



FIFTY

ACRES

The
Communications
Agency

TM

FIFTY ACRES LEARNING LAB

ESSENTIALS OF NOT-FOR-PROFIT COMMUNICATIONS ON A LOW BUDGET

What's your vision?

**What do you need to say
to make it happen?**

**And how will you do it -
really strategically so it has an
impact and makes a difference?**

**How will you really reach out to
people - touch them?**

How will you enthuse them?

And how will you make them act?

KEY PRINCIPLES OF COMMUNICATIONS PLANNING



Objectives

What are your goals?



Targets

To help define the best platforms, language, timing and materials



Messages

What do you want to say to them?



Actions

What do you want them to do?



Channels & Materials

What will be most effective?



Resources & Responsibility

Who's doing what? How will you make it happen?

KEY PLATFORM HOW-TO'S

Once you've established your call-to-action, budget, timing etc you need to decide what platforms will you use

Will it be multi-channel - do you have the budget and staff resources?

Or will focussed, low-budget, particular channels be better for an end result - such as focussing on social media and e-campaigning?

Whatever platforms you decide on you need to be able to do them well otherwise it won't work

E-Campaigns

E-mail campaigns and social media are fast and cost-effective

Traditional

Communicating through mainstream media if you have a good story or contacts

Above-The-Line

Paid TV, radio and print advertising if you have the budget

Community Service Announcements

These require resources, lead-in time and negotiations

Stakeholders & 3rd Party Supporters

Campaigns can be driven via support and engagement from key influencers

Government Engagement

Government is often pivotal and can also make a campaign succeed or fail

PLANNING CHECK-LIST!

- ☒ What will the next year or two bring for our organisation?
- ☒ We need to plan and think, what are our short and longer term strategic objectives?
- ☒ What's our call-to-action?
- ☒ How will we approach stakeholders and which ones are our priority audiences?
- ☒ Can we engage third-party supporters, influencers, celebrities, the public or others?
- ☒ How will we do it?
- ☒ What platforms will we use and how will we make it happen - really?

NFP COMMUNICATIONS PLANNING MATRIX

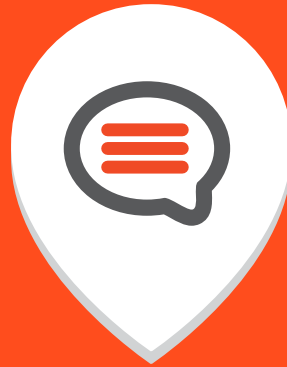
Strategise	Issues	Audience	Approach
Review	Define	Internal	Timing
Targets	Operating environment	Donors	Materials
Objectives	The call to action?	Sector & affiliates	Public campaigning
Measurement	Key messages	Government	Communication platforms

LOW BUDGET

CAMPAIGN TOOL-KIT

- ☒ Posters or advertisements
- ☒ Public meetings
- ☒ Leaflets and other collateral for public distribution
- ☒ Media campaign – online, newspapers, radio or TV
- ☒ 'Stunts' or events to attract media attention
- ☒ Using third-party supporters and celebrities
- ☒ Letter writing or e-mail campaigns, petitions and competitions
- ☒ Mass lobbies, demonstrations
- ☒ Mass events to garner support/funds - sport, concerts etc.
- ☒ Running an active website and using social media management platforms

DIFFERENT TYPES OF COMMUNICATIONS PLANNING



Public awareness campaigns

Public awareness campaigns are coordinated communications to encourage behavioural change, raise awareness of issues, funds or participation.

SCOPING A PUBLIC CAMPAIGN

Public awareness campaigns work on a range of levels - to achieve improvements for the community while others aim to benefit a particular interest or lobby group or change attitudes or behaviours. Some campaigns may last for years and involve lots of planning and consequentially significant investment, while others are low budget and respond quickly to a particular need or activity.

They may involve campaign partners or particular beneficiaries or partners and communicating with supporters across a wide range of platforms and digital assets .

PUBLIC AWARENESS CAMPAIGN PLANNING PRINCIPLES



Make use of the
'moment'
Be ready, have a plan



Action
What do you want them
to do?



