

Course Name

Strategic Communication for Non-Profit Organizations

Course Overview

The planning and evaluation phases of strategic communication, as well as the proper dissemination and promotion of tools are too often neglected. Consequences? The different communication activities carried out by the organization may lack relevance and results are not what they could be.

Course Objectives

Following this course, participants will be able to more efficiently manage their time. More specifically, participants will be able to:

- identify strengths, weaknesses and areas of improvement of an organization's overall communication's strategy
- undertake an internal audit of their organization's communication
- develop a communication strategy and plan of action
- assess and review communication tools, target audiences and messages; make recommendations and propose measures for improvement
- take concrete measures to close the gaps in the current communication strategy or its implementation, in accordance with priorities and resources
- reach out effectively and get messages across to different target audiences using the most relevant tools and messages build the overall capacity for managing the communication of an organization; continued learning.

Course Duration

2 days

Course Outline

1 – Getting Started- Analyzing the overall communication paradigm and its challenges

- How does communication contribute to the realization of the organization's vision, mission and strategic objectives?
- The necessary alchemy of the main modalities of communication: target audiences/messages/channels
- Differences between an internal audit of communications, a policy, a strategy and a plan of action
- Assessment of your organization's communication status: Where does it stand, are there any gaps to close?

2 – Planning for Success- Developing a sound strategy and framework of action for impactful communication activities.

- Analysis of past actions and current aspirations: internal audit; what does it cover?
- What does a successful strategy look like? What does it include? Why should each organization have a strategy?
- Indicators of success for communication activities and means of verification

3 – Bringing sound communication alive- How to use the most relevant tools and messages for maximal outreach to identified target audiences.

- Review of possible communication tools: their characteristics, differences, pros and cons, relevance of their choice
- Message design: do's and don'ts
- Outreach: much more than a distribution list mailings concepts and grant proposals