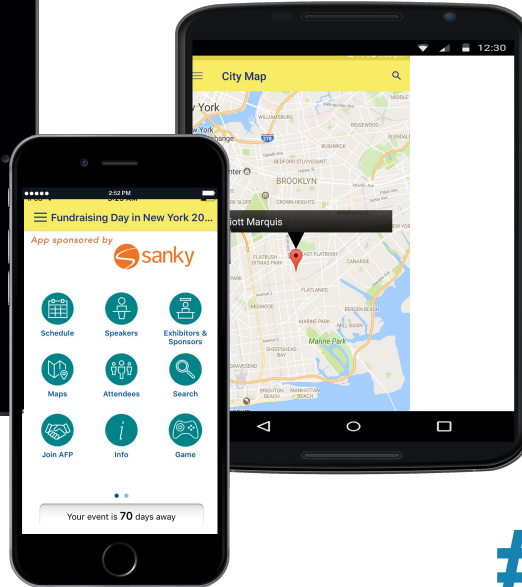
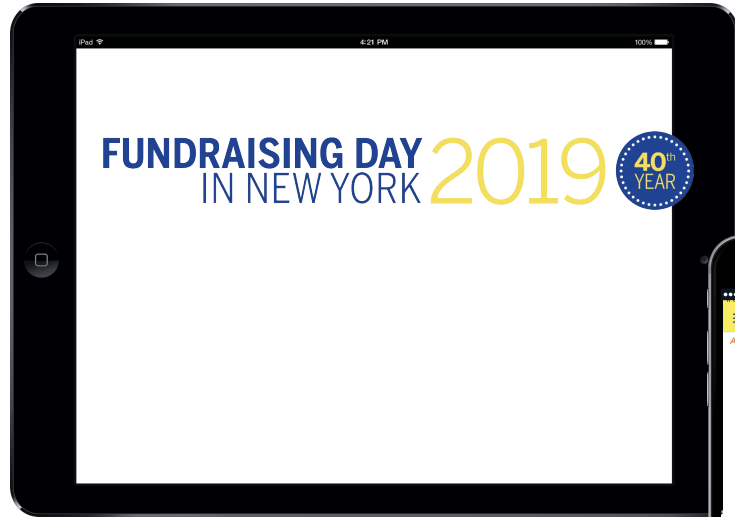


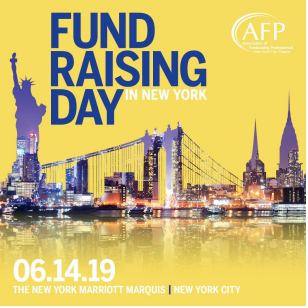
Download the Mobile App Now!

<https://crowd.cc/s/2FfzK>



Scan this code with a QR reader to easily download the app.

#FRDNY



Turf Wars to Love Connection

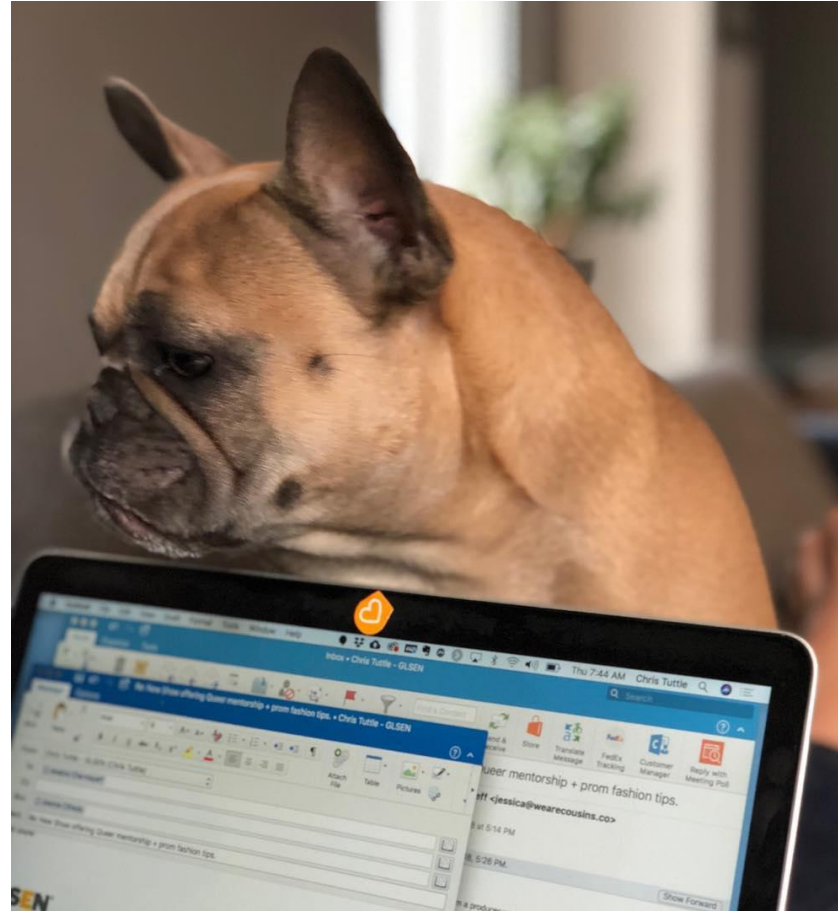
Get Your Teams to Stop Fighting Like Cats and Dogs

