1. Think about the NGO you work for. Imagine you are describing this NGO to a friend. In one sentence, describe what your organization is trying to achieve.
2. If the work of your NGO is successful, how will life in the community be improved? What positive changes will there be?
3. What is the image (or "voice") of your NGO? How do you want people to think of you? Make a list of words to describe the personality of your organization (for example: friendly, caring, helpful).
4. What wrong ideas do people (and the media) have about your organization and the work you do? Why do you think they have these wrong ideas?

Five years ago, when we were approached to help several not-for-profit organizations, their representatives complaint was simple:

"Nobody knows who we are or what we do!"

We analyzed their existing communications and community engagement efforts, talking with people both inside and outside the organization, trying to see the full picture of the group's work.

The answer is simple and complex in the same time:

"We know why nobody knows who you are or what you do. You don't tell anyone!"

They were using a slew of "standard business marketing tools." They had a great brochure, an impressive quarterly journal, PR with local media - many of the tools you might read about in a standard off-the-shelf small business marketing book.
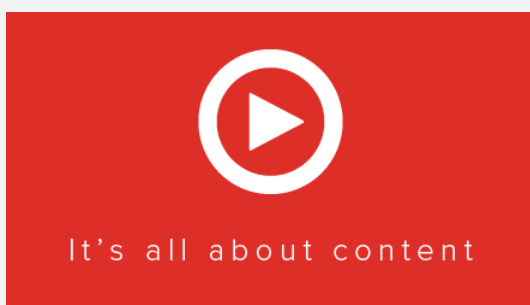
So what about
Community Engagement?

Community Engagement Tool #1: Writing

One of the best ways to engage the world with your mission is to write.

It's all about content

Most organizations understand the power of sharing information about their mission in writing, as they watch the effect of their newsletters and direct mail pieces. By extending that writing beyond your own organization, and writing for the general public or for membership associations or others interested in your work, your written wisdom will not just go to those who already know you, but to those who do not know you yet.

This can mean writing articles for newsletters and local newspapers, or it can mean writing a book. It should absolutely include

your organization's own blog, but it is also highly effective when you write a guest post for someone else's blog.

In every industry and in every community, there are online and hard-copy publications looking for content. Find a list of all those publications within your particular niche - whether that is your geographic community, or your community of interest, such as the regional art or environmental or educational community. Then ask if they would publish an article on an issue of particular concern to their readers. It could be a column on child abuse in a school PTA newsletter, or an article on the effects of eco-tourism for the local lifestyle magazine, or a guest blog post on a critical issue for your local newspaper.

Writing your own blog posts, articles, newspaper editorials, and such is effective for a number of reasons.

- You will have the opportunity to tell your own story in your own words.
- You will be communicating about and connecting people with the issues directly affecting the mission of your organization - the definition of advocacy!
- Through this communication, you will educate, a big part of the mission of just about every organization.
- The mere publication of the blog post, letter or editorial piece will add credibility and publicity for your organization.
- And once the blog post is published, you can share the link with your supporters and friends.
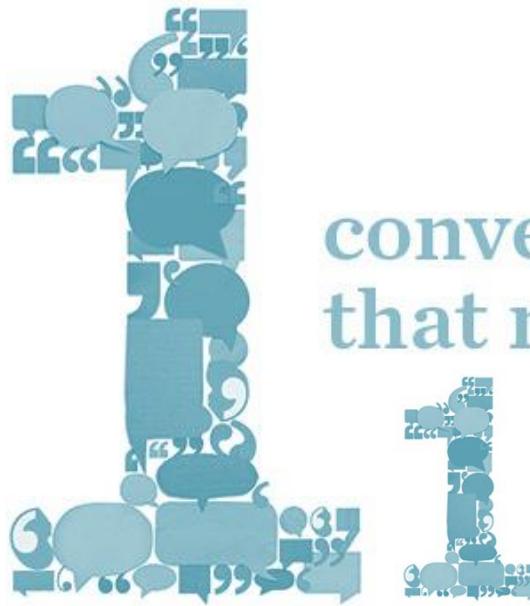
Community Engagement Tool #2: Speaking

Another effective way to engage groups and individuals in the mission you care about is Public Speaking. There are always groups looking for effective speakers - speakers who know their subject and can capture an audience's attention for 15 minutes, 30 minutes, an hour. If you make clear to the group that you are NOT there to ask for money, but just to share what you know about an issue concerning the community, there are a multitude of speaking engagements just waiting for someone from your organization.

Speaking goes one step beyond writing, because when folks hear you speak, they are getting a direct and tangible sense of your issues, and you are right there, in real time, able to engage their questions and dispel their misconceptions. They will immediately sense the importance of your mission, and how it relates to them personally. Seeing someone speak is as close to snacking on pizza in the supermarket as your audience can get!

The benefits of speaking can also live beyond that one event. Just have your talk videotaped, and you can stream that video from your organization's website. Or you can send copies of the speech on a CD to your organization's friends.

conversation
that matters

Community Engagement Tool #3: One-on-One Conversations

We all know the word of a trusted friend or colleague can go miles to open doors. Building those one-on-one friendships lies at the very heart of Community Engagement. And yet it is surprising how few organizations take full advantage of this simple tool!

How to Do It: There are many ways to simply and comfortably engage friends for your mission via one-on-one conversations. And while Social Media such as Facebook and Twitter make it easy to meet people online, there is nothing like slow, meaningful live conversation to make a real difference to your organization. Here is just one way to do that:

Take one current friend of your mission to breakfast each week, to just chat about what's going on as it relates to your mission. During that breakfast, ask that person if he can suggest 3 other people who might want to know about your work. And then ask if he would call those 3 people to make an introduction for you, so that when you call it's not a cold call.

