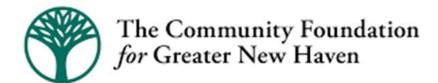
POWERING THROUGH COVID-19

COMMUNICATIONS: YOUR LIFELINE TO THE COMMUNITY

Presented By:







Introductions



Presenter:
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About Today's Seminar

- Housekeeping:
 - Everyone's devices are muted to diminish background noise
 - You will find a bar where you can ask a question or respond to a poll
 - There are several polls we will be asking you, look for them as we go.
 - We will also be asking you a few questions during the session. Answer them using the Q&A box on the bar
 - We will be recording this and will make it available through the Foundation.



Poll

How many ZOOM conference calls or webinars have you been on so far this week?

Q&A

What's your favorite non-work ZOOM activity?

Who is participating in this webinar?

Question 1:

- How many of you are on the front lines of providing some type of human service support during this crisis – food, transportation, health, childcare, animal shelters – anything that might challenge your existing resources?
- How many of you are organizations that are not providing direct service but are helping people cope, such as libraries, cultural organizations, museums, historical organizations, etc.

Question 2:

- How many are Executive Directors?
- How many are Development Directors and responsible for raising money?
- Any Board members?
- Other?



Is No Longer Enough

Good Communications Are Vital

Insufficient Communications

- Fear
- Anxiety
- Uncertainty
- Suspicions



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Consistent Information

- Calm
- Trust
- Confidence
- Certainty

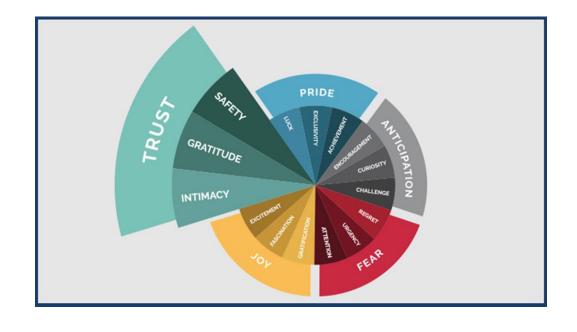


Trust-Based Language is Essential

- Factual
- Current
- Reliable
- Empathetic
- No: "we're here for you" ...
- Yes: "What we are doing for you and how that will help you and others"







Mission and Values First

- More people trust nonprofits than any other institution
- Your mission and values should drive your decisionmaking
- Mission and values should drive your communications





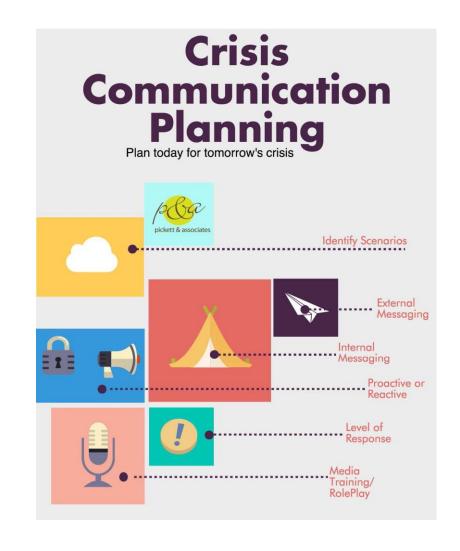
Communications Evolve

- Phase I Crisis Communications: We are in the midst of this right now and are figuring things out. Here's what we know day-to-day.
- Phase 2 Constrained Communications:
 There is a new rhythm to life, and it is time to communicate value, comfort, and consistent re-assurance
- Phase 3 Targeted Communications: Once again things will change as we re-open and reemerge. Information is vital to let people know new changes
- Phase 4 A Different Normal: There is a new stability; but still uncertainty. Consistent communications about what you do and the value you bring.



Have A Communications Plan

- Identify your communications scenarios or objectives
- Who are your target audiences: internal and external
- What are your key messages?
- What platforms are you using to communicate?
- Who is your chief spokesperson; have they been trained?
- Is everyone giving the same message?



