

<p>PUBLIC RELATIONS: Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest. (Canadian Public Relations Society, 2014) It involves using communication to reinforce your organization's image, including community relations, investor relations, corporate philanthropy, handling complaints, ethics, media monitoring, etc.</p>	<p>ANY CHALLENGES?</p>
<p>PUBLIC SPEAKING & SPEECH-WRITING: Writing speeches is different than other types of writing because the words are meant to be spoken and not read. Therefore the words are written for the ear, and not the eye. An organizational speech usually includes an introduction, key messages and a closing. Public speaking involves the ability to speak clearly, use body language and visuals to help send your message.</p>	
<p>SOCIAL MEDIA & NETWORKING: Social media refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Social media is more akin to a communication channel. It's a format that delivers a message. Like television, radio or newspaper, social media isn't a location that you visit. Social media is simply a system that disseminates information 'to' others. Social networking is an act of engagement. Groups of people with common interests, or like-minds, associate together on social networking sites and build relationships through community. (Social Media Today, 2014) Examples: Facebook, Twitter, LinkedIn, Tumblr, Blogger.</p>	
<p>SPONSORSHIPS: Sponsors are a public relations tools that can be used to build an organization's image, link to new audiences, demonstrate products, engage media and increase good will. Sponsorships are usually given as a monetary donation/payment, sometimes in-kind service, to an organization, partnership, event, or an activity in exchange for organizational promotion and exposure.</p>	
<p>SURVEY RESEARCH: Another cornerstone to effective communication is the ability to survey or poll target groups to evaluate the effectiveness and efficiency of communication efforts. To be a true communication technique requires the feedback from the receiver of the communication method. Surveys can be done in person, written, by telephone, or online. Other methods of research include field observation, focus groups and experiments. Question writing is key. Examples: SurveyMonkey, web polls, program evaluations.</p>	
<p>TRADE SHOWS/DISPLAYS: A trade show (trade fair, trade exhibition or expo) is an exhibition organized so that companies, or organizations, in a specific industry, or for a specific purpose, can showcase and demonstrate their latest products, services, study activities of rivals and examine recent market trends and opportunities. The purpose for most non-profit organizations is to reach a particular market segment – decision-makers, participants, educators, etc. Displays are used at trade shows to highlight the key programs and services of the organization, and are usually accompanied by give-aways, organizational information and staff who can answer questions.</p>	
<p>VISUAL IDENTITY/BRANDING: Visible elements of a brand, such as color, form, and shape, which encapsulate and convey the symbolic meanings that cannot be imparted through words alone. It includes the organization's logo, key slogans, colours, mottos, etc. A brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group and to differentiate them from others offering the same. A brand is the promise and delivery of an experience throughout every point of contact. When managed properly brands create sustainable long-term value for the organization. The objectives that a good brand will achieve include: a clear message, confirms credibility, connects emotionally, motivates action, and creates loyalty.</p>	
<p>WEB SITES: A website is a collection of web pages (documents that are accessed through the Internet). A web page is what you see on the screen when you type in a web address, click on a link, or put a query in a search engine. A web page can contain any type of information, and can include text, color, graphics, animation and sound. Many organizations use the web site as their public interface that enables 24-hour access to information about their organization.</p>	

COMMUNICATIONS A-Z INVENTORY: WHAT'S IN THE TOOL BOX?



WHAT ROLES DO YOU CURRENTLY DO?

ANY CHALLENGES?

The Communications Role in a non-profit organization consists of many different functions. Sometimes it is one person who undertakes all areas, or one or more individuals who work on specific communication areas. The Communications Inventory was created to help you identify the communication functions you currently do, who does them and what challenges you experience in these areas. A quick inventory will help build a learning plan for the future.

<p>ADVERTISING: Advertising is mass media content intended to persuade audiences of readers, viewers or listeners to take action on products, services and ideas. Advertising is paid, impersonal, one-way marketing of persuasive information from an identified sponsor disseminated through channels of mass communication to promote the adoption of goods, services or ideas. (University of North Carolina, 2014). Examples: newspaper, newsletters and magazines, radio and television, online advertising, classified advertising, in-store/onsite advertising, billboards, promotional items, etc.</p>	
<p>ANNUAL REPORTS: An annual report is a comprehensive report on a company or organization's activities throughout the preceding year. Annual reports are intended to give shareholders, and/or stakeholders and other interested parties, information about the company's activities and financial performance. Many organizations use this as a communication tool to show how effectively they are meeting their strategic plans by showcasing their performance indicators through graphics and success stories. Most funders/investors require companies to prepare and disclose annual reports, and many require the annual report to be filed at a corporate registry.</p>	
<p>ADVOCACY CAMPAIGNS: Advocacy is active promotion of a cause or principle. It involves actions that lead to a selected goal or outcome. Advocacy campaigns are made up of various communication functions. Effective advocacy includes a belief in a cause, the power of advocates, research of issues, articulated opinions or position statements, communication tools, media relations and effective strategies.</p>	

Compiled by Diane Ell, Communications Manager, SaskCulture Inc., 2014.

Works cited available in list format upon request.

WHO'S ROLE IS IT?

ANY CHALLENGES?

