



Mobilizing resources for civil society organizations in a digital context

Session 5: Decoding communications Creating a plan that connects, motivates, and inspires

2025

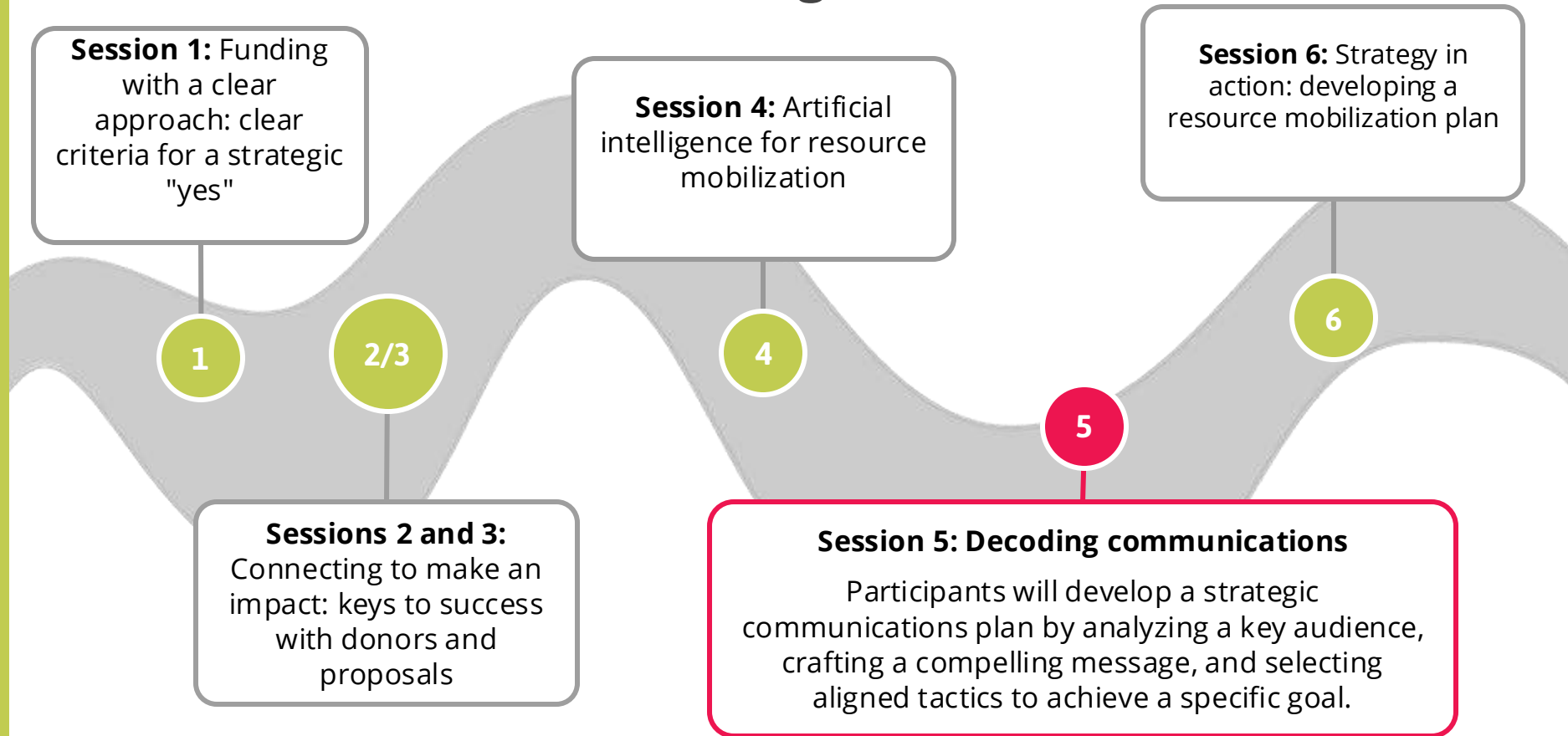




Strategic Communications

Guide to developing winning dissemination and engagement strategies

Our sessions and where we go



Session 5: Objectives

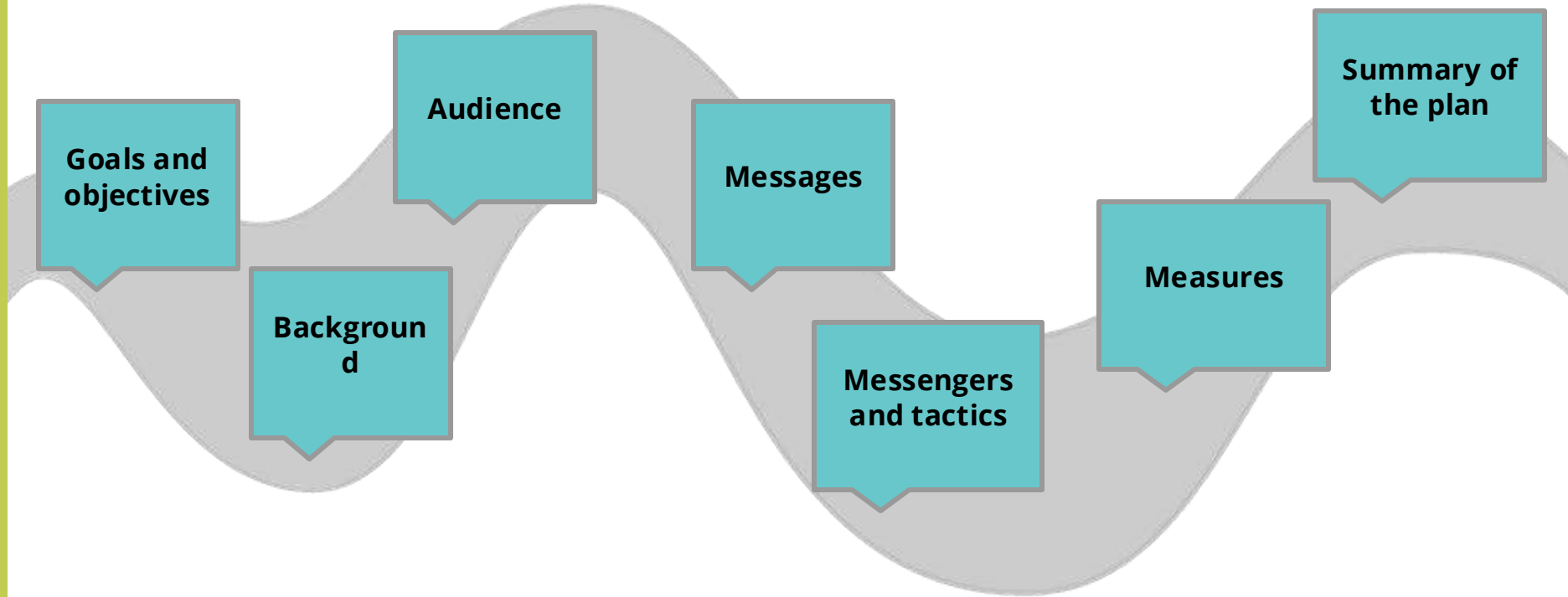
At the end of this session, participants will be able to:

- ✓ Analyze their fundraising landscape by distinguishing between internal assets (strengths, reputation) and external factors (public discourse, context) in order to identify the most strategic opportunities for a communications campaign.
- ✓ Formulate a core fundraising message for a specific donor segment by incorporating audience values, organizational solutions, and a compelling call to action within the Message Box framework.
- ✓ Develop a viable communication plan by selecting appropriate messengers and tactics that logically correspond to a defined SMART objective and a specific donor profile.
- ✓ Evaluate the potential effectiveness of different communications tactics, justifying your choices based on specific psychographic data and reliable information channels for your target donor audience.



First, what word would describe your current fundraising communication? Next, on a scale of 1 to 5, how confident are you in your strategy?

