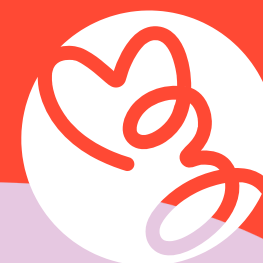


Hello!



Welcome to this HANDS-ON working session
Big-Picture Communications for
Fundraising Success: A Strategic
Comms Plan for Nonprofits
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Marcela Zafra
HEART-DRIVEN MARKETING

My Story

- Fun facts
- Finding my way into the nonprofit sector
- My experience



My Portfolio



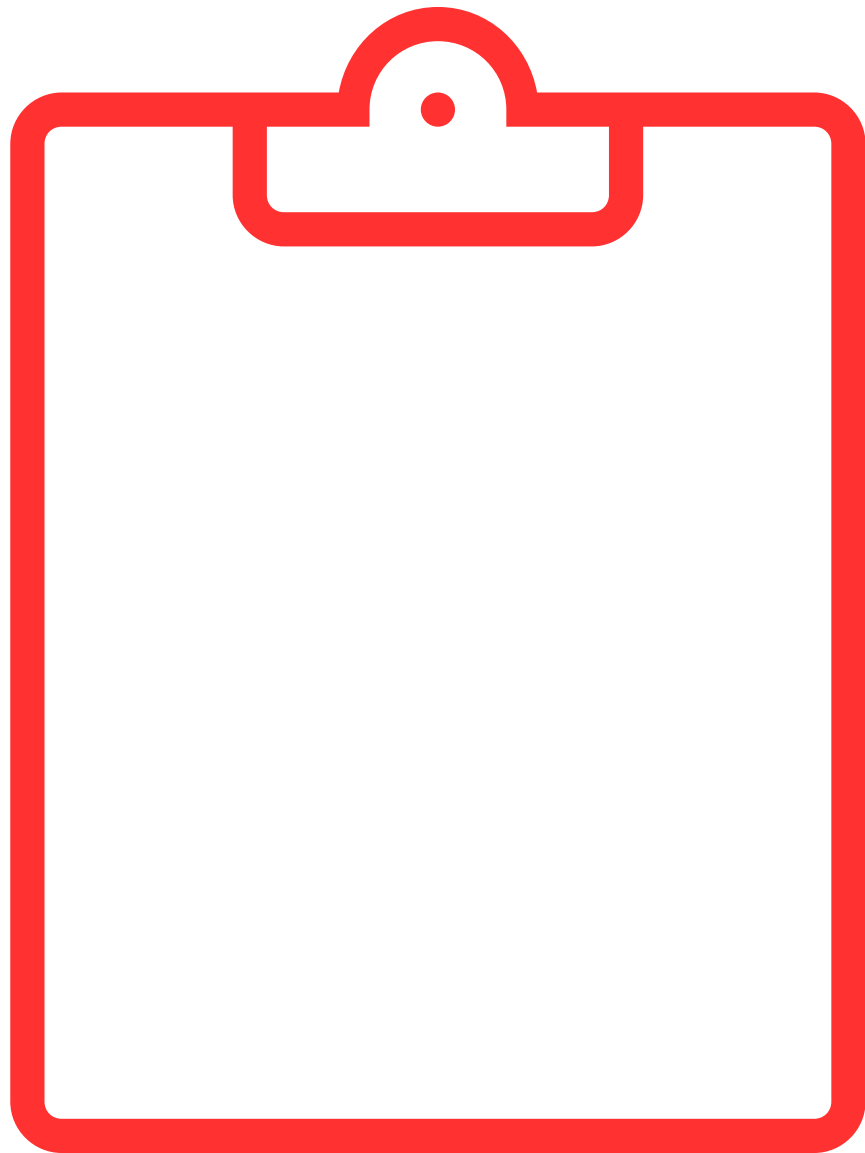
BROWN BAGGING FOR
Calgary's Kids



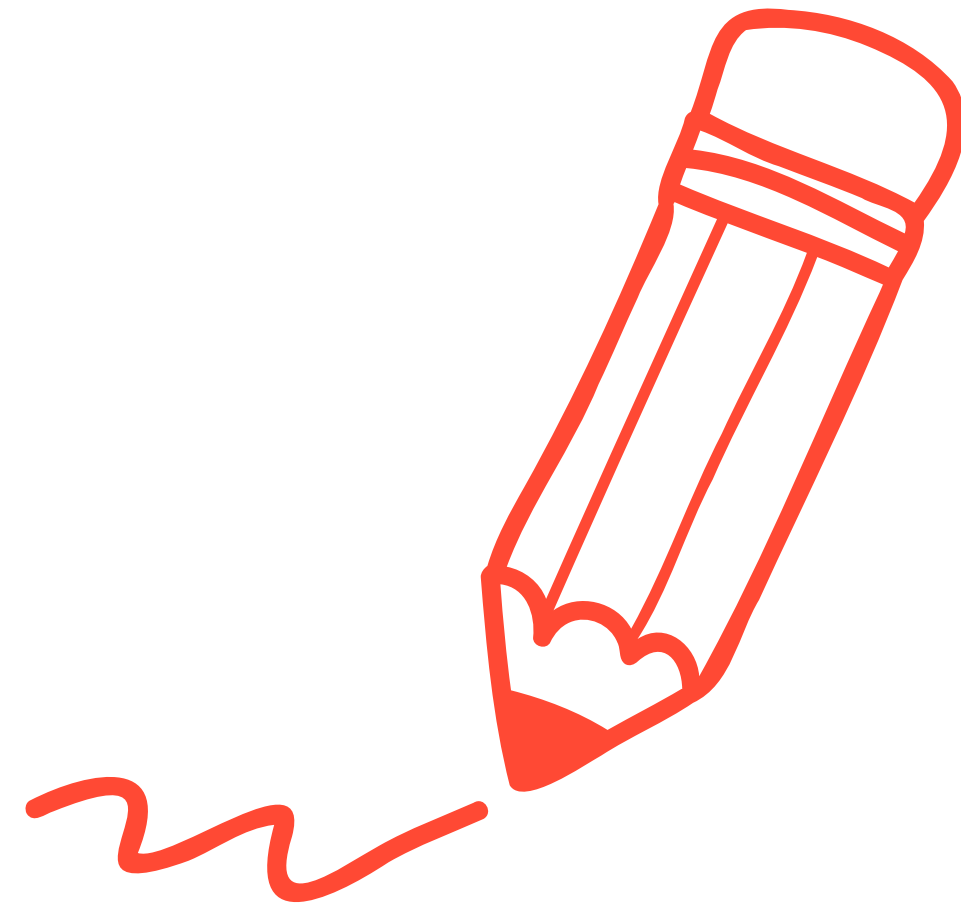
Key Takeaways For Today

1. Create a Big-Picture Communications Plan
2. Identify key milestones and events
3. Build a storytelling strategy for effective donor engagement

On your chair



&





Why is this important?

- Help you be consistent with your communications
- Consistency builds brand trust and reputation
- Helps everyone internally be on the same page about what is coming up and what is happening
- Serves as a quick way to plan the year ahead
- Helps you ensure you are warming up your audience before a campaign or a big ask, guaranteeing you are generating value

The Template



Marcela Zafra
HEART-DRIVEN MARKETING

Big Picture Communications Plan

Q1 - Q2	January	February	March	April	May	June
Core topics						
Story Arcs						
Main Call To Actions						
Events or milestones within our control						
Events or milestones out of our controll						

Let's Talk!

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Real life examples