Then call those people, and tour them through your facility or meet them in their office to engage them in your mission. Don't ask them for anything

but their wisdom - just start to build the relationship between their passion / interest and your work. Then follow up with that new friend - a thank you note for their time, an article you saw that you thought they might enjoy, or the new article you just wrote! Keep them in your monthly/bi-monthly contact loop, and continue to follow up.

This is the type of work any of us can feel comfortable doing. And it is all generated from the word of mouth of a supportive friend who is already familiar with the importance of your mission.

THE ART OF CONVERSATION

2 Brand identity

Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems.

Let's start by dispelling some myths…
a brand is not a logo.

a brand is not an identity.

a brand is not a product/organization/company
a brand is a person gut feeling about a product, service or an organization

As competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it's a start-up, a nonprofit, or a product.

Branding is a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future.

Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers are the reasons why companies leverage branding.

The best identity programs embody and advance the company's brand by supporting desired perceptions. Identity expresses itself in every touch point of the brand and becomes intrinsic to a company's culture—a constant symbol of its core values and its heritage.

Process:

1 : conducting research

2 : clarifying strategy

3 : designing identity

4 : creating touchpoints

5 : managing assets

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Effective brand strategy provides a central unifying idea around which all behavior,
actions, and communications are aligned. It works across products and services,
and is effective over time. The best brand strategies are so differentiated and powerful that they deflect the competition. They are easy to talk about, whether you are the CEO or an employee.

Brand strategy builds on a vision, is aligned with business strategy, emerges from a company's values and culture, and reflects an in-depth understanding of the customer's needs and perceptions. Brand strategy defines positioning,
differentiation, the competitive advantage
and a unique value proposition. Aligning an organization's vision with its customers' experience is the goal of brand strategy. Supporting every effective brand is a positioning strategy that drives planning, marketing,

Positioning evolves to create openings in a market that is continually changing,
a market in which consumers are saturated with products and messages.

Positioning takes advantage of changes in demographics, technology, marketing cycles, consumer trends, and gaps in the market to find new ways of appealing to the public. A big idea functions as an organizational totem pole around which strategy, behavior, actions, and communications are aligned. These simply worded statements are used internally as a beacon of a distinctive culture and externally as a competitive advantage that helps consumers make choices.

Big ideas are a springboard for responsible creative work (thinking, designing, naming) and a litmus test for measuring success. The simplicity of the language is deceptive because the process of getting there is difficult. It requires extensive dialogue, patience, and the courage to say less. A skilled facilitator, experienced in building consensus, is usually needed to ask the right questions and to achieve closure. The result of this work is a critical component in the realization of a compelling brand strategy and a differentiated brand identity

Brand Identity Ideals

Vision requires courage. Big ideas, enterprises, products, and services are sustained by individuals who have the ability to imagine what others cannot see and the tenacity to deliver what they believe is possible. Behind every successful brand is a passionate individual who inspires others to see the future in a new way.

Brand identity begins with a conversation about the future. Hearing the vision face to face is critical to the brand identity process.

Leaders who take the time to share their most audacious dreams and challenges frequently understand the power of symbols and storytelling to build their culture and brands. Strategic designers have the uncanny ability to listen deeply and synthesize vast amounts of business-critical information with an overarching vision.

The role of design is to anticipate the future before it happens. Brand identity systems often prototype the possibilities and spark meaningful dialogue.

The best brands stand for something: a big idea, a strategic position, a defined set of values, a voice that stands apart. Symbols are vessels for meaning. They become more powerful with frequent use and when people understand what they stand for. They are the fastest form of communication known to man. Meaning is rarely immediate and evolves over time.

Meaning drives creativity

Designers distill meaning into unique visual form and expression. It is critical that this meaning is explained so that it can be understood, communicated, and approved. All elements of the brand identity system should have framework of meaning and logic.

Meaning builds consensus

Meaning is like a campfire. It's a rallying point used to build consensus with a group of decision makers.

Agreement on brand essence and attributes builds critical synergy and precedes any presentation of visual solutions, naming conventions, or key messages.

Bumper-to-bumper brands clamor for our attention. The world is a noisy place filled with a panoply of choice. Why should consumers choose one brand over others? It is not enough to be different. Brands need to demonstrate their difference and make it easy for customers to understand that difference.
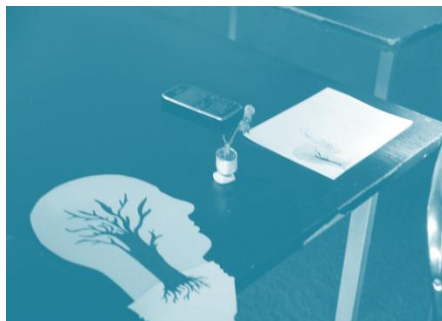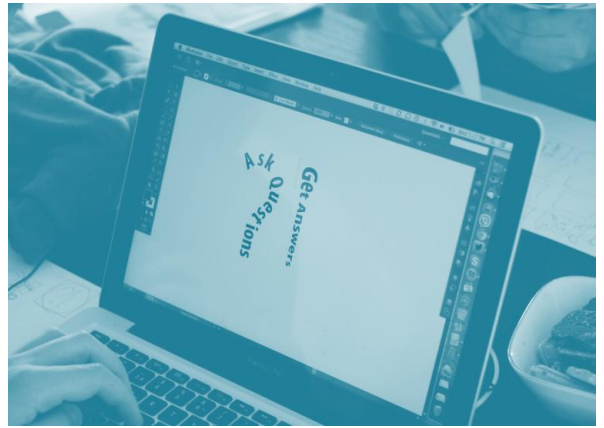
The brand needs a stand-out name.

A name is transmitted day in and day out, in conversations, emails, voicemails, websites, on the product, on business cards, and in presentations. The wrong name for a company, product, or service can hinder marketing efforts, through miscommunication or because people cannot pronounce it or remember it. It can subject a company to unnecessary legal risks or alienate a market segment. Finding the right name that is legally available is a gargantuan challenge. Naming requires a creative, disciplined, strategic approach.

