

Thinking Tool: Communications

Center On Nonprofit Effectiveness (C-One), Powered by Hands On Miami

How well is your nonprofit doing with communications? Some general considerations...

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|------------|--|-----|----|---|
| 1. | Is our mission concise, easily understood, and reflective of what we do? | YES | NO | ? |
| 2. | Is our organization known and welcome in the community? | YES | NO | ? |
| 3. | From those people that know we exist, would most of them have a clear understanding of <i>specifically</i> what we do? | YES | NO | ? |
| 4. | Does our organization have a positive reputation for quality? | YES | NO | ? |
| 5. | Does at least one staff OR one volunteer OR one committee have "communications" as a formal part o their "job description?" | YES | NO | ? |
| 6. | Are all of our staff and volunteers (including board volunteers) taking steps to get the word out about our purpose, services, and accomplishments? | YES | NO | ? |
| 7. | Have all staff and volunteers been trained to communicate a common message about our organization in a very <i>consistent</i> way? | YES | NO | ? |
| 8. | Is there a <i>regularly updated</i> website to back-up staff and volunteer efforts? | YES | NO | ? |
| 9. | Is there a <i>coordinated</i> set of printed materials to back-up staff and volunteer efforts? | YES | NO | ? |
| | <input type="checkbox"/> Business cards <input type="checkbox"/> Letterhead <input type="checkbox"/> Brochures <input type="checkbox"/> Flyers <input type="checkbox"/> Other | | | |
| | <input type="checkbox"/> Fact Sheet or "1-pager" <input type="checkbox"/> Press releases <input type="checkbox"/> Newsletter (print or online) <input type="checkbox"/> Annual report | | | |
| 10. | Have we identified different types of "stakeholders" or groups interested in our organization (specific segments such as clients or potential clients, volunteers, recruits, funders, churches, business sponsors, etc.) ? | YES | NO | ? |
| 11. | Have we developed different ways of communicating with the various stakeholders? | YES | NO | ? |
| 12. | Do we have a <i>written</i> plan for communicating regularly with our key stakeholders? | YES | NO | ? |
| 13. | Do we have an <i>updated and growing</i> database for staying in contact with our key stakeholders? | YES | NO | ? |

Distribution of this tool is welcome as long as the user maintains it in its complete form and acknowledges Center On Nonprofit Effectiveness (C-One), powered by Hands On Miami. For information call 305-646-7215.



www.c-one-miami.org