

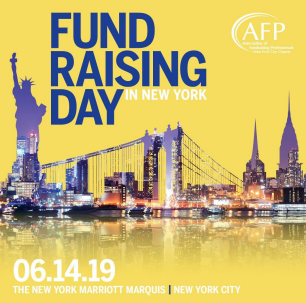
Download the Mobile App Now!

<https://crowd.cc/s/2FfzK>



Scan this code with a QR
reader to easily download
the app.

#FRDNY



Building Mindshare and Momentum with Strategic Communications

#FRDNY



Building mindshare and momentum

with strategic communications



Smart communications
for nonprofits

**I want to make a huge
donation today!**



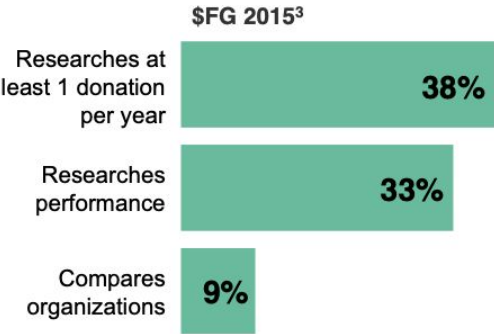
Donors react by shutting out the “noise” and reverting to comfortable, familiar giving habits

High Levels of Loyalty to Primary Causes¹

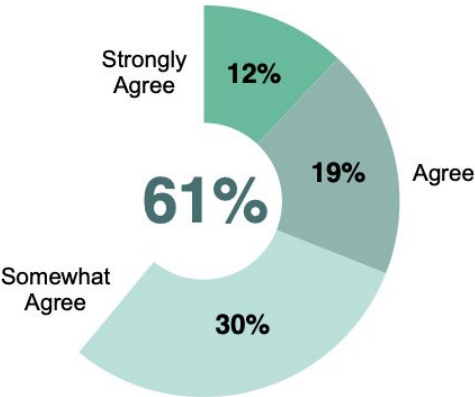


Only 13% of donors intend to give to different nonprofits next year

Low Levels of Research²



Prefer to Give to Well-Known Nonprofits⁴



54% of donors prefer to give to local or regional nonprofits

1. \$FG 2015 Quantitative Survey, question 27a. Did you also make a gift to this organization in 2013 and plan for 2015
2. \$FG 2015 Quantitative Survey, questions 13-20. Did you spend time researching this or any other organization? Please list all types of information you were looking for. What were your primary reasons for doing this research?
3. Researched, or Researched and Talked To
4. \$FG 2015 Quantitative Survey, question 10. Please rate your agreement with the following statement. "I prefer to give to well known, "name brand" nonprofits"



Sarah Durham

CEO

 @BigDuckSarah

 @BigDuck

#brandraising



**Big
Duck**

bigduck.com/about/sarah-durham



Big Duck

Linara Davidson Greenidge

East Harlem Tutorial Program

**Managing Director, Development & External
Affairs**



@LinaraJinee



@EHTPnyc

ehtp.org

#BuildLove

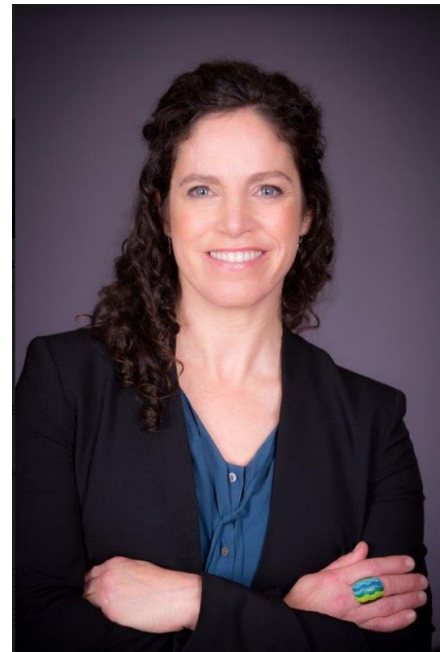
**Big
Duck**



Kathryn Glass

Brooklyn Botanic Garden

Chief Marketing & Business Development Officer



Dalissa Vargas

**National Latina Institute for Reproductive Health
Senior Director of Development**



@NLIRH

**Big
Duck**



Who are you?

Priority Communications Goals

Most nonprofit communicators work on a diverse set of goals, with “engaging our community to keep people inspired by and active in our work” at the top of the list.

What are the right goals for your nonprofit communications team? It depends.