Naming is a rigorous and exhaustive process. Frequently hundreds of names are reviewed prior to finding one that is legally available and works.

People often indicate that they will be able to make a decision after hearing a name once. In fact, good names are strategies and need to be examined, tested, sold, and proven.

Various thoughtful techniques must be utilized to analyze the effectiveness of a name to ensure that its connotations are positive in the markets served

Intellectual property lawyers need to conduct extensive searches to ensure that there are no conflicting names and to make record of similar names. It is too large a risk—names need to last over time.

The right name has the potential to become a self-propelling publicity campaign, motivating word of mouth, reputation, recommendations, and press coverage.

Qualities of an effective name

Meaningful – Essence of the brand
Distinctive - Unique, easy to remember, to pronounce
Protectable – Trademark
Visual - Brand architecture

Taglines

The lines you remember – Get to the point

Taglines influence consumers' buying behavior by evoking an emotional response. A tagline is a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from its competitors.

A tagline's frequent and consistent exposure in the media and in popular culture reinforces its message. Traditionally used in advertising, taglines are also applied on marketing collateral as the centerpiece of a positioning strategy.

Taglines have a shorter life span than logos. Like advertising campaigns, they are susceptible to marketplace and lifestyle changes. Deceptively simple, taglines are not arbitrary. They grow out of an intensive strategic and creative process.

Stay on message is the brand mantra. The best brands speak with one distinctive voice. On the web, in a tweet, in conversations with a salesperson, in a speech given by the president, the company needs to project the same unified message. It must be memorable, identifiable, and centered on the customer.

Short
Differentiated from its competitors
Unique
Captures the brand essence and positioning
Easy to say and remember
No negative connotations
Displayed in a small font
Can be protected and trademarked
Evokes an emotional response
Difficult to create

A tagline is a slogan, clarifier, mantra, company statement, or guiding principle that describes, synopsizes, or helps create an interest.

LOGO TYPOGRAPHY COLOUR
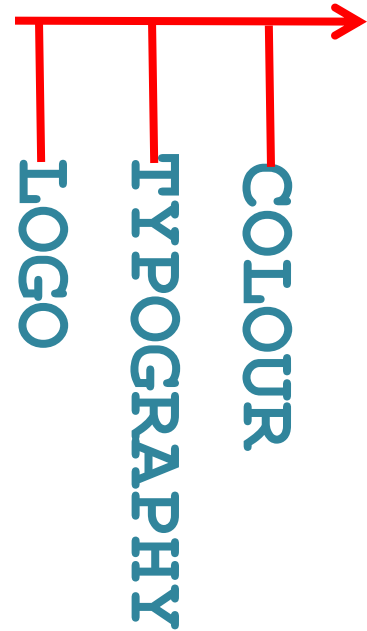
Design elements

Design is an iterative process that seeks to
integrate meaning with form. The best designers work at the intersection of strategic imagination, intuition, design excellence, and experience.

Reducing a complex idea to its visual essence requires skill, focus, patience, and unending discipline. A designer may examine hundreds of ideas before focusing on a final choice. Even after a final idea emerges, testing its viability begins yet another round of exploration. It is an enormous responsibility to design something that in all probability will be reproduced hundreds of thousands, if not millions, of times and has a lifetime of twenty years or more.

Creativity takes many roads. In some offices numerous designers work on the same idea, whereas in other offices each designer might develop a different idea or positioning strategy. Routinely hundreds of sketches are put up on the wall for a group discussion. Each preliminary approach can be a catalyst to a new approach.

It is difficult to create a simple form that is bold, memorable, and appropriate because we live in an oversaturated visual environment, making it critical to ensure that the solution is unique and differentiated. In addition an identity will need to be a workhorse across various media

Brandmark

Signature

THOMAS JEFFERSON'S

Poplar Forest

Logotype

In projects that involve redesign the designer must also carefully examine the equity of the existing form and understand what it has meant to a company's culture.

A logo is a graphic mark
or emblem used by organizations and
individuals to aid and promote instant public
recognition.

The art and technique of
arranging type, type design,
and modifying type glyphs.

Typography

Typography is a core building block of an effective identity program. Companies like World Vision, Unicef, UNESCO, are immediately recognizable in great part due to the distinctive and consistent typographical style that is used with intelligence and purpose throughout thousands of applications over time.

A unified and coherent company image is not possible without typography that has a unique personality and an inherent legibility. Typography must support the positioning strategy and information hierarchy.

Identity program typography needs to be sustainable and not on the curve of a fad. Thousands of fonts have been created by renowned typographers, designers, and type foundries over the centuries, and new typefaces are being created each day. Some identity firms routinely design a proprietary font for a client.

