



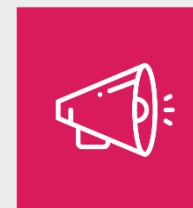
ELF

Organisational Development &
Fundraising Network

Public Relations and Communications

What Do I Say?

With Gregory Long, M.A.



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CDP Definition of Development

*All the things we do to build
rational relationships with others...*

Meaningful

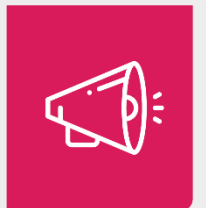
Significant

Sustainable

Reciprocal

Intentional

Jerry Twombly
CDP Founder & Developer



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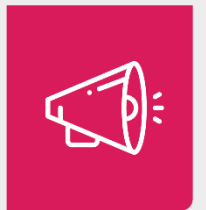


Key Concepts

What this course is not...

- Crash course in SEO (search-engine optimization)
- Writing class
- Web design layout tutorial

Many of these skills may be found in volunteers and contracted professional studios



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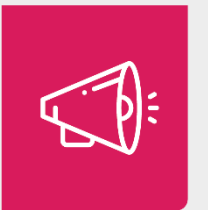


Key Concepts for this Session

Story Telling

Photos and Video

Attitude Continuum



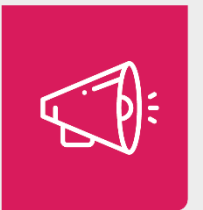
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Story Telling

Lead with Your Vision...not with your need..

- Many people focus on statistics and figures. (# of people served, #dollars raised, # of people at a particular event, etc.)
- Not wrong in and of itself
- There's so much more



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Story Telling

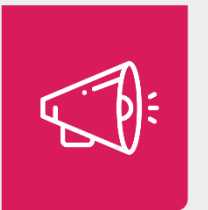
Story Telling

The Power of Myth (1988), by Joseph Campbell

Result of a series of interviews with Campbell.
Explored the basics of good stories.

Internet search of the book or recordings of
the interviews.

Building a StoryBrand, by Donald Miller (2017)



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Story Telling

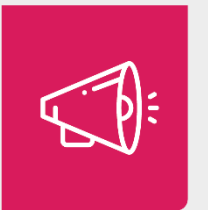
Keith Ogorek

ELF Presenter

Many videos

<https://foclonline.org/users/keith-ogorek>

Keeping a promise...



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Story Telling

Parts of your message take on characters in a story

Hero (Your Partner – the person/group you're speaking to...)

(Society Issue that you address)

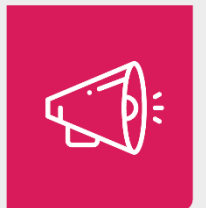
Villain

(Your

Challenge Vision)

(Your

Guide or Wise Leader for the Hero Ministry)



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Story Telling

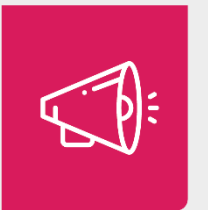
Your ministry is NOT the hero!

Your partners are the heroes!

They help you continue the story through their time, talents and treasures.

Highlight them through articles, testimonies, photos, examples.

Recognize them in the way they want to be recognized



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Communication

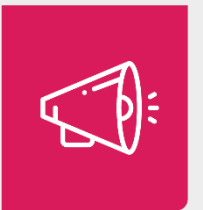
Consistency, Consistency, Consistency

Access for those with disabilities needs to be considered.

Font selection, color, spacing, etc.

Good reason to involve a professional designer to help craft your style guide

Mobile friendly



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Ministry Project Communication

How consistent are we?

If you've done our CDP Development Audit, refer back to that section in the audit. (Part of YRM)

If not, gather a packet of many (all, if possible) brochures, newsletters, mailings, annual report, etc.

If you want to narrow scope, select materials you know you will be using in the next four months. (Annual banquet, fun run, annual report, short term project campaign)



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Ministry Project Communication

Example

Name of Brochure or Resource	
Plusses (What did you like or appreciate)	Wishes (What didn't you like or was confusing)



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Keys for Communication

Consistency, Consistency, Consistency

Invest time and energy (and \$\$) in developing a style guide for your organization.

This can be given to all professionals and volunteers who may be helping to create materials.

“Logo always in upper left.”

“Vision statement always under logo”

“Preferred font is _____”

“Reading level is _____”



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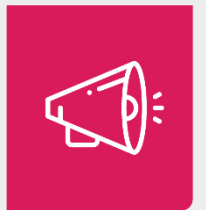
Ministry Project Communications

How consistent are we?

After collecting and reviewing feedback, make a plan for revising these materials.

- What changes/revisions are needed?
- When is the next time we need this brochure?
- How many do we still have?
- Who is responsible for ensuring completion?

Build a plan for strengthening two of your most pressing/important pieces.



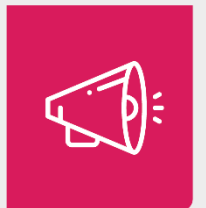
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Organisational Development & Fundraising Network Communications

- Questions
- Concerns
- Comments
- Insights

info@npauthority.com



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