



Communications for the Greater Good

CiviComm is a nonprofit that works alongside nonprofit communication teams as a force multiplier-bringing senior-level strategy, media expertise, and executive communications support to help them advance their civil rights or pro-democracy mission.

We serve organizations that support historically excluded communities to help them drive impact-at no cost, made possible by our donors.

Our Why

When it comes to protecting civil rights, we don't just have a policy problem. We have a hearts-and-minds problem. Words matter. A compelling narrative told to the right audience shifts perception.

We recognize that civil rights communicators must be able to tell better stories, inspire mobilization, and call for tangible action. We act as an extra set of hands and boost performance by providing world-class messaging, media and influencer introductions, and effective strategies to introduce their mission to a wider audience.

Let's shift perception...for the good...together.

Our Team

Our senior leaders and directors have a minimum of 10 years of experience in communications and leading mission-driven organizations and a deep passion for advancing civil rights. They bring their expertise and a sharp editorial eye to ensure your project is completed to your satisfaction and our high-quality work standards.

How We Support Your Mission

★ **Strategic Communications**

We develop comprehensive strategies that clarify your message, identify key audiences that matter most, and create a roadmap for measurable impact. This option also includes crisis management support for rapid response to challenges.

★ **Digital Strategy**

We build digital communities that inspire action-not just engagement. From social strategy and influencer partnerships to fundraising campaigns and paid media, we create digital playbooks that move people from awareness to action.

★ **Executive Communications**

We help CEOs and executive leaders become trusted public voices. Our team develops thought leadership strategies, content pillars, speaker materials, media training, and media positioning that elevates both the leader and the organization.

★ **Media Relations**

Our veteran publicists identify high-impact media and speaking opportunities for your organization and its leadership. We develop pitches and make unique introductions to journalists, producers, and event organizers to help amplify your message on national stages.

★ **Expert Copyediting**

Every word matters. We provide editing with precision to ensure your content is clear, compelling, persuasive, and ready for public audiences-from speeches and reports to op-eds, donor communications, and campaigns.

★ **Creative Strategy**

Our Creative Director works to make sure your presentation or branding collateral is on brand and can visually draw in your targeted audience.

Project Guide



1. Fill out a project form.



2. You will be assigned a communications director who will reach out to discuss your start date and planning meeting.



3. Attend a virtual planning meeting to discuss your goals and desired outcome.



4. Your communications director will work diligently for 7 business days.



5. Review your first draft and submit edit requests. (Day 8)



6. Review your 2nd draft and submit edit requests. (Day 9)



7. Approve your final document. (Day 10)

Project Options

01 Strategic Communications

- A. Campaign messaging
- B. Mission messaging
- C. Crisis management support

02 Digital Communications

- A. Website content
- B. Social media planning
- C. Ad planning

03 Executive Communications

- A. Thought leadership strategy
- B. Executive branding collateral (one-pager, reel, media kit, photo shoot direction)
- C. Executive writing (donor briefing, speeches, media talking points, etc.)

04 Media Relations

- A. Media pitching
- B. Keynote speaker/panel pitching
- C. Influencer pitching

05 Expert Copyediting

- A. Grammatical editing
- B. Word choice and CTA editing
- C. Reshaping and editing for a specific audience

06 Creative Strategy

- A. Presentation creation
- B. On-brand design for brand collateral
- C. Ad design



Ready to Start?

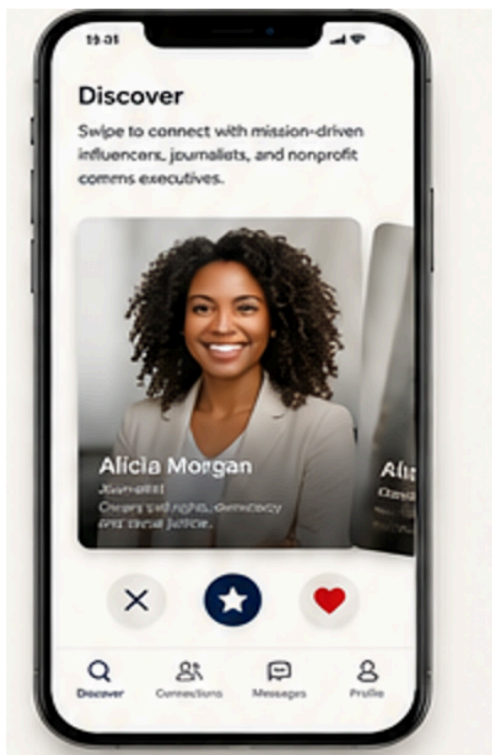
Complete your Project Form (It takes less than a minute.)

