

# The Communications Audit, Sept 29 & Integrating and Implementing Social Media, Dec 3

## The Communications Audit: Where is Your Organization, and Where Do You Want to Be by Next Year?

When someone asks what your organization does, do you fall back on your mission statement? When was the last time you reviewed the effectiveness of flyers, brochures, and other printed materials? How does your online presence integrate with the rest of your brand?

This day-long workshop will provide the tools you need to get your co-workers and leadership on the same page as you answer these questions, review the strengths and challenges of your brand identity, and plot communications strategy for the coming 12 months.

### Learn:

- Elements of a 360° communications audit
- How to lead the staff and board through the elements of a communications strategy review effectively
- Communications strategy components of goal, audience, message
- Effective storytelling techniques to engage audiences around your organization's mission

This session will provide techniques and food for thought for basic and intermediate communicators, fundraisers, and others tasked with reaching out to your organization's external and internal audiences.

**Details:** Gordon Mayer, Vice President of Community Media Workshop, will lead this workshop on **September 29** at the W.K. Kellogg Foundation in Battle Creek, MI, from 8:30 am– 3:30 pm.

## About the Presenters



Gordon Mayer is Vice President of Community Media Workshop, a Chicago-based nonprofit whose mission is to diversify voices in the news and public debate through workshops and coaching, with a special focus on small nonprofits. Gordon has a diverse background in journalism, communication strategies and nonprofit management, and received his Masters at the University of Chicago. He is a member of both the Society of Professional Journalists and the Public Relations Society of America.

## Demetrio P. Maguigad

is the New Media Manager at Community Media Workshop where he leads the agency's on-line strategy and implementation work and provides strategic online communications training. He is a co-convenor of NetTuesday Chicago, a monthly meet-up group for nonprofit communicators, web advocates, technologists and developers bridging the gap between technology and grassroots community development. He is also an on-air producer and host of the Chicago is the World radio program on the international format for WHPK 88.5 FM on Chicago's southside.



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## Integrating Social Media (Part I)

For most nonprofits, communications and marketing strategy revolves around the answers to three core questions: What's your goal? Who's your audience? What message do they need to hear? These are the "golden rules of nonprofit communications." For social media, the golden rules not only stay the same—they work even better online! During the morning session participants will:

- Review elements of communications strategy and learn how they translate to the Web, including the four basic goals of a Web site
- Learn the difference between Web 1.0, 2.0, & 3.0
- Better understand and prioritize the tools available for communications online

## Implementing Your Social Media Strategy (II)

This hands-on computer session will move from general concepts to specific strategies. Participants will learn methods to:

- Find audiences that are already online
- Monitor what's being said about your org
- Start a conversation & keep it going
- Submit stories instead of pitching them to online news outlets & bloggers
- Create community on the Web
- Compare and contrast online tools and sites to learn more about available free and low-cost resources

Online communications might feel like just more to do, but in reality, Web 2.0 tools can streamline and ease your workload and help you get more done! Learn why in this session.

**Details:** Demetrio P. Maguigad, New Media Manager of CMW will lead this two-part workshop, on **December 3**, at the Kellogg Community College-RMTC Center in Battle Creek, from 8:30-3:30 pm.

## REGISTRATION FORM



Name(s) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip Code \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

Special dietary needs (specify):  
\_\_\_\_\_

### FEES (PER WORKSHOP, includes materials, food & beverage)

Are you an NPA Member?      Yes    No  
(\$45/NPA Member, \$65 Nonmember)

Please let us know how many will attend:

Communications Audit, 9/29/2009      \_\_\_\_\_

Social Media, 12/3/2009      \_\_\_\_\_

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
# of people      Fee Rate      Total

Please make checks payable to "NPA".

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Send this form and payment to:

**Nonprofit Alliance** • 450 North Avenue • Battle Creek, MI 49017 • 269.565.2190 (p)  
269.962.4290 (f) • info@nonprofitalliance.org

**Email confirmation will be sent with directions and final details of workshop.**

*Refunds allowed with a minimum 24 business hrs notice of cancellation. May be subject to service charge.*

  
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at Kellogg Community College  
450 North Avenue  
Battle Creek, MI 49017

CAPACITY BUILDING TRAINING SERIES

## Nonprofit Capacity Building Series

### The Communications Audit: Where is Your Organization & Where Do You Want to Be?

September 29, 2009

### Social Media: Integrating and Implementing Your Online Communication Strategies

December 3, 2009

*Presented by  
Community Media Workshop  
Columbia College, Chicago*

  
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In partnership with the Battle Creek Community Foundation, Miller Foundation, United Way of Greater Battle Creek, and the W.K. Kellogg Foundation