As in previous Trends Reports, we found that nearly all nonprofit communicators prioritize three goals:

- **engaging our community** to keep people inspired by and active in our work

- **brand building and reputation management** for the organization

- **raising awareness of our issues** to educate people on our cause

What follows those three goals varies: some are responsible for supporting fundraising; others are not. Some work to recruit program participants and volunteers; others do not.

Priority Goals for Nonprofit Communicators in 2018



Engaging our community

Brand building and reputation management

Raising awareness of our issues

Recruiting and engaging program participants

Supporting event fundraising (galas, walks, etc.)

Supporting small-medium donor fundraising

Supporting major donor fundraising

Communicating internally with our staff or board

Recruiting and engaging volunteers

Advocating for our positions

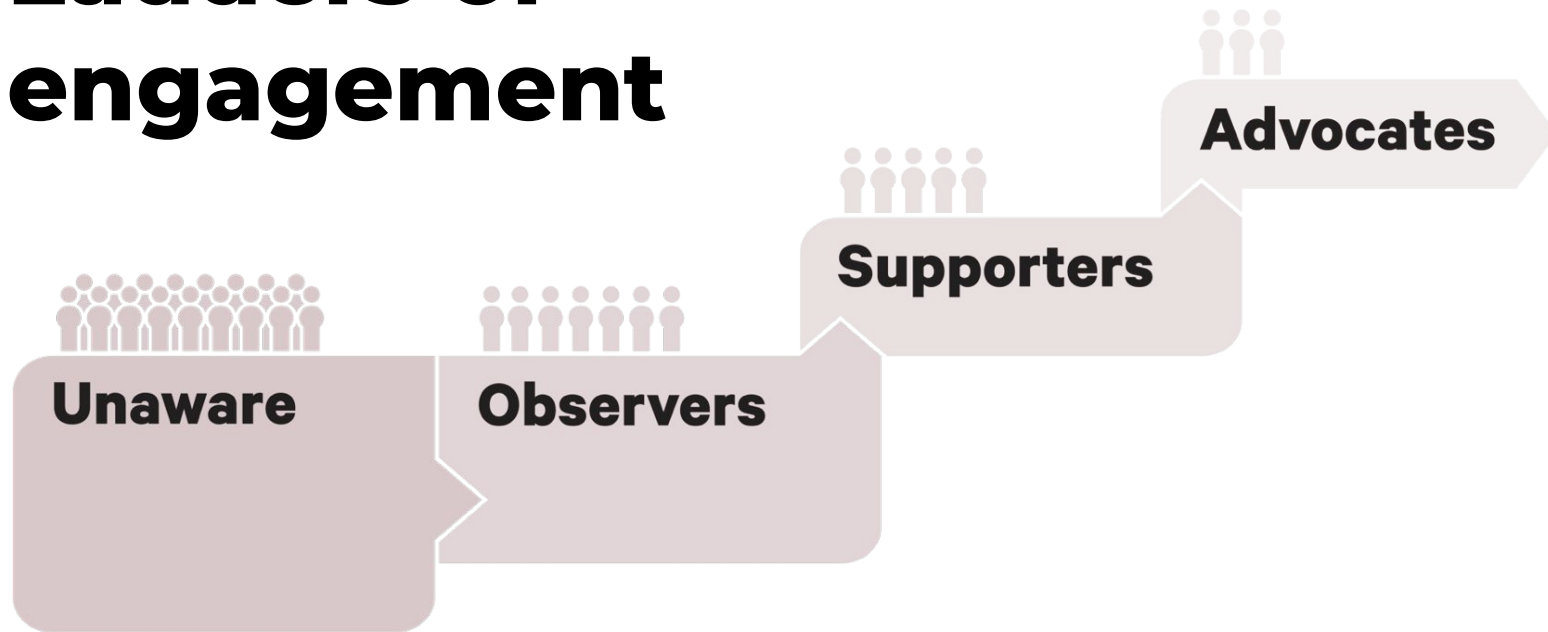
Building our membership

Positioning our staff as thought leaders

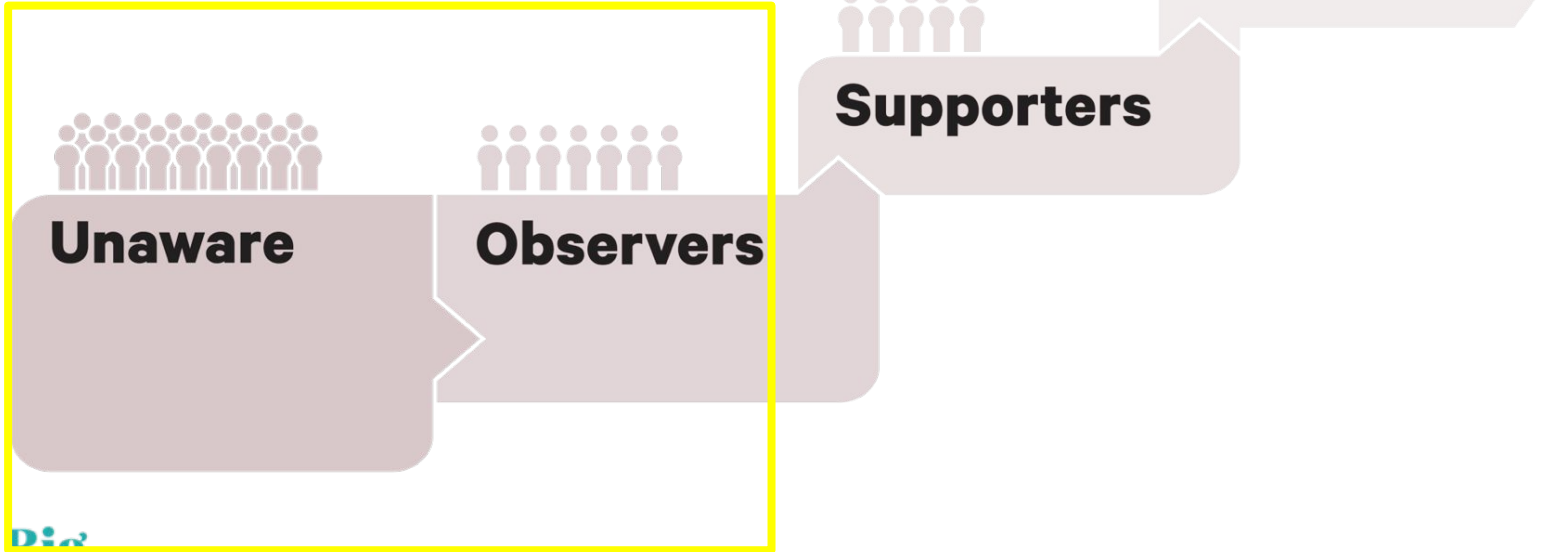
3 outcomes of successful communications

1. **Engagement:** The right people know, remember, and connect with your organization, then take meaningful action.
2. **A clear voice:** Your organization's voice is clear, credible, compelling, and consistent at all points of contact.
3. **Sustainable momentum:** Your organization's communications are not dependent on an individual.