[Project Form](#)

Download our app and use your unique access code to connect with like-minded influencers and media who are dedicated to covering civil rights.



Swipe for The Greater Good



INFLUENCERS

Connect with changemakers amplifying civil rights.



JOURNALISTS

Build relationships with reporters who share your interests.



SENIOR COMMUNICATIONS PROFESSIONALS

Network and collaborate with communications professionals advancing a similar mission.

FAQs

Does it cost to use your service?

No. Thanks to our donors, we are able to serve nonprofits at no cost to them.

Does my company have to be a nonprofit to work with CiviComm/use the app?

Yes, you must be a nonprofit to collaborate with CiviComm or use the CiviComm app. We are mission-centered and only serve nonprofit organizations. We do allow influencers and members of the media who share our values to create profiles on the CiviComm app so that they can network and build relationships with the nonprofits we work with.

I work at a nonprofit but am not on the comms team. Can I still use CiviComm?

No. Comms work can be very complex, and in order to serve our nonprofits rapidly, we need to collaborate with other communications professionals. This ensures that the work we produce is on-brand and in alignment with your organization's approved messaging.

We are a small org and do not have a communications team. Can we still get help from CiviComm?

Yes! We are happy to work with your founder or senior leadership team if you do not yet have a communications team in place.

I see that your projects are all completed within 7 days, but I have a big project that will be very time-consuming. Can I book additional time with CiviComm?

No. Please utilize your in-house communications team for bigger projects. We are a multiplier and an extra set of hands, and it is not our goal to create large projects or blueprints from scratch. However, you can continue to use CiviComm after your first project. We would love to work with you again.

I received a start date that is later than I need. What can I do?

Every organization receives the earliest possible start date. If it is not your desired date, that means we are busy serving other organizations. Please be patient with us as we slowly scale and are able to take on more organizations. We cannot get to your project faster than the start date given to you by your assigned communications director.

I gave 2 rounds of edits and still want to modify my project. Can you help?

No. To be efficient, we have limited revisions to two rounds. However, you are more than welcome to fill out another project form and build your project out more when we are able to get you back on our schedule.

I am a communications professional who is overwhelmed and needs help, but I don't want my manager to know I am outsourcing some of my workload. Can our work together be 100% confidential?

Yes, we can keep your privacy and not disclose our work together to the public or on our website/app. However, we encourage you not to keep a good secret from your team! We also encourage you to respect your organization's NDA and privacy policy and ask that you do not share confidential messaging or trade secrets with CiviComm.

FAQs

Do you share all projects with your board and donors?

We do not share your org name and project on social media or our app/website without your consent, but as disclosed in our project form, we do share impactful projects with our board and foundation (not individual) donors to highlight our work and efforts. Please note, our board and foundation donors do not publicly share our projects and work.

Does CiviComm use AI?

Yes-but as a helpful tool, not to create full bodies of work. We have an AI policy with our staff and use AI detection software to enforce it. Our teams cannot rely solely on AI and must present thoughtful, creative, organic work. They can use AI for research, to ask questions, to help identify passive voice or grammatical errors, outlines, and for design and presentation purposes only.

Can CiviComm guarantee that we will be featured in the media if you pitch us?

CiviComm does not guarantee media placements, only media pitching upon request.

Does CiviComm share org messaging with other orgs and duplicate work?

Never. We have a strict in-house plagiarism policy, and duplicating your own work or reusing another org's messaging is plagiarism and strictly prohibited.

Does CiviComm speak to the media?

Yes, interested media should reach out to us at press@civicommm.com.



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www.civcomm.org



@CiviCommOrg