



AMPLIFY YOUR COMMUNICATIONS WORKSHOP INFOGRAPHIC



Developed for an
AMPT Up Your Org
workshop
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STORYPACED



ADVANCING NONPROFITS

WHAT DOES GOOD NONPROFIT MARKETING LOOK LIKE?

Mission forward. The strongest audience for a nonprofit is going to be people who believe in the mission. The best nonprofit marketing taps into the most passionate believers in the mission and mobilizes them to action (which is easy when they already align with the mission).



Use this **Communications Strategy Pre-Checklist:**

- What do you want your audience to know?
- What do you want them to do?
- Why do you want them to do it?



MARKETING VS COMMUNICATIONS

Marketing deals with reaching audiences - What are the avenues by which we reach our people?

Communications focuses on what to say to those audiences - Once we reached them... what do we have to say?

The two work in **tandem** to create clear and defined messaging around a brand, product, individual, or company.



Figure out your Audience!

- Who are you trying to reach?
- Why are you trying to reach them?
- How are they special?



DETERMINE YOUR MESSAGING

1. What do we know about the landscape?
2. What relevant truths might we use to reach our audience?
3. What are our competitors or peers doing?
4. What tools will be most useful to us?
5. What tools would be least useful to us?



PRIORITIZE YOUR MOST SUCCESSFUL COMMUNICATION AVENUE

Email
Social Media
Mail
Text Messaging
Direct Outreach
Other



STORYTELLING IN COMMUNICATIONS



When you think about the powerful stories of your organization, what comes to mind?

1. Identify your main character(s)

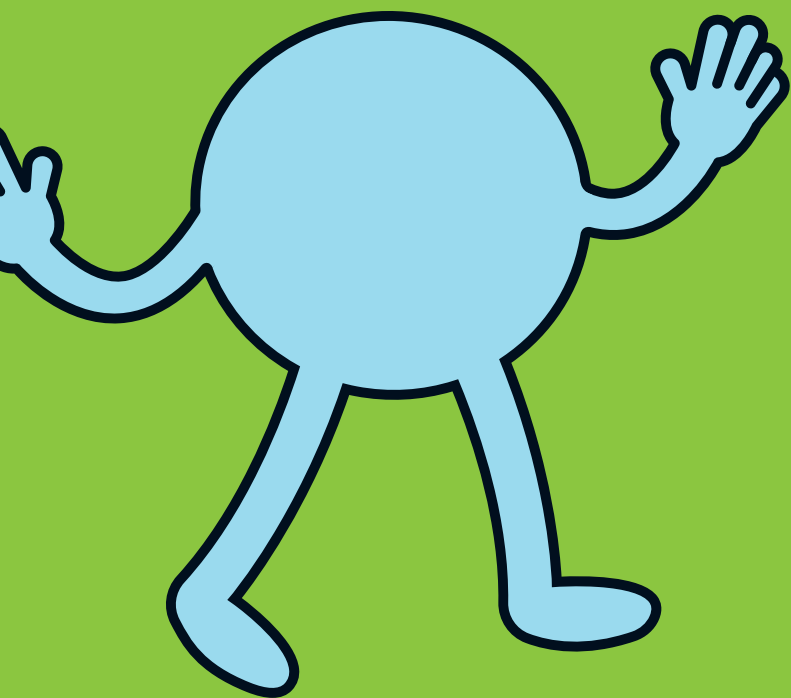
Ex: People you serve, Prospective donors

2. Find the Illustrative Journey

Ex: How are they impacted/impacting

3. Determine the Proper Vehicle

Ex: Written, Graphic, Video, Photo



RESOURCES

- [Strategic Communication Plan Template](#), which walks you through how to prepare for the planning of a communications strategy.
- [All Marketers are Liars](#) by Seth Golden
- [Creately](#)
- [Social Media Today](#)
- [Hubspot Digital Marketing Course](#)
- [Hootsuite](#)
- [Storytelling workshop series](#)



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