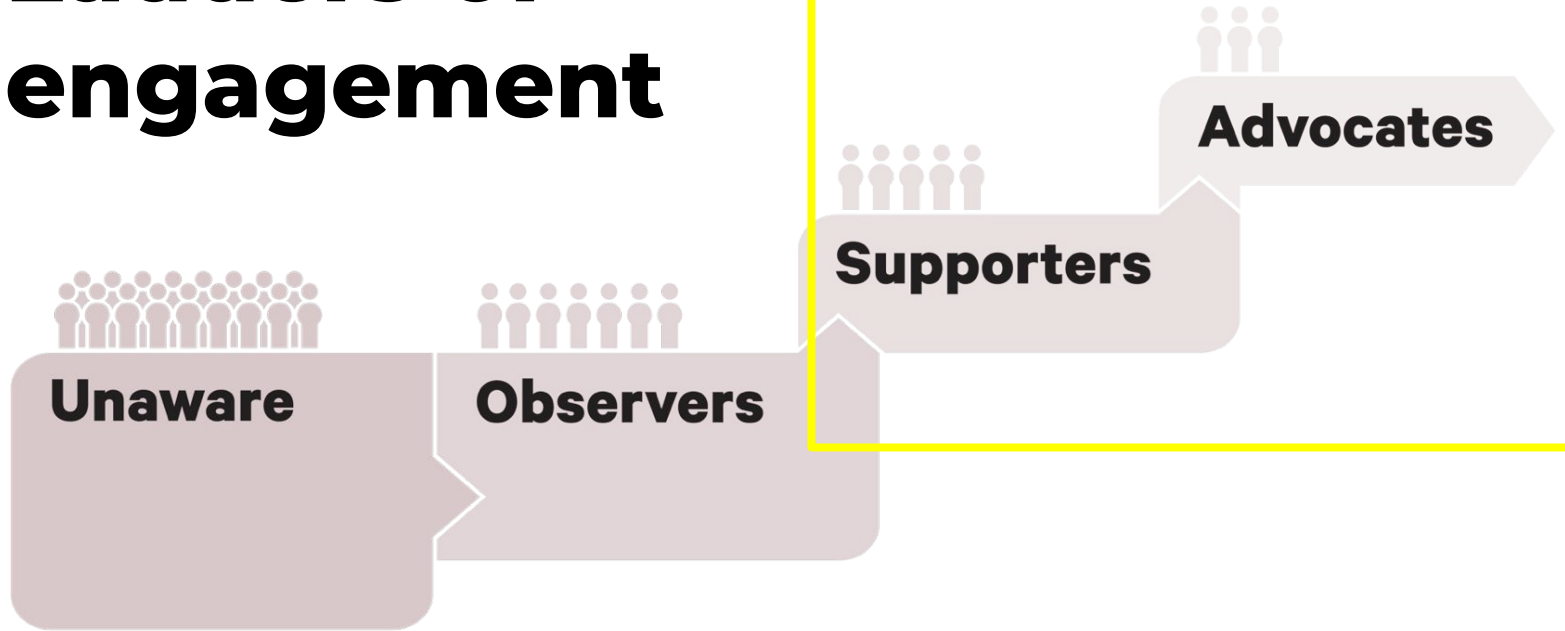
Ladders of engagement



Ladders of engagement



Ladders of engagement



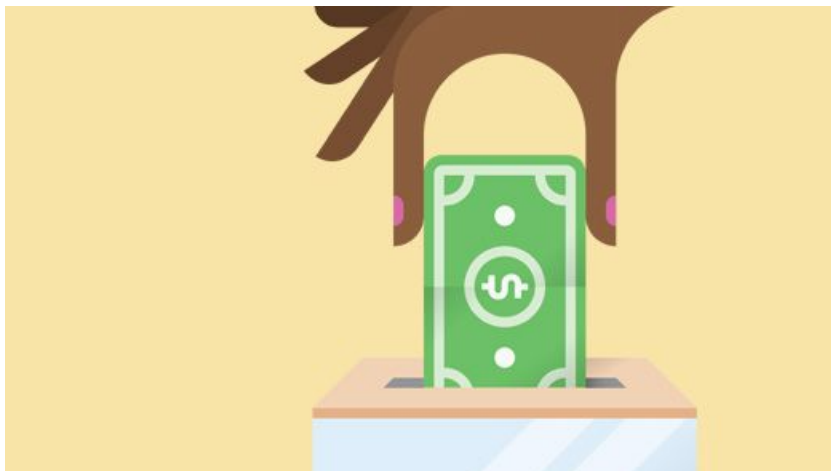
Mindshare:
The level of awareness
and understand your
org has in people's
minds