Our current communication roadmap

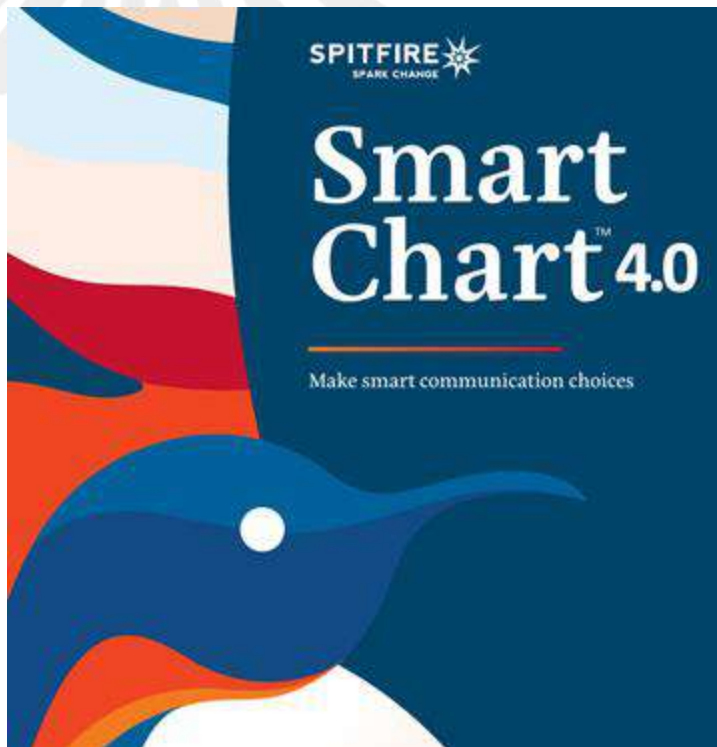


Our steps to success

1. **Decide what you want to do:** set yourself a SMART fundraising goal.
2. **Identify the context:** what is the situation? (internal/external analysis).
3. **Make strategic decisions about your audience and messaging:** who are your donors and what matters to them?
4. **Determine the most effective activities:** what are the best ways to achieve them?
5. **Create success indicators:** how will you know if you have succeeded?



Inspiration of the day



Deepen your knowledge

The image is a screenshot of a website for the 'Reef Resilience Network'. At the top left, there is a logo for '20 Reef Resilience Network' with a small globe icon. At the top right, there is a language dropdown menu set to 'English'. The main banner image shows a group of people on a beach, with a man in the foreground wearing a white cap and a backpack. Overlaid on the banner is the text 'Strategic Communication'. Below the banner, there is a link that says '« More Courses'. Underneath, there is a section titled 'Course Description' which contains a paragraph of text about the course. At the bottom, there is a note in italics stating that the course is a series of webpages and does not include a completion certificate.

20 Reef Resilience Network

English

Strategic Communication

[« More Courses](#)

Course Description

Looking to influence behavior or raise awareness about an issue to advance your conservation efforts? The Strategic Communication Online Course can help you communicate effectively to reach your conservation goal! This training features hands-on exercises, tips and resources, and quizzes to test your understanding of the material. We've demystified strategic communication and simplified the planning process so you can work on your own project as you learn.

Note: This course is a series of webpages with instructional videos, worksheets, and quizzes. This format does not include a course completion certificate.

Goals and objectives: your guideline

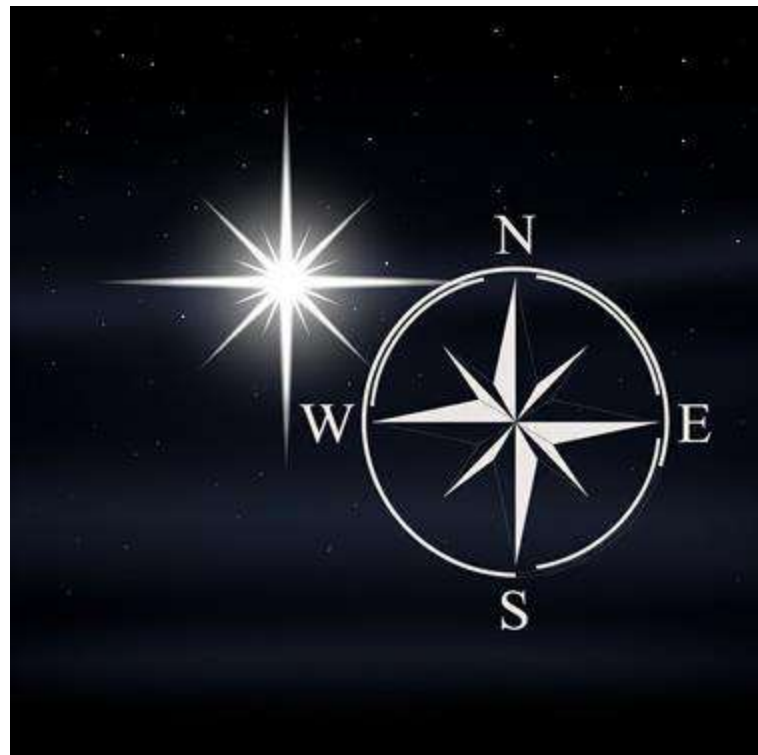
The first step is to define a clear and solid objective. This helps you define your vision. Your objective must be **SMART**:

specific, measurable, achievable, relevant, and time-bound

Your objectives are small steps toward this goal and should also be SMART.

GOALS: By 2029, increase the restored frailejón ecosystem in the Guachaneque páramo by 25%.

OBJECTIVE: Involve 30% of Villapinzón farmers in the decision-making process to establish a new protected area for the Guachaneque páramo by 2026.



Group exercise: Let's turn our fundraising wishes into fundraising goals

Fundraising wishes

Fundraising goals



Individual exercise: Now get to work and set your own fundraising goals.

SMART goals for fundraising

SMART fundraising goals



Context: Know your environment

- Assess your resources and strengths before you begin
 1. **Internal analysis:**
 - strengths, weaknesses, budget, reputation
 2. **External analysis:**
 - What discussions are already taking place? Who are your allies and opponents?



Group brainstorming: how can we analyze internally and externally?

Internally

Externally



Audience: the most important choice

WHO will help you achieve your goal?

- Don't settle for the "general public." Be specific.
 - Strengths, weaknesses, budget, reputation

1. Define your target audience and identify its core values

2. Bring your audience to life

- Go beyond demographics to understand their values, motivations, and obstacles



From WHO to WHAT, also known as the message board

- Now that we know WHO we are talking to, we can work out WHAT we are going to say.
- A powerful message connects your solution to your donors' values.
- Build a bridge between what you need and what they value



Individual exercise: create your main message

Write a main message and fill in section four of your worksheet.

- **The problem:** (the urgent issue, expressed in simple terms)
- **So what? (Why should they care?):** (Directly related to the character's values and worldview).
- **Our solution:** (what we do that is effective and unique)
- **The call to action:** (what you want them to do to help you, in a clear and unique way)



Messengers and tactics: HOW

- Identify HOW you will convey your message to your audience.
- **Messengers:** the voice of trust.
- **Tactics:** the appropriate channel.



Tips for couriers

Choosing the **right messenger is essential:** choose the right person; an excellent message can be ineffective if the audience does not trust the person delivering it.

Credibility and connection build trust: effective messengers share a social identity with their audience (members of the "in-group"). People tend to believe those who are similar to them more, for example, a teacher speaking to other teachers.

Influence and likeability are important: the messenger's influence and likeability within their social network are essential. People who are liked and respected, or "influencers," spread messages more quickly and effectively.

Actions must match words: credibility is linked to actions. The person conveying the message must embody the values and behaviors they promote, otherwise they will lose all credibility.

Tactical tips

Strategic selection: tactics must be tailored to where the audience obtains information and how they consume it.

Make the information memorable

- **Storytelling:** People are more likely to remember stories.
- **Repetition:** Repeating a message can increase its perceived truthfulness.
- **Emotion:** Intense emotions (surprise, anger, or disgust) can increase the likelihood that the message will be shared.

Reaching the audience: People seek out information that confirms their existing opinions (confirmation bias). To overcome this, use creative and innovative approaches.

It is better to carry out a few well-executed activities than many poorly executed ones.



Individual activity: think about your presentation

Think of two or three trusted messengers for your donor (think beyond your senior management).

Think about 3 or 4 powerful tactics to reach them.



Measurement plan and summary: making it all real

- Evaluation and a written plan turn your ideas into a concrete strategy.
- **Measurements:** how do you know if you're on track? Focus on results (number of new donors), not just outputs (number of emails).
- **Summary plan:** Your worksheet is your summary plan. Connect all your strategic decisions.
- **Let's spend the last 5 minutes writing down the first three concrete, specific, and achievable steps you will take to launch this plan.**



Thank you!



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