<p>COMMUNICATION PLANNING: Perhaps the most important communication skill is the ability to prepare a strategic communication plan. The Communication Plan identifies the problem/challenge facing the organization, articulates the goal or direction of the communication program, identifies the target audience (s), sets measurable objectives, outlines the implementation and budget ,and determines how the progress will be evaluated. Communication Plans are essential to ensuring that money and time are spent effectively and efficiently to meet the organization's goals.</p>	
<p>COPYWRITING/NEWSWRITING: Copywriting is writing with a purpose or goal to persuading or influencing a reader, or listener, to action, such as buying a product, using a service, electing a politician, etc. In advertising, the text of a print, radio, or television advertising message is aimed at catching and holding the interest of the prospective buyer, and at persuading him or her to make a purchase all within a few short seconds. Examples: advertisements, radio scripts, posters, brochures, information flyers, etc. Newswriting, or journalism, is form of writing that reports on an occurrence or happening, highlighting the most important details first. Most news stories open with the 5Ws of who, what, where, when and why...and are usually followed with more details on how. Through their copy, news writers should always answer "Why would my reader care?"</p>	
<p>EDITING: Even the most experienced copywriter, or news writer, can use an editor. Editing prepares a written work for publication. An editor checks for completeness, accuracy, consistency, word choice, writing style and spelling errors. While a writer may accept, negotiate or reject individual edits, the efforts of an editor always enhance the final product. Sometimes the writer doubles as the editor. However, a professional editor with no previous knowledge of a work usually produces better results. An editor with no pride invested in a composition brings fresh insights with eyes tuned to enhance and refine. (Bob Kerstetter, 2014)</p>	
<p>EMPLOYEE OR INTERNAL COMMUNICATION: Internal communication is the combination of channels responsible for effective communication among participants within an organization. Whether you have two or 2,000 employees, a system needs to be in place to keep staff informed. In the non-profit sector, members can be considered an internal communication's audience, particularly if they regularly receiving information that is similar to what is shared with staff.</p>	
<p>EVENT PLANNING: Event planning is the process of managing a project such as a meeting, convention, tradeshow, ceremony, team-building activity, party, or convention. Event planning includes budgeting, establishing timelines, selecting and reserving the event sites, acquiring permits, planning food, coordinating transportation, developing a theme, arranging for activities, selecting speakers and keynotes, arranging for equipment and facilities, managing risk, and developing contingency plans. (Institute of Event Planning)</p>	
<p>EXTERNAL COMMUNICATION: External communication denotes the exchange of messages and information between an organization and other organizations, outside the formal communication structure. This type of communication is targeted at facilitating cooperation within groups and individuals like investors, suppliers, and segments of the general public.</p>	
<p>DONOR/FUNDRAISING COMMUNICATION: Whether you are promoting your cause, building support, soliciting donations, engaging the media, reporting on progress or thanking donors, the majority of your fundraising plan will include communications functions. Fundraisers look to communications to build a solid brand image for a charitable cause, and ensure effective channels of communication are open to send carefully crafted messages to potential donors, existing donors, the media and the community it serves.</p>	
<p>GRAPHIC DESIGN: While the service is often left to professionals, there are many non-profits that use publishing software to cost-effectively create their most regular communication tools. The field of graphic design uses of number of time-tested guidelines that aid visual acuity and effective message transfer in communications. Examples: visual identity guidelines for logo use, newsletter layout, advertising/poster layout, etc.</p>	

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ANY CHALLENGES?

<p>MAIL-OUTS/DISTRIBUTION: While regular mail is fast becoming a relic in the communicator's toolbox. Email, Drop-box, Social Networks, Webinars are becoming the solutions of the future. However, every communication program requires its own vehicle of distribution. Examples: bulk mail, email updates, newsletter software features.</p>	
<p>MARKETING: Marketing is everything you do to place your product or service in the hands of potential customers. It is about meeting the needs of your customers. It involves market segmentation: breaking down your customer base into distinct sections that you can reach with certain messages. Marketing is the all-embracing function that links the business with customer needs and wants in order to get the right product to the right place at the right time. It includes diverse disciplines such as sales, promotion, pricing, packaging, and distribution. Examples: Market research, branding, loss-leaders.</p>	
<p>MEDIA RELATIONS: Media relations, or publicity, is a powerful tool for influencing and changing behavior. It provides critical, third-party endorsement for a product, service, issue or organization, usually from a media organization. The relationship with the media can be directly to a journalist, as a media sponsorship, editorial board meetings, and media conferences or through general media release distribution. The key is matching the organization's news with the interests of the media's target audience.</p>	
<p>MEMBER/STAKEHOLDER COMMUNICATIONS: Sometimes considered Internal Communications, Member/Stakeholder Communications is focused on communicating to individuals who are directly impacted in some way and have a connection to the organization. If you are a membership organization, membership communication is vital to your current governance and future direction. Examples: member newsletters, annual report, bulletins, annual meetings.</p>	
<p>NEWSLETTER/MAGAZINE/JOURNAL PRODUCTION: Newsletters are often used by organizations to update their members, and share their stories with a wider audience. A newsletter is a printed or electronic report of information and ideas that is distributed on a regular basis (e.g., monthly or semi-annually) to a group of interested people. They vary considerably in cost, quality and content. Usually created by non-profit organizations to create a sense of common purpose and motivation among a members. A magazine is a periodical that usually contains an assorted collection of articles, fiction, recipes, and images. Magazines are typically directed at a general reading audience (public), or a segment of the general public (business people). Magazines are often published on a weekly or monthly basis either in print or electronic versions. The main difference between a magazine and a newsletter is that a magazine often sold as a product for a cost. A journal is a publication that contains articles focused on a specific topic or discipline of study. Articles in journals are usually published by academic publishers or by scholarly or professional societies and organizations, and are intended audience is made up of specialists in professions and academic disciplines. Examples: publication plans, going digital, editorial guidelines, graphic design, software programs.</p>	
<p>PRESENTATIONS: A presentation is the practice of showing and explaining the content of a topic to an audience or learner. It involves communication that can be adapted to various formats such as speaking situations, slide shows, video presentations, training seminars and facilitation. Presentations can inform, instruct, arouse, persuade and move to action. Examples: video productions, PowerPoint/Prezi, demonstrations.</p>	