**How do you build
mindshare?**

Owned, Earned, And Paid Media



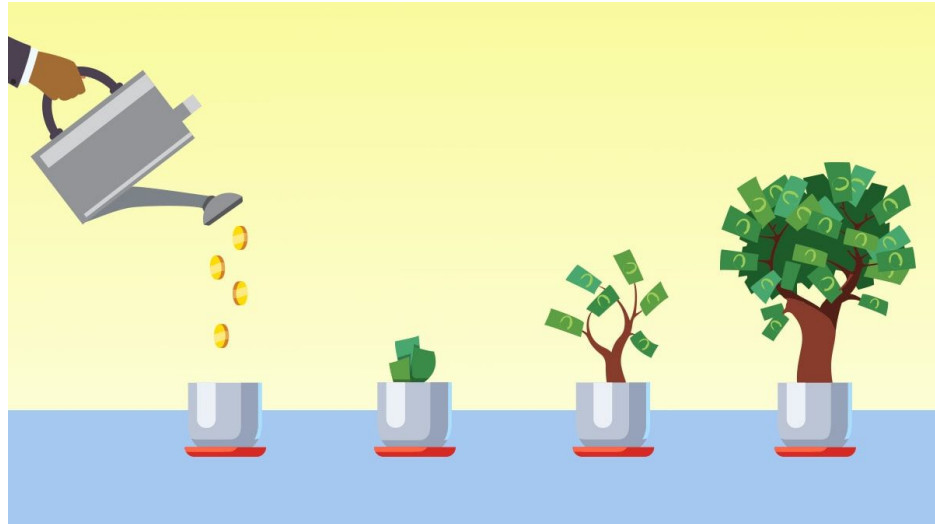
		Q1			Q2			Q3			Q4		
		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
		WHERE THERE'S A Y, THERE'S A WAY			SPRING INTO SUMMER			FRIENDS & FAMILY			THRIVING COMMUNITIES		
		WHERE THERE'S A Y, THERE'S A WAY	LOVE YOUR HEART (TBD)	BUILDING COMMUNITY	HEALTHY FAMILY FUN (TBD)	SPRING INTO SUMMER (TBD)	SUMMER PRIDE	SUMMER ADVENTURES	SEIZE THE SUMMER (TBD)	FALL INTO FITNESS (TBD)	THRIVING COMMUNITIES	ATTITUDE OF GRATITUDE (TBD)	HERE FOR ALL (TBD)
MONTH AT-A-GLANCE: What We're Saying and Doing		1.) The Y helps people find their way through health & fitness 2.) Winter Membership Campaign 3.) Promote new YMCA weight loss program	1.) The Y helps people find their way through friendship, connection, and love 2.) Plan a member engagement activity 3.) Promote heart healthy classes	1.) The Y helps people find their way through community 2.) Promote programs that build community 3.) Promote your branches best communities	1.) The Y helps families find their way through health and fun 2.) Highlight Healthy Kids Day 3.) Promote other special family/youth programs	1.) The Y helps people find their way through health, fitness, and summer fun 2.) Plan special fitness classes to get in shape for summer 3.) Promote water safety	1.) The Y helps people find their identity and their community 2.) Participate in NYC Pride Parade or plan other pride activities 3.) Promote inclusive community programs	1.) The Y helps families find their way through Summer Camp 2.) Promote Summer Camp 3.) Plan fun & adventurous family summer programs	1.) The Y helps families find their way through youth programs 2.) Promote Summer Camp and Y Afterschool 3.) Plan fun & adventurous family summer programs	1.) The Y helps people find their way through fitness & back to school 2.) Promote fall classes & programs 3.) Participate in voter registration events	1.) The Y helps communities thrive and find their way 2.) Promote health & community programs 3.) Participate in NYC breast cancer walk	1.) The Y helps people find their way by giving back to their community 2.) Plan a Thanksgiving potluck 3.) Promote volunteer opportunities	1.) The Y helps people find their way by joining a strong community 2.) Plan a gift/holiday volunteer opportunities
MARKETING & COMMUNICATIONS	Marketing	January Membership Campaign	Summer Camp Promotion	Summer Camp Promotion	Summer Camp Promotion	Summer Membership Campaign, Summer Camp Promotion	Summer Membership Campaign, Summer Camp Promotion			Fall Membership	Fall Membership		
	Internal Communications	My Y newsletter (email)	My Y newsletter (print & email)	My Y newsletter (email)	My Y newsletter (email)	My Y newsletter (email)	My Y newsletter (print & email)	My Y newsletter (email)	My Y newsletter (email)	My Y newsletter (print & email)	My Y newsletter (email)	My Y newsletter (email)	My Y newsletter (email)
	Public Relations	Where There's a Y, There's a Way	Love Your Heart (TBD)	Building Community	Healthy Family Fun (TBD)	Spring Into Summer (TBD)	Summer Pride	Summer Adventures	Seize the Summer (TBD)	Fall Into Fitness (TBD)	Thriving Communities	Attitude of Gratitude (TBD)	Here for All (TBD)
	Creative Assets	Photos	Photos	Photos	Photos	Photos	Photos, Summer Program Guide	Camp Videos, Photo	Fall Program Guide, Photos	NAI Video, Photos	Photos	Photos, Holiday Card	Winter/Spring Program Guide, Camp Guide, Photos