#FRDNY




Welcome


- Tweet takeaways and questions using #FRDNY
- Get ready for a pawsome session



Kishshana Palmer

CEO, Kishshana & Co.
she/her

 @funddiva

 @funddiva



<https://kishshanaco.com/about-kishshana/>

Farra Trompeter

Vice President, Big Duck
she/her

 @Farra

 @BigDuck

 @FarraTrompeter





**Big
Duck**



bigduck.com/about/farra-trompeter

Chris Tuttle

Consultant, Tuttle&Co
he/him

  @ChrisTuttle

  @TuttleCo

  @LucaNLola



www.tuttle.co

Who is here?

Which best describes your role?

1. Marketing/Communications
2. Fundraising
3. Both
4. Senior Management
5. Board

**Let the
fur-ocious games
begin...**

Get ready to vote...



Dogs = Communications



Cats = Development

**Who is in charge
of your
fundraising
emails?**

**Who manages
the brand?**

**Who knows
your key
audiences best?**

**Who gathers
the stories
you share?**

**Who manages
relationships
with your
supporters?**

Your oppawtunity to ask...

Tweet in or prepare
questions you'd like to ask
and we'll answer shortly!

#FRDNY



**Some
things to
chew on**



Settle debates by focusing on audiences

Aman (teacher, 2-5 years experience)



Background	25, TFA alumni, Bronx MA in education
Goals	Looking for growth and balance. Wants to feel successful and earn a good salary
Big ideas	Relationships are valued, path for growth, high teacher retention
Current perception	Doesn't know us
Barriers	Mixed feelings about our field, leadership opportunities elsewhere
Watering holes	Education conferences, local bars/happy hours, Facebook and Instagram
Actions	Come to an open house, follow us online

Settle debates by focusing on audiences



Women, Age 25-49,
Educators

Where: Email, Facebook, Twitter

Most utilizes: lesson plans, resources, & support to improve classrooms for students, advocate school admin on behalf of youth

Key subgroups:

Teachers, parents, LGBTQ, student alumni



Women, Age 13-18,
Secondary Students

Where: Instagram, YouTube, Tumblr

Most utilizes: Resources on starting & managing a GSA, support in changing school climate, free swag.

Key subgroups:

Straight & cis allies, LGBTQ youth, youth of color



Trans & GNC, Age 13-18,
Secondary Students

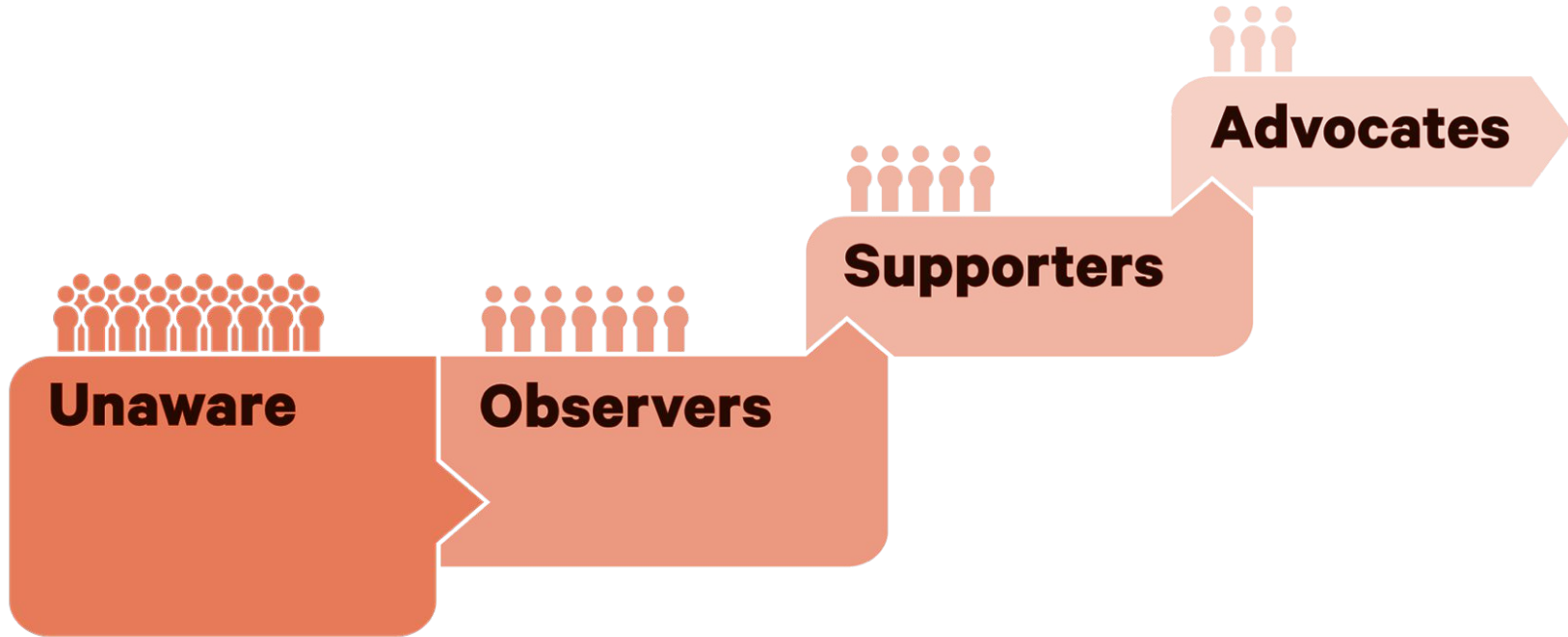
Where: Instagram, Tumblr, Twitter

Most utilizes: resources helping educate staff & students about trans/GNC inclusion, & advocating for equal access to school facilities, affirming policies, & support

Key subgroups:

Youth of color/QTPOC, Femmes

Apply ladder of engagement thinking



Create purpose statements for each dept

The mission of our organization
is to...

The purpose of [XYZ]
department is to...



Review your structure



Integrated



Centralized



Internal Agency



CEO Led

Integrated Teams

Centralized Teams

Internal Agency Teams

CEO-Led Teams

24% of teams

27% of teams

15% of teams

14% of teams

Communications staff and fundraising staff work on an integrated team and jointly decide on the communications workload.

Communications staff set the communications/ marketing strategy and define their own workload.

Communications staff are a tactical "internal agency" with its workload determined by other departments that need work done.

Communications staff work directly for the CEO or executive director who determines the workload.

More mastery of donor-centered copywriting than other teams.

Excels at thought leadership writing more than other teams.

Best at writing microcontent and news writing.

Likely more skilled at permission-based marketing, general advertising, peer-to-peer marketing and to prioritize word of mouth marketing.

More likely to prioritize content marketing as essential and to be more skilled at implementing it.

More likely to be dissatisfied in their positions.

Tend to be less effective across the board.

Works in organizations of all sizes.

Works in organizations of all sizes. Most likely to be confident in skills and to be paid more.

Tends to be in larger organizations.