Choosing the right font requires a basic knowledge of the breadth of options and a core understanding of how effective typography functions. Issues of functionality differ dramatically on a form, a pharmaceutical package, a magazine ad, and a website. The typeface needs to be flexible and easy to use, and it must provide a wide range of expression. Clarity and legibility are the drivers.
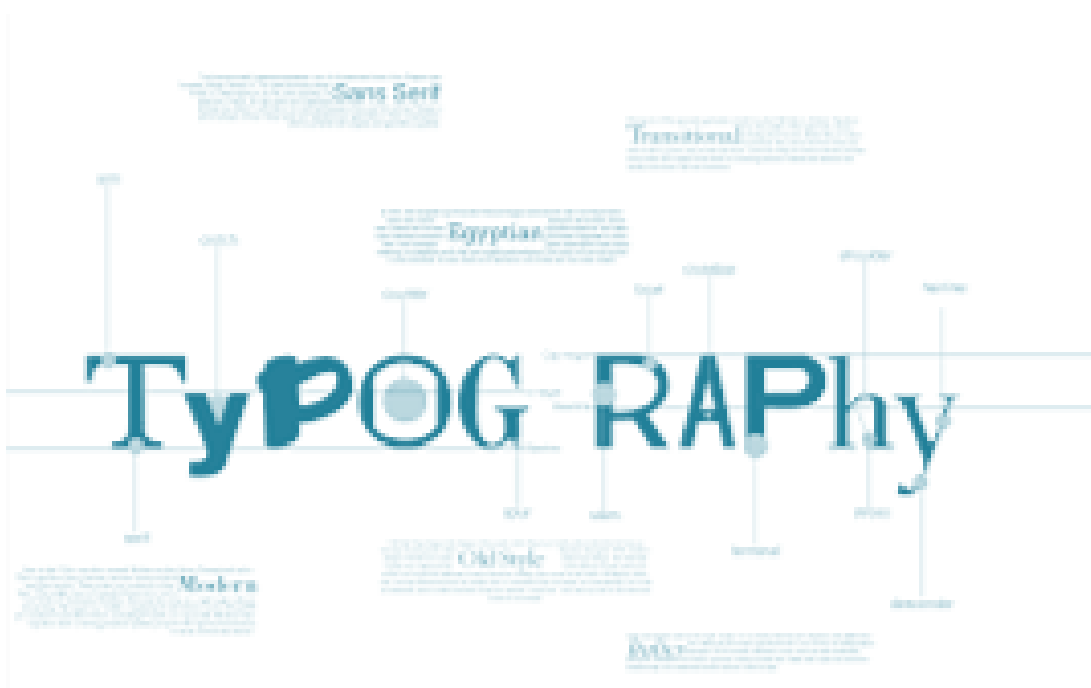
Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. As consumers we depend on the familiarity of Coca-Cola red. We don't need to read the type on a Tiffany gift box in order to know where the gift was purchased. We see the color and a set of impressions comes to us.

In the sequence of visual perception, the brain reads color after it registers a shape and before it reads content. Choosing a color for a new identity requires a core understanding of color theory, a clear vision of how the brand needs to be perceived and differentiated, and an ability to master consistency and meaning over a broad range of media.

While some colors are used to unify an identity, other colors may be used functionally to clarify brand architecture, through differentiating products or business lines. Traditionally the primary brand color is assigned to the symbol, and the secondary color is assigned to the logotype, business descriptor, or tagline.

Families of color are developed to support a broad range of communications needs. Ensuring optimum reproduction of the brand color is an integral element of standards, and part of the challenge of unifying colors across packaging, printing, signage, and electronic media.

3 The importance of the Media to the work of NGOs

Mass media are channels, such as newspapers, magazines, radio or television, used to communicate information to large groups of people. By regularly conveying information to important audiences, from the general public to government and international decision makers, the media plays a large role in shaping public debate. The media are among the most important allies to the NGO community.

Establishing good relationships with journalists is an integral part of any effective media outreach campaign. Some ways in which the media can be of importance to NGOs include writing articles that:
• create an environment of political pressure
• convey general information, serving as a public education tool
• counter popular misconceptions
• comment on an issue, providing an alternative viewpoint

How to Establish Media Contacts

While journalists face tight deadlines each day, they will make time to talk to you if you can prove that you are a valuable source of information. In order to establish yourself as a valuable contact to a journalist, you must first do some work in preparation. A good first step is to make a list of the newspaper, radio and/or television media outlets with which you would like to establish a relationship. These are your target media contacts.

Research what kind of stories your target media contacts cover. To do this, read, listen to or watch the reporting that your target media contacts produce. You can also use Internet search engines to review past coverage. Pay close attention and try to identify one or two journalists who regularly write stories relevant to the subject matter of your media outreach campaign.

Once you've done this basic homework, call your target media contacts. Be prepared to introduce yourself and your organization, and to position yourself as a resource to that journalist. Be succinct; chances are you will only have one or two minutes of the journalist's time.

Keep a comprehensive database of journalist contacts once you've established them. Notes you'll want to include are: full name, media outlet, journalist title, telephone and fax numbers, email address, city, country and any special information the journalist has provided you.

Respect that journalists are constantly bombarded with communications materials. Even if a news item seems important to you, it may not be considered newsworthy by your target media outlet. To avoid frustrating your journalist contacts, contact them only in regards to your most urgent communications.

Whether your message will be delivered in a press release, an interview, a press briefing, an opinion piece, or through any other channel of communications, you will need to prepare its delivery.

A press release is a common technique for presenting information to the media. It is often used to break news, spread information, publicize a story, condemn actions and state your organization's mandate.

The central components that every press release must include are:

o Your organization's name and logo
o Contact information of experts for further information
o The date
o A headline that reflects the main message
o A sub-headline that adds a second, forward-looking theme
o A lead paragraph that explains the problem and gives key information
o A background paragraph that gives the context to the problem
o At least one quote from an expert on the subject

Respect journalists' deadlines. If your target journalist is working under deadline between 2 and 3 o'clock every day, try not to call during that time. And if a journalist has requested specific information by a set deadline, make sure you send the requested materials well in advance of that time.

Understand the responsibilities of journalism. Ethics, credibility and impartiality are the three keys to responsible journalism. Most journalists are obligated to include perspectives from varied credible sources for every story they produce. It is their job to search through opinions surrounding an issue to get to the facts. You can become an asset to journalists by supplying names and sources that can verify facts and provide credible testimony.

The Press Conference

Press conferences are formal, arranged meetings held with members of the press at which the organizer usually offers a statement and then answers questions from journalists.
Press conferences provide an opportunity for direct communication between an individual or group and the media, and can be used to convey a major announcement or breaking news.

A press conference can be successful only if members of the media will report on it.
Before a group decides to hold a press conference, its staff should consider whether the subject of the conference important enough to take the reporters away from other tasks.

Bear in mind that the press conference is for the benefit of journalists.
Limit the number of speakers so that there is sufficient time for journalists to ask questions once the formal presentation has been made.
Remember to avoid using jargon; use basic terms that the media and public will understand.