	Social Media	Where There's a Y, There's a Way	Love Your Heart (TBD)	Building Community	Healthy Family Fun (TBD)	Spring Into Summer (TBD)	Summer Pride	Summer Adventures	Seize the Summer (TBD)	Fall Into Fitness (TBD)	Thriving Communities	Attitude of Gratitude (TBD)	Here for All (TBD)
FUND DEVELOPMENT	Events			NYC Half Marathon (TBD), ATAT Bowling Tournament (TBD)		Chair's Roundtable Reception (TBD), Five Boro Bike Tour (TBD), Women's Luncheon (TBD)	Dodge Dinner (TBD), Rally for Victory (TBD)	NYC Triathlon (TBD)	Tutor Perini Golf Tournament (TBD)		President's Council (TBD), Arts & Letters Reception (TBD)	NYC Marathon (TBD), Hispanic Achievers (TBD), Heritage Dinner (TBD), Annual Campaign Kickoff (TBD), Community Builders Giving Tuesday (TBD)	
	Branch Special Events	North Brooklyn Three Kings Day Community Celebration (TBD)	Chinatown Lunar New Year Celebration (TBD)	West Side Here for All Rally (TBD), West Side Early Childhood Auction (TBD), Staten Island One and Dance (TBD), West Side Swim for All (TBD), Harlem BAI Gala (TBD), West Side Spin for All (TBD)	West Side Volunteer Breakfast (TBD)	Chinatown Cinco de Mayo Zumba Party (TBD)	Cross Island Cruise for a Cause (TBD), Staten Island Counseling Services Brunch (TBD), North Brooklyn Avenue Jazz Brunch (TBD),	Jamaica Y's 3-on-3 Basketball Tournament (TBD), Vanderbilt Member Longevity/Alumni Event (TBD)	Harlem Golf Classic (TBD), McBurney Veterans Dinner (TBD), Bronx Bon Appetit (TBD), Chinatown Bridge Walk (TBD), Cross Island Touch a Truck (TBD), Jamaica Golf Tournament (TBD)	Staten Island Mystery Dinner (TBD), West Side Fit for All 5k (TBD)		Flushing Annual Community Service Awards (TBD), Coney Island Boardwalk 5K (TBD), Brooklyn Honors - Bed Stuy (TBD)	West Side Racquetball Tournament (TBD), Chinatown Founders Award Reception (TBD), Greentpoint Spirit of Community Service Awards (TBD)
	Annual Campaign	Y Heroes Newsletter (Theme: TBD)	Branch Community Campaign (TBD) (Theme: TBD)	Branch Campaign Kick-Offs (TBD)	Members-as-Donors (TBD), Rowe Scholars Tour (TBD)	Send Direct Mail/Email	Y Heroes Newsletter (Theme: TBD)	Camp Impact Tour (TBD), Reading Days	Reading Days		NAI Impact Tour (TBD)		
	Growing in the Bronx												
OPERATIONS	Engagement Activities												
	Membership	January Membership Campaign, Winter Program Session	Winter Program Session, Spring I Program Registration & Session	Spring I Program Session, Members-as-Donors Campaign	Spring I Program Session, Registration & Session, Members-as-Donors Campaign	Begin Summer Campaign, Spring II Program Session	Summer Campaign, Spring II Program Session, Summer Program Registration	Summer Program Session	Summer Program Session, Fall I Program Registration	Fall Membership Campaign, Fall I Program Session	Fall II Program Session, Fall II Program Registration & Session	Fall II Program Session	Fall II Program Session, Winter Program Registration
	Empower Youth		Summer Camp Open House (TBD)	Youth & Government State Conference (TBD), Summer Camp Open House (TBD)	Sleepaway Camp Open Houses (TBD), Summer Camp Open House (TBD)	Teens Take the City, City Hall Event (TBD)	High School Graduation (Rowe Scholars)	Summer Camp	Summer Camp, Afterschool	Teen Leadership, Afterschool	Teen Leadership, Afterschool		
	Improve Health	Health & Fitness	Heart Health		Safety Around Water (TBD), Family Health, Healthy Kids Day (TBD)	Get Ready & Health for Summer	Great Outdoors Month, Men's Health Week, Youth Sports	Summer Camp, Youth Sports	Summer Camp	Childhood Obesity Awareness Month, Youth Sports	Breast Cancer Awareness Month	Diabetes Awareness Month, Healthy Habits in the Holiday Season	Healthy Habits in the Holiday Season