Let's check them out

Example: Nonprofit One

Before:

- No communications or fundraising plan
- No consistency in their communications
- Sporadic communications with their audiences

After:

- Organized communications
- Warm up their audiences
- Ability to plan ahead and be consistent

	July	August	September	October	November	December
Core Topics						
		BC Nature Communitie's work		Naturalists in Nature		
Story Arc						
		Story: BC Nature impact, clubs highlights and programs		Story: BC Nature virtual trail highlighting stories from naturalists		
CTA						
		Join the community of naturalists- Subscribe				
			Share this with 5 friends		Give Now	Give Now
Events in their control						
	E-News	E-News	E-News	Annual Appeal- EOY Campaign	Campaign Emails	Campaign Emails
		Announcement of scholarship	Magazine	E-News	E-News	E-News
					Magazine	
Events out of their control			Fourth Sunday: Wolrd Rivers Day-BC Rivers Day		Giving Tuesday	CBC- Bird count and feeder count
			Sep 23rd- First Day of Fall			

Example: Nonprofit Two

Before:

- Strong monthly themes
- No internal collaboration
- Scattered communications with their audiences

After:

- Aligned internal team
- Centralized communications
- Ability to plan ahead and be consistent

Q4

- Volunteer stories
- Kitchen stories
- Share about the need
- Numbers and impact

Volunteer for next school year

August

Lots of Third
Party Fundraisers
(don't know
what they are
yet)

Celebrating
Summer!