Arranging a Press Conference

At Least One Week Before
- Reserve a venue
- Arrange for a podium, chairs, and, possibly, food and drinks for reporters
- Schedule a time: (This should be based on deadlines of media outlets that will cover the event.)
- Prepare an announcement of the press conference. Include the briefing topics and speakers, explaining the speakers' expertise on the topic.
- Prepare written material for the conference, including press kits with a briefing, agenda, speaker bios and any other relevant documents
- Prepare an outline of talking points and share them with the speakers. Make sure the speakers understand their talking points so that there is no overlap during the presentation.

At Least One Day Before
- Contact the speakers to review the order of presentations and talking points
- Contact members of the media to remind them of the press conference
- Arrange materials, including extra copies to send journalists who do not attend

The Day of the Conference
- Issue a press release that contains the main message of the press conference
- Make last-minute calls to assignment desks and editors
- Check on the venue several hours before the conference starts
- Make sure the doors are unlocked for reporters and that the room is easy to find
- Review the order and talking points of the press conference with speakers while they are all together

During the Press Conference
- Have a sign-up sheet to get the names and addresses of reporters
- Distribute press kits and your

  business card
- Give reporters a written list of participants
- Make opening remarks, introduce speakers
- Arrange the necessary one-on-one interviews and follow-up interviews
- Record the conference so that it can be reviewed later
- Take pictures for in-house use

Following up
- Send press kits to reporters who did not attend
- Call reporters who did not attend but seemed interested
- Monitor media coverage to see how the press conference was reported
- Clip newspaper and other coverage of the event

4 Social media & Mobile

The consumer is no longer a faceless statistic in a report; she/he has become an active participant in the brand building process. Share, tag, and comment are her new mantras. Charity and commerce coagulate, as do ideas and agendas for change. Imagine a global cafe where everyone is a player, producer, director and distributor.

Formal hierarchies don't exist; there's no barrier to entry and transparency is valued. Social media tools enable individuals to instantly communicate with the universe using a simple keystroke.

Use mobile and social media to:

- Raise public awareness of your cause
- Raise funds for your cause
- Reach new constituents & supporters
- Build a community of passionate champions
- Get people to take real-world actions
- Enhance existing communications programs
- Advance your organization's mission

Social media is word of mouth on steroids.

5 How to get a Wikipedia Page for your Nonprofit

No matter how important you think your work is (and I am sure you are doing amazing things for others in the world), your organization needs to be notable, according to Wikipedia's guidelines, before it can be Wikipedia-worthy.

Quoting:

> *An organization is generally considered notable if it has been the subject of significant coverage in reliable, independent secondary sources. Trivial or incidental coverage of a subject by secondary sources is not sufficient to establish notability. All content must be verifiable.*

Don't kill the messenger! This set the rules of their site and it's worked for them so far… though the jury is still out on this one. So, your blog? Not typically a reliable, independent secondary source. A passing mention in an article in your local newspaper? Not notable enough. But if you come to think of it, it's what keeps the site as encyclopedic as it can hope to be.

Last few tips:
Reputation management online is key, so make sure to watch your page. After you log in to Wikipedia, you will see a little star (it's blank by default) next to the View History link for the page. Click on it to have your page added to your Watchlist.

Most important of all: getting a Wikipedia page for your nonprofit is not a sprint. In the world of Web 2.0, this is as close to a marathon as it gets. Be patient and do your homework. It will pay off in the long run.

Your Wikipedia page should encompass all your work. Not only will this be a more complete depiction of your work: it will also furnish you hopefully with more notable and reliable sources to insert as references in your page.

Let others write about you
This, to me, was one of the most puzzling things about getting a Wikipedia page started (for a nonprofit or any other organization). One of the arguments we heard from Wikipedia in our first attempt to write our own page was that others had to do write about us. It didn't dawn on me that the this implied other MEDIA (reliable media, that is). It is not a problem for you to write your own page, but you have to make sure the reliable references are there and that you are writing about something bigger than a program you just launched.

6 Blogging your projects

Ten years ago, blogging used to be called journaling. And for good reason.
It was mainly pursued as a way of expressing one's personal thoughts and ideas. Essentially a personal pursuit and certainly not a business tool.

But now, blogging has become an essential marketing tool for brands and nonprofits. Few Organizations use blogging as an advocacy tool, a way to more intimately connect with constituents, and a way to drive traffic to their website.

11 Benefits of Blogging

- Your blog will enable you to deepen relationships with your fans. They find fresh, relevant content that is useful them – and have a place where they feel heard
- Your blog will be a tool to enhance and develop valuable partnerships with other non-profits.
- Your blog can be a powerful way to attract new visitors by demonstrating social proof
- People using Google will find your non-profit a lot easier if you have a blog. Blogs get much more search engine optimization than traditional, static websites.
- Your key executives will learn to speak in a more human voice through blogging.
- You, yourself will become a better writer through regular blogging.
- You can trash your marketing theory in exchange for valuable

insights into why donors *really* give you money.
- You will experience a spike in the number of visits and depth of engagement from your fans.
- You can increase donor conversion rates with content that is relevant and useful.
- You'll empower your board members to talk about why they love your non-profit, and possibly reawaken their sense of mission.
- Instead of waiting for your IT intern to return your call, you'll communicate urgent news very fast with your blog.

About Us: Your Key to Conversion

What do *you* want to know when considering a first-time donation to a nonprofit or deciding between a few organizations to volunteer your time? What makes *you* feel confident in your choice?

For most of us, taking an action floats into our minds as a result of a campaign, a friend's gift or registration, or something in the news. But we frequently need a little push to motivate us.

That's where an organization's context, or About Us content, comes into play! **About Us done right makes it easy for prospects to get who and what your organization really is.**

Start with planning, just as you do with a campaign, because this content influences whether your campaigns

part of what's now called the full funnel (incorporating all influences along the path of your donor or registrant taking the action), vs. the traditional "single-touch" source attribution.