Tends to be in smaller organizations.

Working together!

How are work timelines created and managed for clarity of roles and assignments?

What tools can best support team collaboration?



Make Time to Plan

Host annual collaborative planning opportunities, and quarterly review or check-in sessions.

What are your goals & measurable objectives, audiences to reach, risks and benefits, and what are the strategy and tactics you'll use to achieve the stated goals?

Digital Engagement Campaign Plan

Worksheet

Goal *what are you trying to achieve?*

KPIs & Related Metrics *how will you determine success?*

KPI	Related Metrics
<i>Example: Acquire 1,000 new advocate contacts in states at high risk of anti-trans legislation.</i>	<ul style="list-style-type: none">- Signup form views- Signup form view sources- Signup form completion sources
1.	
2.	
3.	

Stakeholders *audiences, target(s), team, and influencers*

Audiences	<i>who are you trying to reach</i>
1.	
2.	
3.	

Primary Target	Secondary Targets
<i>If the campaign is trying to win something, who are the ultimate decision makers? (eg: mayor)</i>	<i>Who has more power over the primary target than you, who you can influence (eg: governor)</i>

Team	Influencers
<i>Who will you need involved to be effective?</i>	<i>Who can help you seed and grow the campaign?</i>

Make time to plan

Use shared editorial or marketing calendars to plan across departments.

Annual Communications by Audience



Target	Prep months	Sept Key Message: North Texas Giving Day	Oct Key Message: Give where you live	Nov-Dec Key Message: Year-End Giving	Jan-Mar Key Message: Making a Difference	April-June Key Message: Family Giving
Donor	*NTGD success stories	*9/1-13: NTGD email reminders * NTGD give in person, results email, in annual and in Newsletter	* Education event	* Annual Donor Event * Annual Report sent		* Family Giving event * Newsletter
Community At Large	* NTGD success stories	* Sept 13: NTGD	* Announce new Advisory Council	* Annual Donor Event photos, web, social		
Nonprofits	*NTGD prep: kickoffs, workshops, webinars, emails, social	* NTGD	* Thank you email and how to apply 2013	* Annual Report emailed		* Application season

Stop pro-cat-inating and start listening!



**What are
your tips?**

**What are your
questions?**

Before we go...

Resources

1. What makes a nonprofit communications team successful? <https://bigducknyc.com/insights/5-factors/>
2. 2019 Nonprofit Communications Trends Report
<https://www.nonprofitmarketingguide.com/resources/request-the-2019-nonprofit-communications-trends-report/>
3. Four types of nonprofit communications teams
<https://www.slideshare.net/kivilm/nonprofit-communications-team-models-and-deciding-whats-right-for-you>
4. Tear Down the Silos! <https://www.nonprofitpro.com/article/tear-down-silos-nonprofit-organizations/>
5. What Makes Nonprofit Digital Teams Successful Today?
https://ssir.org/articles/entry/what_makes_nonprofit_digital_teams_successful_today
6. Capital campaign communications: Creating the tools to raise millions
<https://www.bigduck.com/capital-campaigns-ebook>
7. Digital Engagement Campaign Planning Template tuttle.co/campaignworksheet
8. Project Mgmt Tools: [Asana](#), [AirTable](#), [Slack](#), [GoogleDocs](#)

#FRDNY

Download these slides and more...

You can access these slides and resources at
<http://bigduck.com/catsdogs>

#FRDNY

Become a fur parent

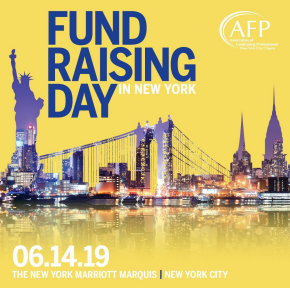
1. <https://bestfriends.org/adopt-pet/>
2. <https://theshelterpetproject.org/>
3. <https://www.adoptapet.com/>
4. <https://www.petfinder.com/>

#FRDNY



**We promise... No animals were harmed
in the making of this presentation.**





Give us your feedback

Thank you. Please use your FRDNY app at <https://crowd.cc/s/2FfzK> to fill out the session survey.