Summer
program

School Break

Events or milestones
within our control

Q1

Q2

September

October

November

December

January

February

Back To School campaign

FD- Reach out to lapse donors

Spirit Week:
Sept 16 - 20,
Dress Like Your Favourite
BB4CK Sandwich
Colour!

New income-based grocery card program start of school year

FD- Thanking Donors

Volunteer Appreciation Night w/ Community Partner

Halloween in the Kitchens:
October 28 - 31, 2024: Dress up with Candy!

Spirit Week:
Jersey Day
October 7-10, 2024.

Nov 3rd:
National Sandwich Day:
Nov 18
National Sandwich Week in the Kitchens
Nov 28th or 29th
Winterfest
Volunteer Appreciation
Giving Tuesday

Holiday Campaign
December 12-18, 2024. Spirit Week:
Holiday Theme! Be Festive.
Volunteer Appreciation Thank You Gifts:
Distributed to Kitchen and Community starting December 2 2024 (gift TBD).
Last day of production will be December 18th, 2024).

Volunteer Winter appreciation event December 6th Tentatively

Thanking Donors and maybe some sort of new years resolution challenge

Volunteer Appreciation Outing w/ Community Partner (TBD): mid-to-late May. Spirit Week: Pajama Week 13-17.

Return from winter break January 6th

Teachers Convention: 13-14 February 2025. Spirit Week: 3-7, Hat Week!
Celebration of Love (TBD): February 12-15 2024.
Pink Shirt Day

**Any
questions
before we
dive in?**



Step One: Events out of your control

Let's get started

1.Events out of your control

Look at your organization's calendar.

To think about:

- Social holidays
- Seasonal events
- Regular events out of your control have **an important effect on your communications?**
- These should make sense with your brand and your mission



Let's pencil them

Events Out of Your Control- Social Media Holidays

May

Mental Health Awareness Month

#MentalHealthAwarenessMonth

May 1. International Workers Day #IntWorkersDay

May 11. Mother's Day #MothersDay

May 15. International Day of Families #FamilyDay

May 16. National Bike to Work Day #BTWD

June

June 3. World Bicycle Day #WorldBicycleDay

June 5. World Environment Day

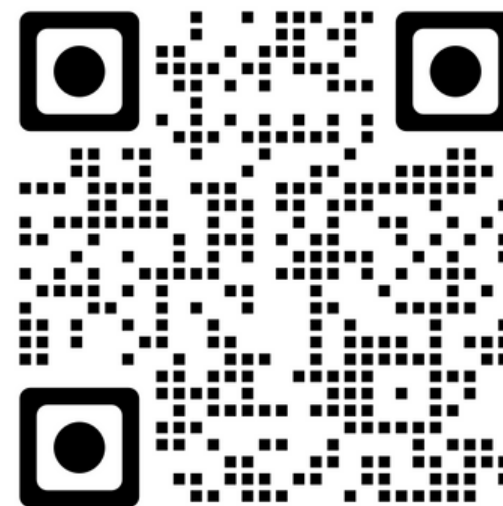
#WorldEnvironmentDay

June 6. National Higher Education Day

#HigherEducationDay

June 14. World Blood Donor Day #GiveBlood

Scan to see all the social media holidays



Source: Metricool

Other events relevant for your nonprofit

For Example:

Oct 13th : Thanks giving

Dec 2nd Givign Tuesday

March 8th: International Womens Day

April 27th: Volunteer Week

June 26th : Last Day of School Year

December 20th: Winter Break

**Look at the events
that also affect the
people you serve,
your volunteers and
your donors**

	May	June	July
Event out of our control	May 11: Mother's Day Mental health awareness month	June 26 th : Last Day of School Year	Calgary Stampede



Step One

Step Two: Events in your control

Let's do this

2.Events in your control

Events your organization hosts - including everything from annual fundraisers, workshops or conferences, member meetings, AGM, major performances

To think about:

- Add events you co-sponsor
- Events that others hosts but you participate in
- What big events happen and what milestones are reached every year in your organization?
- What campaigns will you be running?