Map Your Content and Style to Each "About Us" Objective

Begin by prioritizing the content most likely to achieve these confidence- and comfort-building objectives. Here's the content and style I recommend for achieving each objective, based on my website strategy work and impact tracking for dozens of nonprofit clients.

Provide the key facts needed to do business with your organization; that is, give context.
Your organization's story is
Share the high points of your organization's evolution and impact. Timelines work great here.
Shape your content and layout to be clear, direct, and easy to absorb.

Offer a sense of warmth and welcome.
Put your team front and center with names, roles, photos, and brief bios.
Introduce the entire team (smaller organizations) or selected staff members (medium and large organizations).
Whatever you do, profile more than just your president or executive director. That approach discredits the rest of your team and conveys overreliance on a single person. Use a warm, friendly, and somewhat casual tone to make your site visitors' experience feel like a conversation.

Build credibility.
Feature testimonials from people who are similar to those you are inspiring to act.

Create or strengthen a personal connection.
Show off your organization's personality—buttoned-up just doesn't cut it here.
Share stories and photos of those you've served and those who have taken similar actions as the site user/prospect.

the Art of Storytelling

Don't Tell Me an Issue! Tell me a Story.

Stories are the way we've communicated throughout human history. There's a reason for that:
Stories are powerful. They grab and hold our attention.
They put a face on an issue and make it personal.

They make people care, and move them to action![Both within your organization and outside of it.]

In a world inundated by information, it is the compelling stories, not the issues, that will stand out and be remembered.

Communications guru, Andy Goodman, says it so well:
"Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story."

GOOD STORIES COMPEL PEOPLE TO CHANGE

THE WAY WE FEEL — Stories demand an emotional investment.
THE WAY WE THINK — Stories pique and hold interest.
THE WAY WE ACT — Stories bring energy to the message.
THE WAY WE BEHAVE — Stories cause us to take action.

If you hope to get media attention, experts are a dime-a-dozen. The key required to unlock that door is a compelling story.
Choose Stories Wisely.
They should accurately reflect your organization's values.

Stories are an Ongoing Project.

It is not only important to tell compelling stories, you need to add to your bank of stories on an on-going basis -- keeping it up-to-date and fresh. You need to be ready with that compelling vignette at a moment's notice -- whether

for a last minute media or speaking opportunity, donor appeal, or unexpected elevator pitch.

So how do you turn your Issue into a Good Story?

It's a combination of the following elements. A good story does not have to have all of these elements, but the more immediate and current the story is, the more unique and dramatic, the more interest it will generate and impact it will make.
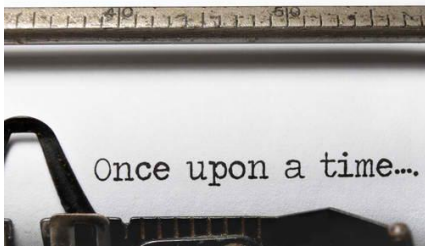
NGO and Non-profit storytelling plays a key role in messaging an organization's values and purposes. Most of the times, we put out an official statement of our mission, but it is really the stories that people tell, the stakeholder's stories, that have the most impact.

The organizations have a written set of values such as integrity, professionalism, innovation, achieving the impossible, encourage the active citizenship, and creativity. It is the key that stakeholders understand these values, and stories make them come to life.

As you learn to extract the stories (structure comes later) those emotional and rational touch points that make you "talkable" will create accidental ambassadors for the "Brand called You". So begin your storytelling adventure and have fun perfecting your art of storytelling. Go beyond fine or adequate with a ho-hum beginning, middle and end. Instead, make yours a stimulating beginning, an engaging middle, and a provocative ending.

Is important to listen…become more aware of how others tell their stories. What do you remember as the captivating points or GEMS and why? Was is the way the story was told with enthusiasm and engaging eye contact? Perhaps it was the content that has woven in a plot, or conflict, or the manner of resolution that built momentum and ensured you were nor disappointed at the end. What delighted you, made it memorable or made it stick?

that magical word into your lead sentence, you are setting expectations.

Remember, there is even neurological evidence that points to the power of storytelling. Whether your audience is a friend, a colleague, headhunter, child, partner, sponsor, you have set the stage with that five letter word. Is this a precise methodology? Not really! You can call it an approach, process, technique, way, path or procedure. In fact, there are no rules, time frame or criteria. The idea is to have fun…let your minds drift and let the stories surface. If you and your team can tell a captivating story to a child around how you successfully orchestrated a social project, then you are a star!

First, try to tell me a story….

- Where you developed, created, designed or invented something
- Accomplished more with the same or fewer resources.
- When you were given a project and you did more than expected: 110% versus 100%.
- Where you received an award or special recognition
- About the story you never tired of hearing from your mom and da.
- Where you identified problems others did not see.
- About your hero
- Where you handled effectively a crisis situation
- About the most influential person you've met.
- About the most trying experience of your life
- About an experience in a foreign country that was a revelation of cultural differences
- About competitions in which you excelled.
- Where you worked successfully and completed a project with a stellar team.

When you preface what you are about to say with the word "story", dropping

8 Google AdWords for Nonprofits

Google AdWords can be a powerful marketing tool for your organization. Though the efficiency of the program continues to be debated, Google Grants could offer your nonprofit free ads and assistance setting up an account!

It should be noted, however, that while Google Adwords is one potential source of advertising for nonprofits, the volume of response from its campaigns to date have been lackluster.

Google provides the reach, but it is up to you to write an ad that pulls net surfers in. Just how exactly do you go about writing an ad with a low cost and high ROI?

1. Create a short list of targeted keywords: Generic terms lead to high fees and low ROI. Instead of writing a long list, take time to identify your target group beforehand and think of terms that will appeal directly to them. Is important to conduct a keyword research prior to launching an ad. Though you can pay someone to do this for you, Google offer free tools to do your own research. Cross checking keywords with multiple search engines to see the number of results and types of ads that it generates is also a good idea. Another aspect to consider that may not come to mind is seasonality. Google Trends allows you to see how keywords fare over time and to pinpoint when during the year searches for the keyword are most popular.