Help change to
happen
Raise broad awareness of
the issue to begin with



Make good use of
the media
Engage them
effectively



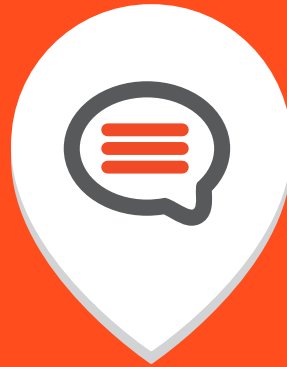
Define
What's your core
message?



3rd Party
Supporters
Mobilise & consider
setting up a network

PUBLIC AWARENESS CAMPAIGN CHECKLIST!

- ☒ Make sure that your rationale builds consensus and engages potential critics!
- ☒ Are the objectives ambitious, clear and with realistic deliverables?
- ☒ Is the slogan and identity short and simple?
- ☒ Do you have defined target groups and settings for the campaign before you start?
- ☒ Are your key messages clear, short and concise?
- ☒ Does the campaign involve active participation and some milestones?



Stakeholder engagement campaigns

Some campaigns are based almost entirely around stakeholder engagement - communicating with different target groups to achieve a purpose, create change or impact on behaviour

DEVELOPING A STAKEHOLDER PLAN

Define your purpose/mission, and outline your campaign objectives, making sure they reflect your key aims

Identify the stakeholders you want to engage and commence talking to them

Define your positioning

Develop strategies, tactics and plans, reflecting your mission, addressing objectives and embodying the campaign identity

Identify and engage allies and ambassadors, aligned with your mission and relevant to your stakeholders

ENGAGEMENT - TACTICAL OPTIONS

Engagement needs to be relevant, timely and appropriate - choices are important

Consider your options and timing

Channels can include meetings, parliamentary hearings and committees or informal gatherings

Also consider presentations, forums, events or engaging via social media

STAKEHOLDER ENGAGEMENT - PREPARATION

Objectives

Have a game plan.
What's
achievable?

Preparation

Understand the
operating
environment

The 'ask'

Be realistic about
what you want to
achieve but don't
underplay your
hand

YOUR GAME PLAN

Spend some time thinking about your aims and objectives for the engagement, whatever form it takes.

Understand your stakeholders, their background, what they think about the issues you want to discuss. Scenario plan and understand the time pressures and current operating environment.

Spend some time thinking about what the 'aim' or key 'asks' might look like. How many should there be? What's realistic?

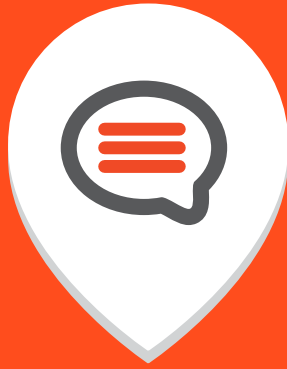
STAKEHOLDER MEETINGS - FOLLOW-UP AND REVIEW

Stakeholder engagement is an ongoing process. Following-up is vital for continuing the relationship. What are the next-steps and how will you make them happen. Staying in contact is important to develop trust. Think about how you can continue to build the relationship and develop future connections.

It is important to think about what happened and review the engagement. What could you have done better?

STAKEHOLDER ENGAGEMENT **MATRIX**

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Fundraising campaigns

People invest in a vision, not an organization.

Preparing for a fundraising campaign is as important as the execution of the campaign. Before you begin, it's important that your organisation plans ahead - and sets very realistic goals.

FUNDRAISING CAMPAIGN CHECKLIST

These are the key tasks to factor in:

Set a compelling vision

Define your financial objectives

Recruit and manage volunteers or call-centre staff. Kick off your PR and marketing.

Ensure you get the timing right - look at what else might clash/compete in your space

Show your appreciation

THE IMPORTANCE OF STRONG BRANDING



Consistency

Use your logo and colour scheme across all marketing channels and communication platforms



Clear

Having a consistent, thorough message to communicate with your audience is important



Social media

Incorporate and promote a campaign hashtag #

EMBRACE NEW PLATFORMS

There are a huge variety of fundraising platforms you can explore and use

Ask for recommendations but look at systems like Everyday Hero and a variety of others - they all function differently

And explore crowdfunding if it's a small target event or campaign with a specific focus

Thank you!



THANK YOU

Fifty Acres - The Communications Agency
02 62817350
info@fiftyacres.com