DONOR

INVESTOR

VS





Recognition/Cultivation Step	Timeline	\$1- \$100	\$100- \$249	\$250- \$499	\$500- \$999	\$1,000 +	Action from Individual Giving Specialist
Thank you Letter signed by Senior Director of Development	Within 24-48 hours	X	X	X	X	X	Print Letter for Senior Director to sign
Email from Executive Director	48-72 hours					X	Draft template for ED
Welcome Packet	Quarterly	X	X	X	X	X	Print Welcome Packet Letters for ED to sign
Handwritten Thank You Card from Staff and Young Professionals Council	1-2 months	X	X				Provide Cards for staff and YPC to sign
Handwritten Thank You Card from Board and Activists (LDI activists)	1-2 months			X	X	X	Provide Cards to Board and Activists
Email or Phone Call from Senior Director of Development	3 months		X	X			Provide scripts and donor information
Email or Phone Call from Board Member	3 months			X	X	X	Provide scripts and donor information
Meet for Coffee with Board Member	4 months		X	X	X		Provide donor information
Meet for Coffee with Senior Director of Development	4 months			X			Provide donor information
Meet for Coffee with Executive Director	4 months				X	X	Provide donor information
Update email from ED (bcc list)	6 months	X	X				
Update email from ED's personal work email	6 months			X	X	X	Provide mailing list and template email to ED
Donor Survey - area interests (will be connected to update email as stated above)	6 months	X	X	X	X	X	Create new survey
Letter from Activist	8 months	X	X	X	X	X	Draft a letter, work with CM
Update/anniversary email on work – appeal specific or general update on work over the year from Senior Director of Development	12 months			X	X	X	Template email with places to adjust and include changes
Send Holiday Card	December				X	X	Provide Mailing List
Hard Letter with Year in Review signed by ED	Annually in January				X	X	Provide Mailing List
Invite to Donor Tour	When Appropriate				X	X	Draft email
Invite to events	When appropriate	X	X	X	X	X	Draft email