2. Identify what is unique about your nonprofit: Identify your marketing strategy and highlight what sets you apart in your ad. Conduct a competitive analysis of the organizations you will compete with using the selected keywords, and look into possible variations of your selected keywords until you find a combination that places you in the first several ads that appear. If you need ideas for related keywords, Google's Keyword tool allows you to search for synonyms and get new keyword ideas.

3. Use keywords in your ad text: Good ads spell out exactly what they are promoting. Well-placed keywords in both the title and body of the ad ensure that when people click they know what they are getting.

Google Ad Grants | AdWords for nonprofits

What is Google Ad Grants?   Eligibility   Program Details   Testimonials   Apply today

What is Google Ad Grants?

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empowers nonprofit organizations, through $10,000 per month in in-kind AdWords™ advertising, to promote their missions and initiatives on Google.com

Click on our video to learn more.

4. Direct users to the specific area of the site, not the home page: People want to find what they are looking for without hassle. Directing potential donors to your donation landing page makes it that much easier for them to give. Links to your home page can be helpful if you are working on brand name recognition, but otherwise direct people immediately to the relevant page that matches your ad.

5. Take advantage of single ad groups: Keep everything organized by creating containers to hold related ad groups. Keyword buys that relate to each other can be grouped into logical categories that will help you organize, but more importantly that allow you to track the success of each keyword.

6. Track your results: Which keywords were successful and which didn't get results? Take advantage of Google Analytics to get in-depth reports on various aspects of your campaign. Use it to assess and evaluate your performance. Was it successful? Did it meet or fall short of your goals? There are many ways to track success, some more sophisticated than others. Google's Website Optimizer is a tool used to track your progress.

7. Modify bids before entering the contact network: AdWords allows advertisers to set different bids on the content network then appear on the search network. By modifying bids you can potentially pay less per click while still getting the same amount of traffic.

9 Your team = brand ambassadors

Benefits of good internal communications Internal communications is vital because it:

Improves operational efficiency. Staff will know what their role is and the part they play in the team. Managers will feel more empowered to make decisions themselves because they have the right knowledge and tools to make decisions.

Drives forward change. Well informed staff may be less resistant to change. This is because they will know where they are, where they are going and how they are expected to get there.

Builds community. Teams are more likely to work together in a supportive way, because they will understand what the combined aims and ambitions of the team are.

Creates ambassadors. Happy and satisfied staff help to spread positive messages to other parts of the University and externally.

Retains talent. A happy workforce is more likely to stay where it is – giving security to the team as a whole.

Audit of existing practices. The first step in putting together an internal communication strategy is to take a good look at your area of work and how communication works at the moment.

At the beginning of the audit process you need to ask yourself some important questions.

These include:
• What is your team's mission and goals? How do these relate to the University's 2015 agenda?
• How is your workplace structured? What does your management team look like? What kind of staff do you have? Where do they work? What sort of jobs do they do?
• What kind of people work in your team? What motivates them? How do they feel about working in your team? What environment does your team work in?

We take **PRIDE** in what **WE DO**

We make it **EASY,** we make it **WORK**

We're **STRONGER TOGETHER**

• **Developing your strategy** The next stage is to use the information you've gathered to create your strategy.

• **Determine your goal** Your strategy needs a goal and your goal should answer the question 'What do you want your team to look like in the future?' Here's an example of a goal: "To ensure that everyone within the team has the right level of information to enable them to do their jobs effectively and efficiently."

• **Define your objectives** Your objectives will differ from your goal because they will be more specific and measurable. Your objectives should pay attention to the shortcomings you identified in your auditing stage. Here's an example of an objective: "To ensure that every member of staff within the team has a face-to-face meeting with their line manager at least once a month."

• **Define your audience** This is really important when it comes to deciding which tools and channels you are going to use. Knowing whether your staff are full or part-time, based on site or off, office based or mobile, will really help you.

• **Identify your key messages** Messages do not need to be complicated. Here's an example of a key message: "Staff's views are valued and feedback is encouraged."

Creating an action plan This is where you can start to plan out what you are going to do, when you're going to do it and whose responsibility it's going to be to carry out the actions. An action plan can take the form of a simple table outlining your objectives, tools and tactics. It's vital that you make sure that someone is made responsible for carrying out the work – and that they are fully aware of what is expected. You also need to attach a timescale to each action – this will help you to figure out what needs to be done first before other actions can take place. Finally you need to consider how you are going to measure the activity which you are planning. It's a good idea to attached key performance indicators (KPIs) to each action – this gives you something concrete to measure against when you come to your evaluation stage. Make sure that your KPIs are realistic and potentially achievable.

NGOs Communication Camp

Glossary

The percentage of population or target market who are aware of the existence of a given brand or company. There are two types of awareness: spontaneous, which measures the percentage of people who spontaneously mention a particular brand when asked to name brands in a certain category; and prompted, which measures the percentage of people who recognise a brand from a particular category when shown a list.

Awareness

A brand is a mixture of attributes, tangible and intangible, symbolised in a trademark, which, if managed properly, creates value and influence.
"Value" has different interpretations: from a marketing or consumer perspective it is "the promise and delivery of an experience"; from a business perspective it is "the security of future earnings"; from a legal perspective it is "a separable piece of intellectual property." Brands offer customers a means to choose and enable recognition within cluttered markets

Brand

How an organization structures and names the brands within its portfolio. There are three main types of brand architecture system: monolithic, where the corporate name is used on all products and services offered by the company; endorsed, where all sub-brands are linked to the corporate brand by means of either a verbal or visual endorsement; and freestanding, where the corporate brand operates merely as a holding company, and each product or service is individually branded for its target market.