You can do this!


2.Events in your control :

Growing your audiences

- When is it a good time to grow your email lists? (2-3 months before a campaign and in the spring time - if you are using meta ads)
- What is their journey? How will you welcome them to your mission?
- What are the opportunities you will give them to support you?

2.Events in your control :

Warming up your audiences

- Now that they are part of your community, how will you warm them up?
 - What are the stories you will share with them?
 - What are the calls to action?
- 

	May	June	July
Events in our control	Childcare Centre Opens	Stampede 101 for immigrants	Participation Stampede-Parade
	Awareness and Fundraising Campaing		
Event out of our control	May 11: Mother's Day Mental health awareness month	June 26th : Last Day of School Year	Calgary Stampede

Step Three

Your Primary Call To Action

Let's brainstorm

3. Identify your primary Calls to Action

- What are the main things you'll ask people to do over the course of the year?
- Don't use generic words like 'help' or 'support' instead-->

Donation CTA:

- Your Gift Makes a Difference
- Show Your Support By Giving Now
- Give \$25
- Plant a tree
- Feed a kid
- Help Artists Thrive: Your Gift Fuels Creativity!
- Support Emerging Artists: Donate Today and Nurture Future Talent!
- Keep Art Alive: Preserve Cultural Heritage with Your Donation!
- Strengthen Community through Art: Donate to Support Local Artists!

3. Identify your primary Calls to Action

Volunteer CTA:

- Volunteer Today
- Sign Up Now
- Take Action
- Be the Change
- Get Involved

Other CTA

- Add My Name to the List
- Advocate for (your cause)
- Find an Event Near You
- Change (Name of Beneficiary's) Life
- Stand Up For (Name of Beneficiary)

Let's pencil them



	May	June	July
Main CTA	Register your child	Volunteer for the parade	
	Donate, share & join		
Events in our control	Childcare Centre Opens	Stampede 101 for immigrants	Participation in the Stampede-Parade
	Awareness and Fundraising Campaing		
Event out of our control	May 11: Mother's Day Mental health awareness month		Calgary Stampede

Step Four: Your Story Arcs

Let's get started

4. Identify your major story arcs

Key Things to Consider:

- What are the major stories that play out every year as you deliver your programs and services?
- These stories are often tied to events and call to actions that you already have on the calendar now, **start there.**
- **Think of it like your favourite Netflix show: What happened in last week's episode will influence what happens in the next one.**
- Beginning - middle - end (i.e.: taking people behind the scenes)

Story Arc Examples

Chronicle the life of a new client or volunteer as they work through your programs

Watch the renovation of a community center, how is a green building designed and constructed?

How this program transformed a life

"The Story of

-----"

"The Story of Immigrant youth in a leadership program"

Let's pencil them



Story Arcs Example:

Story Arc: The story of youth in a leadership program (16 week program)

Beginning: They enrolled in the program and get mentorship and coaching: April

Middle:They select the theme they want to advocate for and develop their project: May- June

End: Their project is showcased at the public library and they shared how this project changed their lives: July

April	May	June	July
Story Arc: A youth in the leadership program			
Mentorship and coaching	Selecting the theme and building the project		Project presentation to the public

	May	June	July
Story Arcs	Immigrant Youth in a leadership program		
Main CTA	Register your child	Volunteer for the parade	
	Donate, share & join		
Events in our control	Childcare Centre Opens	Stampede 101 for immigrants	Participation in the Stampede-Parade
	Awareness and Fundraising Campaing		
Event out of our control	May 11: Mother's Day Mental health awareness month		Calgary Stampede

Step Five: Core Topics

Let's get started

5. Core Topics

- What should your nonprofit talk about? Be known for?

How to identify your topics?