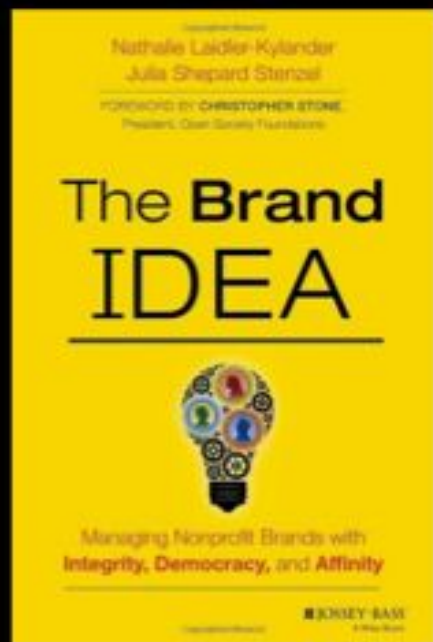
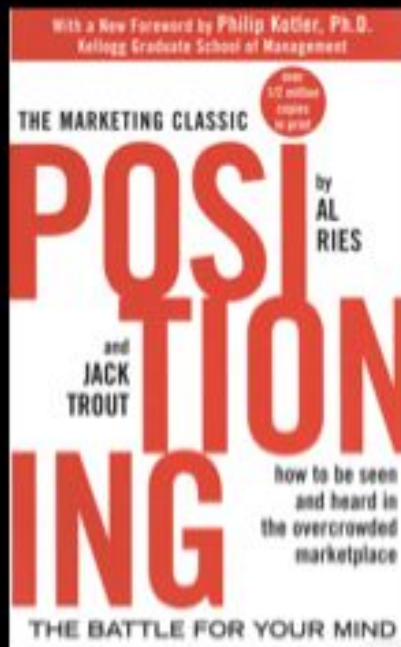


Differentiation

Being different made me stronger.

