


This slide is part of a presentation. It has a yellow header bar at the top, identical to the one on the cover, with the 'ptp' logo and 'PROGRESSIVE TECHNOLOGY PROJECT' text. Below the header, the text 'Our working assumption is that your organizations want to:' is written in a blue, sans-serif font. Underneath this text is a bulleted list of five items, each preceded by a small black dot. The list items are: 'Reach more people than you're reaching now, ... and hopefully a lot more', 'Reach a broader audience – not just more people, but a wider spectrum of the public', 'Reach people in a deep way – break through the noise with frames and messages that stick', 'Change people's understanding, behavior, and/or move them to some action', and 'Frame and control the debate on your issues'. At the bottom of the slide, there is a faint, light blue network diagram, similar to the one on the cover, consisting of a central point with lines radiating outwards. The slide is framed by a thin yellow border.




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**4 categories need attention if your communication activities are going to achieve your goals:**

- Organizational communications *practices*
- Organizational *infrastructure*
- *Tools and skills*
- Organizational *culture*

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**Organizational Communications Practices**  
**The Essentials**

- 1. Be clear about your goals. What do you want to accomplish?**
  - Be as concrete and specific as possible
  - Develop clear measures for success
  - Refer back to your goals regularly to help keep you on track

Always identify:

  - What you're trying to do
  - Why it's important
  - What outcomes you want to achieve






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## Organizational Communications Practices The Essentials

**2. Identify your audience. Who do you want to reach?**

- Why? How can they help you meet your goals?
- What do you want to accomplish in reaching your target audience?
- Is there anything you *want them to do*?

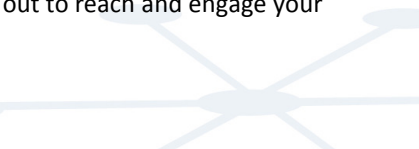
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## Organizational Communications Practices The Essentials


**3. Develop a plan:**

- Figure out the best way to reach your audience, both physically and emotionally. What's the best mechanism to reach your audience (email, phone, cell phone, face-to-face...)?
- What are the best frames, stories, messages, memes to engage them?
- What emotion or tone you want to convey?
- What's the best mode of delivering the message (story, facts, video, picture...)
- What activities do you need to carry out to reach and engage your audience?
- Who needs to be involved?
- What's the workplan and timeline?







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## Organizational Communications Practices The Essentials

4. **Develop your frames, stories, and messages. Make sure they pass the ACID test. The need to be:**

- **Aligned** with your overall mission and goals
- **Coherent** – clear and easy to understand
- **Integrated** into your work so you're constantly reinforcing them
- **Durable** so they work for your organization over time, not just for the short-term





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## Organizational Communications Practices The Essentials

5. **TEST, RETEST, AND TEST AGAIN. AND DO IT WITH YOUR TARGET AUDIENCE, NOT JUST YOURSELVES!**






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**Organizational Communications Practices**  
**The Essentials**

6. Refine your activities, approach, messages... based on your testing.




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**Organizational Communications Practices**  
**The Essentials**

7. Evaluate your work. Did you meet your goals?







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## Organizational Communications Practices The Essentials

**8. Build on what you learned. Everything you do should inform what you do and try next.**

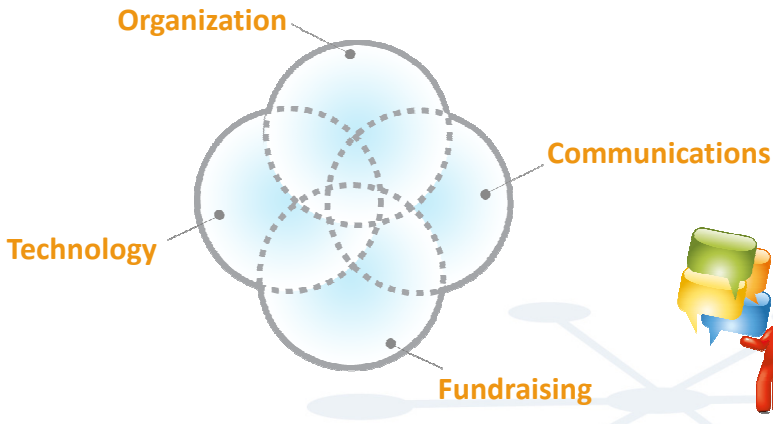
What we've found in REVERB is that there are very few groups that regularly practice all of the essentials. Even though most of us are familiar with all of them, we skip steps, and our communications suffer because we're not disciplined about conscientiously going through these critical steps.

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## Organizational Communications Infrastructure



**Organization**

**Communications**

**Technology**

**Fundraising**

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We think the best organizational infrastructure for today's world is highly integrated and:

- Consists of cross-cutting teams
- Has a porous rather than a siloed structure
- Weaves thinking about communications into almost everything you do – early-on, not as an afterthought, and not in separate discussions




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 **Organizational Infrastructure**

- Lots of staff involvement
- Have a communications 'conductor'





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## Key Tools & Skills

**The tools are:**

- **Database** – it's the driver for everything you do
- **Website** – it's your communications hub and the face of your organization to the world
- **Facebook** – it's where people live these days – about 50% of the US population is on FB; I'm guessing most of your organizations are on FB and if you're not you should be
- **Twitter** – it's especially good for reaching and listening to elites; nearly every journalist and politician uses Twitter; even if you don't Tweet you should monitor Twitter to track the issues you care about
- **E-tools** – email, e-action, e-newsletters; these are still the basics and very important
- **Photos and videos** – imagery is critical these days, a picture is still worth a thousand words; quality matters so think about what you need ahead of time and get the best images you can



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## Key Tools & Skills


**The staff skills that we think are key are people who are good at:**

- Writing – writing matters so much these days, and you need people who can write in different tones, for different vehicles, and for different audiences
- Designing, taking photographs, shooting videos
- Asking questions and listening
- Framing and messaging





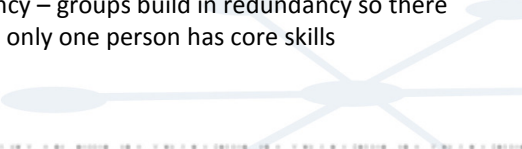
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## Organizational Culture

**All of this culminates in your organizational culture. The groups that are having the most success with their communications pay a lot of attention to their internal practices and take a DIY – do it yourself – approach, meaning:**

- Creating a shared approach to communications responsibilities
- Skills-building is part of the organizational culture and practice
- Everyone 'touches' communications – people with different roles in the organization all know how to use the database, social media tools ...
- Coordination not dependency – groups build in redundancy so there aren't bottlenecks because only one person has core skills





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## Organizational Culture

**And finally, a key best practice is fostering a culture of creativity and experimentation. At PTP we call it 'walk the dog' time!**

- Get out of the office
- Give yourself time to think
- Be creative – think outside the box
- Experiment – don't do the same things over and over, try new things, see what works, be adventurous, be bold






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**If your organization does all of this, your work will be:**

- **More streamlined** -- it'll be integrated and aligned so there's less organizational drag
- **More productive** -- you'll be able to accomplish more with less; fewer resources will go a lot further
- **More effective** -- and that's really what you want to achieve, right?




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