Communications Enhance Modules

We have designed a four-module package of communications support; our development consultants will deliver their support under one or more of these modules. The support provided will be specific to each charity's starting point and confidence levels, and there will not always be time to cover *everything* in a module, but the topics listed within each will shape the plan charities formulate in discussion with their Grant Manager and consultants.

Module One: Messaging First

This module is based on the principle that all communications need a strong foundation. It's designed to give charities confidence in their messaging, and is vital as a standalone piece of work, but also as providing the building blocks for the other three modules. The work you do with the charities may include:

- ✓ Helping the charity understand their 'why' – support them to crystallise their messaging around their mission or USP, identify their outcomes and the impact delivered
- ✓ Teaching them to demonstrate their impact by finding key statistics and case study stories, and turning these into compelling stories for external audiences
- ✓ Helping the charity understand their different audiences and map out objectives for each stakeholder group
- ✓ Identifying which communications channels the charity should use for what outcomes and what content will be most effective across these channels
- ✓ Working with them to create an example content schedule to help charities prepare to implement their plans over 6 months or a year
- ✓ Auditing the look and feel of the charity's brand as a 'critical friend', giving advice on consistent use of colours, logos, tag lines and brand name; potentially help to develop brand guidelines if needed
- ✓ Helping the charity package any services they 'trade' as social enterprise arm in a more competitive way and encourage clarity in design to avoid reinvention/ tailoring of products for each client, and help plan a marketing strategy

Module Two: Improving Digital Practice

Many charities are keen to become more digital but don't know where to begin; others are stretching themselves too thinly and trying to produce everything at once. If you support charities to improve their digital practice, you'll be helping to audit their current use of digital channels, such as e-newsletters, social media, blogs, videos, podcasting, webinars and use of apps. You'll then work with them to identify any gaps or weaknesses in their digital practice and focus on two or three areas for improvement. This may include:

- ✓ Helping the charity move print outputs onto digital platforms, such as moving from a physical newsletter to Mailchimp
- ✓ Signpost the charity to digital tools and techniques to help minimise their digital admin (e.g. social media management platforms, Twitter lists, automation)
- ✓ Introducing the charity to or help them improve their use of Google analytics, email trackers and/or other simple metrics measurement tools, to help charities build on successes and improve engagement
- ✓ Ensuring charities have a good understanding of basic crisis management in a digital arena and are confident around what should/ shouldn't be discussed in a public domain. This may include signposting to an example social media policy if appropriate
- ✓ Helping them consider the use of multimedia tools, e.g. using user-generated content for videos, audio case studies, impact measurement and so on; offer support around maximising user-generated content if they are ready for it
- ✓ Making better use of existing website pages, or exploring user experience (without the need for web design)

Module Three: Harnessing the Power of Press

If you deliver this module, you'll be auditing charities' public profiles, understanding their levels of proactive and reactive media engagement and identifying the individuals driving this activity. You'll help them explore areas for increasing engagement and work together to scope out objectives of profile-raising through media activity, or for influencing decision makers locally or nationally through campaigning. The support you provide may include:

- ✓ Identifying between 3 – 5 hooks /stories that could gain media traction and coaching the charity in pitching one or more of these to the appropriate people; ensuring they understand how to replicate this for themselves
- ✓ Coaching the charity's spokespeople in weaving messaging into media interviews, avoiding interview pitfalls and talking in memorable, jargon-free soundbites
- ✓ Coaching the charity in how to involve and prepare beneficiaries in external facing media/ promotional activity, including promoting good safeguarding practice
- ✓ Ensuring they have a good understanding of basic crisis management around media opportunities and are confident around what initial steps they would take should a crisis occur
- ✓ Helping to prepare media lists
- ✓ Helping to prepare multi-channel media campaign plans to hijack current affairs topics, current media stories or content calendars

Module Four: Influencing

Under this module, you'll help charities audit their existing influencing activity and relationships. Together you'll explore the key activities / decisions that the charity is seeking to influence and you'll equip them with the tools to do it better. Our understanding of influencing in this space is broad and can include overt campaigning on social issues, influencing referral systems and commissioning processes and influencing other services, for example. The support you provide may include:

- ✓ Helping charities understand what constitutes influencing, e.g. how they can use their expertise or data on specific issues, communities or services to influence change outside of their organisation
- ✓ Helping charities to develop an influencing strategy
- ✓ Helping charities identify key audiences and adapt messaging and/or activity accordingly
- ✓ Helping charities to understand different levers for change, and different targets for local, regional and national level influencing
- ✓ Helping charities explore how the charity's data can be used to support their influencing
- ✓ Helping charities use the Foundation's research and national reports to support their influencing