- Identify the top 10 topics you want to be known for
- Categorize each topic like a garden
- Evergreen: Things that don't change very much
- Perennial: Topics that happen every year
- Annual: Trendy topics that make sense with your brand

	May	June	July
Core Topics	Holistic Support to Immigrant Woman and their families	Walk alongside immigration journey	
	Immigrant youth empowerment		
Story Arcs	Immigrant Youth in a leadership program		
Main CTA	Register your child	Volunteer for the parade	
	Donate, share & join		
Events in our control	Childcare Centre Opens	Stampede 101 for immigrants	Participation in the Stampede-Parade
	Awareness and Fundraising Campaing		
Event out of our control	May 11: Mother's Day Mental health awareness month		Calgary Stampede

To recap what we did together

- We identified events --> we identified opportunities
- We identified the main CTA
- We identified the story arcs
- We understand how to identify the core topics we want to be known for.

Yay! We did it!



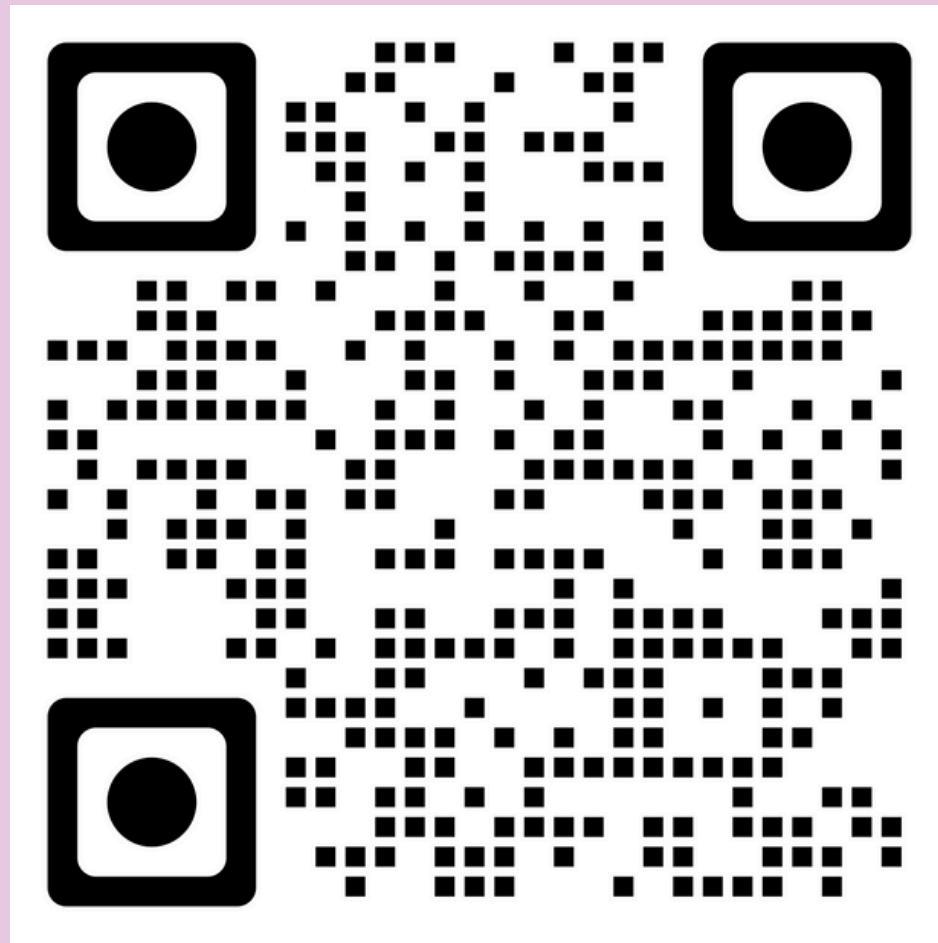
Now What?

- Review it quarterly, to make sure is still relevant
- This is the document that can drive our comms and support brand consistency
- It can change if things change
- This will encourage collaboration within different departments
- Use it, keep it up to date and share it with key people inside your organization
- Will feed your editorial calendar
- Will take you from being reactive to proactive

"If you want people to grow to love you, you need to provide communications that give them something to grab onto and to follow. Sketching out your big picture comms plan gets everyone in your organization on the same page so that the story that people outside your org hear and see is consistent and makes sense over time"

Book "Content Marketing For Nonprofits"
-Kivi Lereoux Miller

Thank you
Let's Connect on LinkedIn



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