

# CIF's Resource Roundup: Communications.

(March 2016)



## Developing a Plan for Communication; Community Tool Box

Communication is an ongoing activity for any organization that serves, depends upon, or is in any way connected with the community. The purpose, audience, message, and channels may change, but the need to maintain relationships with the media and with key people in the community remain. To communicate effectively, it helps to plan out what you want from your communication, and what you need to do to get it.



## The Role of Brand in the Nonprofit Sector; Stanford Social Innovation Review

Many nonprofits continue to use their brands primarily as a fundraising tool, but a growing number of nonprofits are developing a broader and more strategic approach, managing their brands to create greater social impact and tighter organizational cohesion.



## Webinar: Planning a Nonprofit Blog You Can Manage; Charity Village

This recorded webinar covers creating content ideas and how often you should post; contingencies to keep your nonprofit's blog running as smoothly as possible; editorial guidelines and how to work with multiple contributors; and essential decisions and plans to streamline the role of the blog's managing editor. This recorded webinar will be of particular interest to those new to blogging - or to blogging consistently.



## How to Create a Crisis Communications Plan for your Nonprofit Organization; Nonprofit MarCommunity

Some believe you only need a crisis communications plan when a crisis presents itself. Those people are wrong. Creating a plan of action when there is no crisis to speak of will make sure that if and when your nonprofit organization experiences a crisis, you'll be ready. When it comes right down to it, crisis communications are all about the strategic way you can restore and preserve your organization's reputation.



## The Storytelling Non-profit; Vanessa Chase Lockshin

The Storytelling Non-Profit is full of great articles, free resources, and advanced training to help your organization tell amazing stories.