Brand architecture

The sum of all distinguishing qualities of a brand, drawn from all relevant stakeholders, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable

Brand equity

The brand's promise expressed in the simplest, most single-minded terms

Brand Essence

The means by which a brand is created in the mind of a stakeholder. Some experiences are controlled such as retail environments, advertising, products/services, websites, etc. Some are uncontrolled like journalistic comment and word of mouth. Strong brands arise from consistent experiences which combine to form a clear, differentiated overall brand experience.

Brand Experience

The outward expression of the brand, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and symbolizes the brand's differentiation from competitors.

Brand Identity

Vision The brand's guiding insight into its world.
Mission How the brand will act on its insight.
Values The code by which the brand lives.
Personality The brand's personality traits
Tone of Voice How the brand speaks to its audiences.

Brand Platform

There are three basic categories of brand (or corporate) name:
Descriptive name A name which describes the product or service for which it is intended, e.g., TALKING PAGES.
Associative name A name which alludes to an aspect or benefit of the product or service, often by means of an original or striking image or idea, e.g., VISA.
Freestanding name A name which has no link to the product or service but which might have meaning of its own, e.g., PENGUIN.

Naming

Marketing adapted to the needs, wishes and expectations of small, precisely defined groups of individuals. A form of market segmentation, but aimed at very small segments. Niche marketing characteristically uses selective media

Niche Marketing

The design of the pack format and graphics for a product brand.

Packaging Design

"Any sign capable of being represented graphically which is capable of distinguishing goods or services of one undertaking from those of another undertaking" (UK Trade Marks Act 1994)

Trademark

Short for weblog, a blog is a frequently updated personal online journal kept by a blogger. Or if created and maintained by a business it's known as a Biz Blog. A useful way to get information into the public arena - and quickly.

Blog

A blog storm or blog swarm is when bloggers in the blogosphere write thousands of posts about a subject which then forces the story into the mainstream media.

Blog Storm

The creative method for producing a multitude of ideas on a given subject or problem, generally recorded for future evaluation and use.

Brainstorming

The instructions from a client to a consultancy, or directions communicated within a PR agency

Brief

The byline identifies the name of the journalist or author of a piece of editorial and is placed just under the headline

Byline

The planning, carrying-out and the analysis of a PR plan of action

Campaign

The text produced by a consultancy for a press release or article. Journalists also refer to their news stories or features as copy

Copy

Providing support to an event or a cause by devoting corporate resources in exchange for an opportunity to enhance good will. The role of PR in CSR is to communicate effectively in order to build corporate accountability and transparency

CSR

Having a communications plan in place that can be effectively put into action when something goes wrong for a company or organisation. This includes policies and procedures for the distribution of information to employees, media, government and other key publics

Crisis Management

Briefing notes to help a spokesman prepare for an interview with a journalist. The cues should cover the issues that are likely to arise in the interview and approach that should be taken on these issues.

Cue sheet

An article or opinion piece written to communicate key messages to the various audiences identified by a client and consultancy.

Editorial

A heading on a news release indicating that the news is not to be published or reported before that date.

Embargo

The use of a project, program, action or happening, generally involving public participation, to meet overall organisational goals. Special events often are designed to obtain publicity or other exposure.

Event Management

The extent to which the target audience becomes aware of a person, message, activity, theme or organisation through the efforts of PR.

Exposure

An article that gives detailed information on an issue, a trend, a situation, an industry, a company or organisation, or a person. A feature often focuses on the human element. It is designed to enlighten, entertain, and/or educate readers

Feature

A multidisciplinary approach which uses a number of marketing communications techniques in order to deliver a consistent set of messages. The aim is to achieve seamless communication with the audience.

Integrated campaign

Communicating with employees and shareholders to inform them of change (for instance during a company merger), keep them up to date with company news and developments, or to help achieve corporate objectives.

Internal Communications

Style of writing in which the most important information is put in the lead, followed by less and less important information, constructed so an editor can cut after any paragraph and have a complete story that meets space limitations.

Inverted Pyramid

Dominant article that is given primary attention and prominent placement on the first page of a publication. The opening news story.

Leader

Direct attempts to influence legislative and regulatory decisions in government. Lobbyists can be either individuals such as public relations consultants who, for pay, provide certain types of lobbying services on behalf of a client, or employees whose jobs involve a significant amount of lobbying for their employers.

Lobbying

A graphic or symbol owned by and representing a company or brand.

Logo

A session designed to provide background information or explanation, rather than spot news, to interested media representatives. Reporters who attend may also receive fact sheets, media kits, photos, or other publicity materials.

Media Briefing

Dealing and communicating with the news media when seeking publicity or responding to reporters' questions. It also involves setting up and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers, in part by becoming known as a credible source and as a provider of factual, expert information whether or not that information results in media coverage.

Media relations

Information that is new, unusual, unexpected, controversial, of wide significance or of interest to the audience of a publication or program.

News

The most common written form used in public relations, announcing a client's news and information. Also referred to as a press release. A news story written for and released to the news media, in particular to newspapers.

News release

A written comment prepared for the purpose of responding consistently to any question from the media regarding a particular controversial issue.

Official Statement

Information provided by a source that is strictly intended as background information for a reporter and which cannot be published or used in any way.

Off-the-record

A full presentation of a recommended public relations campaign, carefully researched and costed, which usually takes a number of weeks to prepare.

Pitch

A branded pack handed out to the media by an organisation. It normally contains background material, photographs, illustrations and news releases.

Press kit

The live dissemination of news information by an organisation to invited media. The format is usually a presentation of information by the organisation followed by a question and answer session. Also known as a news conference

Press conference

The dissemination of purposefully planned and executed messages to selected media and publics to enable an organisation (or person) establish and build relationships founded on trust, and to enhance and safeguard its reputation

Public Relations

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For more materials on communication and public relations for NGOs please check our website:
http://ngocommunicationcamp.weebly.com/the-training.html