Claiming the narrative





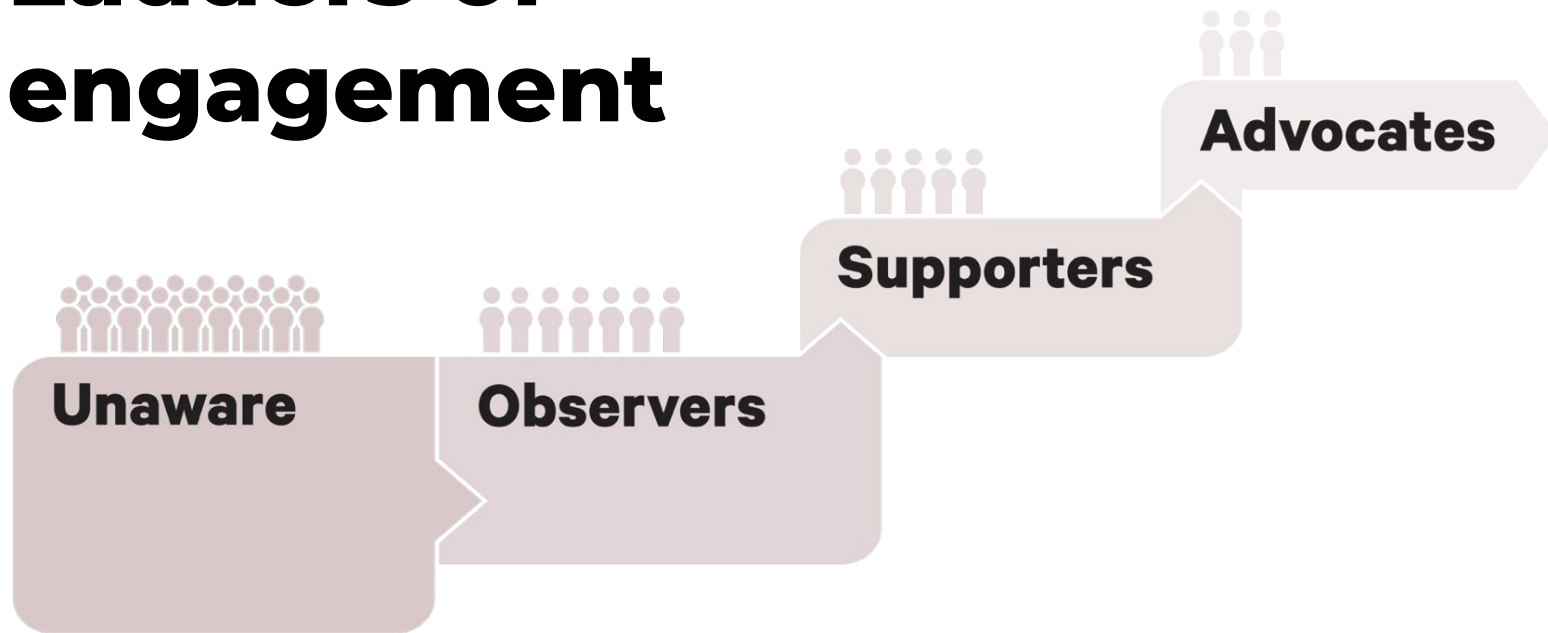
Beware of poverty porn

“The single story creates stereotypes, and the problem with stereotypes is not that they are not true, but that they are incomplete. They make one story become the only story.”

-Chimamanda Ngozi Adichie

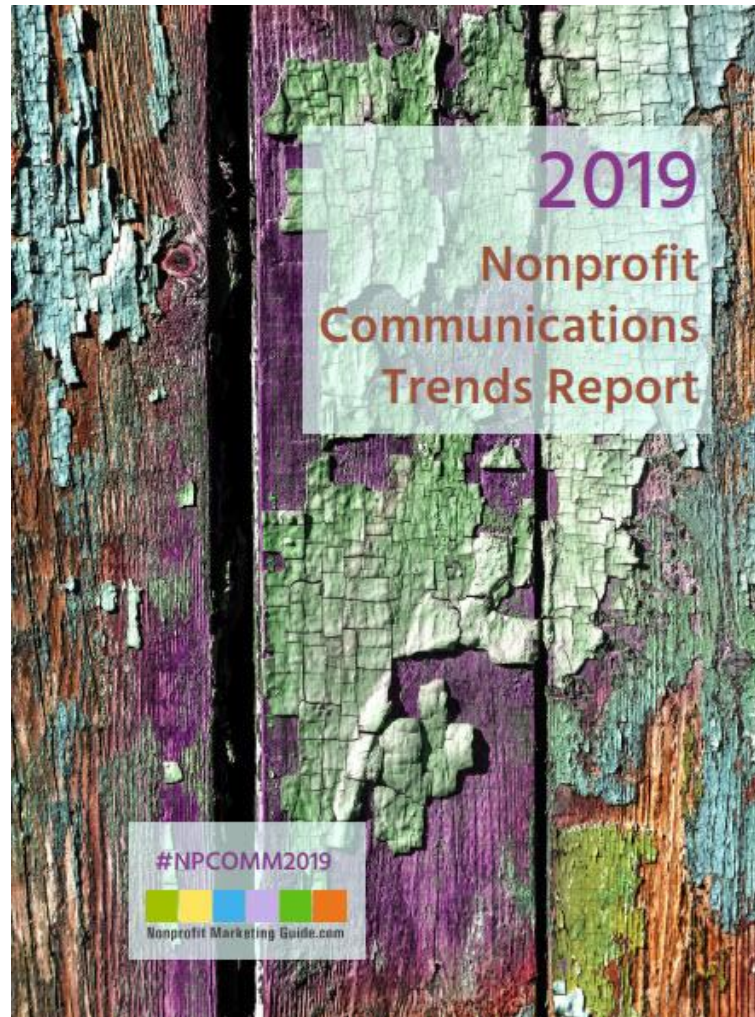
**How do you
measure success?**

Ladders of engagement



**What's in your
secret sauce?**

<http://npgmg.us/2019>





PODCAST

The Smart Communications Podcast



**Big
Duck**

<https://bigducknyc.com/podcast>



E-BOOK

Achieve more

Putting strategy to work for your nonprofit



E-BOOK

What it takes to be great

The top five factors of successful nonprofit
communication teams





E-BOOK

Capital campaign communications

Creating the tools for your nonprofit to raise millions

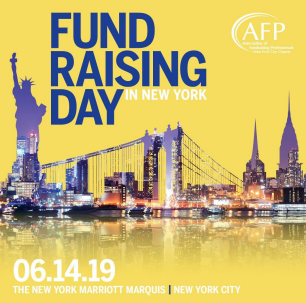
Resources

Find links to all the resources we shared
and download this presentation at:

bigduck.com/mindshare







Give us your feedback

Thank you. Please use your FRDNY app at <https://crowd.cc/s/2FfzK> to fill out the session survey.