Segmenting Your List

- One Size Doesn't Fit All
- Clients
- Client family members
- Board of Directors
- Advisory Boards or Councils
- Volunteers
- Donors
- Elected officials
- Funders
- Contractors
- Vendors
- General Public





Internal vs. External Audiences

Internal

- Employees
 - Management
 - Staff
- Board members
 - Board committees
- Active volunteers
- Clients
 - Client family members

External

- Elected Officials
- Funders
- Advisory Boards/Councils
- Donors
- Vendors
- General Public

Key Messages

- Phase I Crisis Communications
 - Now, immediate, urgent changes
 - Communicate frequently
- Phase 2 Constrained Communications
 - Information that is factual, useful and meets your constituents' needs
 - There is a rhythm, consistency and dependency on the regularity
- Phase 3 Targeted Communications
 - Information specifically related to recovery and how you are re-emerging
 - More frequent communication as the need arises
- Phase 4 A Different Normal
 - How are you offering your services what is available and how
 - Rhythm, consistency important once more as you define your different normal for your constituents



Tone – Speak with An Authentic Voice

Measured Factual Honest Empathetic





People in their fourth week of being at home due to the COVID-19 pandemic..... watching their bird feeders!

Tone – Speak with An Authentic Voice

Measured

Factual

Honest

Empathetic

HUMOR



Media & Platforms

- Which platform is right for which audience?
 - Social media is not for everyone
- Personal communication is important with employees and certain other audiences
- Donors, funders, elected officials should hear from you more often and in certain instances, by phone
- Zoom, Go-to-Meeting are all tools available to everyone on a selective basis
- E-newsletters are incredibly effective
- Traditional media outlets have a place



Open Forums and By Invitation Only

Open Forums

- Great way to communicate over a wide band of people
- Regular updates
- Critical information



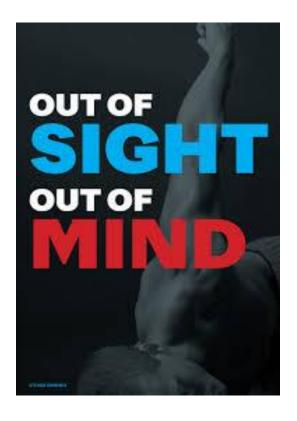
Invite Only

- More frequent
- More personal
- Great for feedback
- Promotes discussion



Frequency of Communications

- Crisis Communications
 - Often as urgency dictates
- Constrained Communications
 - Rhythm, consistent, dependable
- Targeted Communications
 - More frequent as things change
- A Different Normal
 - Back to a dependable rhythm



Template and a Plan

		Phone	Text	E-mail	Closed Social Media	Newsletter/	Direct Mail		Virtual Closed Forum
Internal Audiences									
	Client								
	Client Family Members								
	Employees								
	Active Volunteers								
	Board of Directors								
	Board Committees								
External Audiences									
	Donors								
	Elected Officials								
	Govt. Funders								
	Inactive Volunteers								
	Vendors								
	Advisory Boards/Councils								
	General Public								

DATE:

How are we doing?/Where are we now? How have contributions helped?

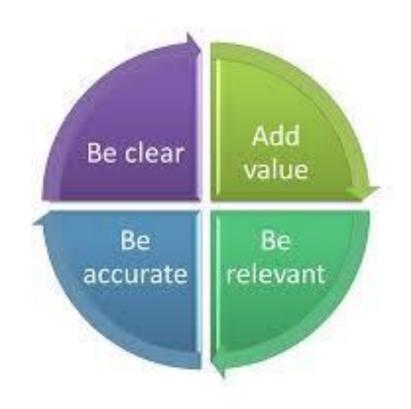
What is planned for the near future?

What do we hope for the longer term?

What do we need?

Communicating with Nothing to Say

- WHERE IS YOUR ORGANIZATION NOW?
- WHAT IS IT PLANNING FOR THE FUTURE?
- WHAT IS THE HOPE FOR THE LONGER TERM?





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