



# Strategic Communications for Deeper Impact



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# Today's Agenda

- **Introductions**
- **Strategic vs.  
Communications**
- **Your world**
- **Smart Chart  
introduction**
- **Skill building sessions**

**NEXT TIME YOU'RE AFRAID  
TO SHARE IDEAS  
REMEMBER SOMEONE  
ONCE SAID IN A MEETING  
LET'S MAKE A FILM WITH A  
TORNADO FULL OF SHARKS**



A nighttime photograph of a city skyline. On the left, a tall, pointed skyscraper is illuminated with warm lights. In the center, another skyscraper with a spire is lit with purple lights. To its right is a large, curved building with many windows, glowing with yellow light. On the far right, a large bridge with multiple arches is visible, also illuminated. The sky is a deep blue, and the city lights reflect on the water in the foreground.

# **Introductions**

- **Name and organization**
- **Organizational win**





# Communications











# Strategic Communications



# Determine Key Audiences





# Assessing your world





# Assessing your world

1. What issues or focus areas is your organization working on?
2. What is a measurable goal or objective that you want to achieve during the next 12-24 months that requires strategic communication?
3. Are there specific strengths to the way your organization currently conducts communication? (What approaches have worked well?)
4. What are your biggest communication challenges? (What approaches have not worked well?)



# Guiding Questions

- What do you need your communications to do?
- What guides your communication efforts?
- How do you currently talk about your work?



# Smart Chart



## THE SPITFIRE STRATEGIES SMART CHART 3.0

An Even More Effective Tool to Help Nonprofits Make Smart Communications Choices



1 2 3 4 5 6 SMART CHART 3.0

### 1) Prioritize Program Decisions

Identify Smart Chart effects that will be critical to the long term

Identify Smart Chart effects that will be critical to the long term

Identify Smart Chart effects that will be critical to the long term

### 2) Prioritize Communications

Identify Smart Chart effects that will be critical to the long term

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### 3) Prioritize Communications Activities

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### 4) Prioritize Communications Activities

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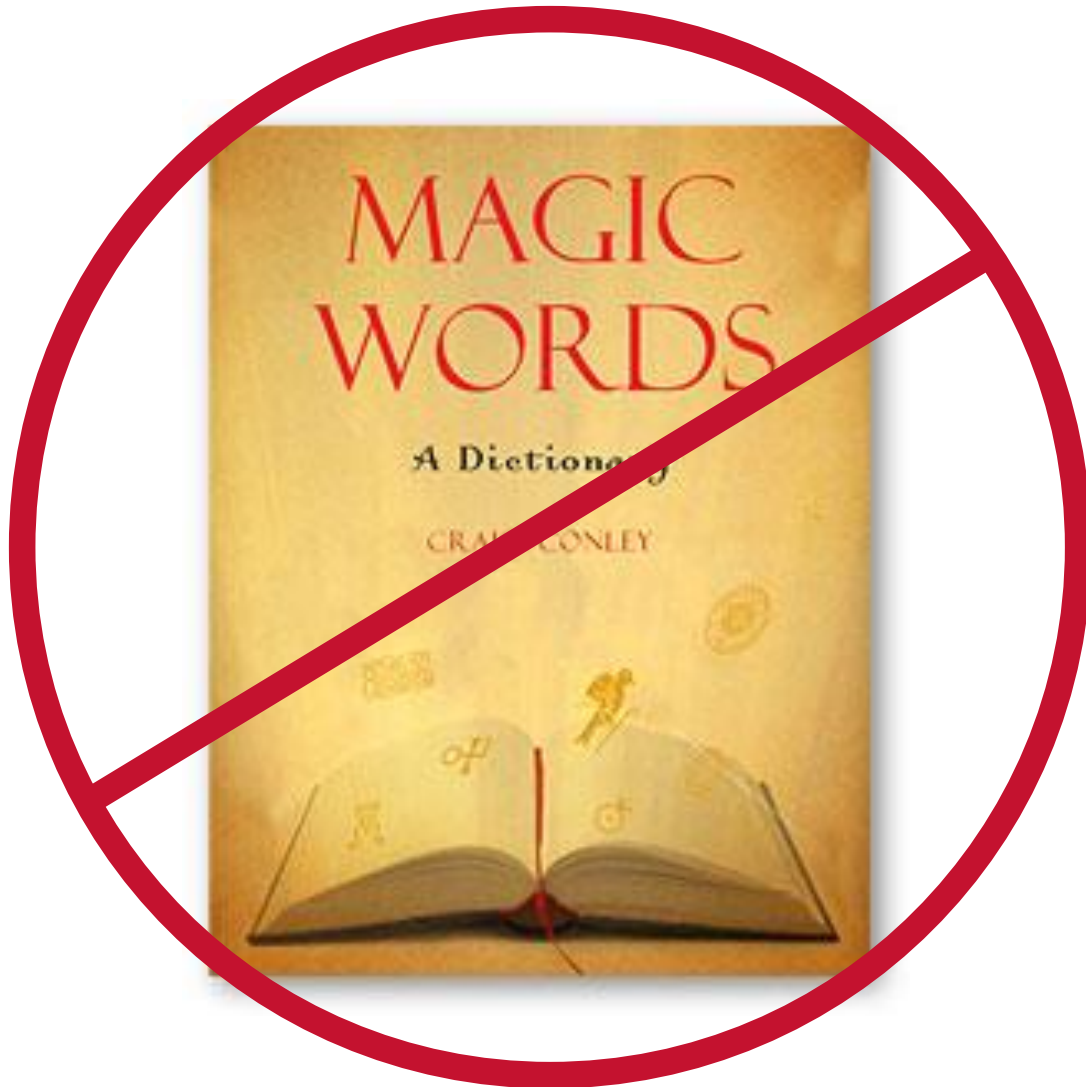




# Skill Building Sessions

- ☐ Improving personal presentation skills.
- ☐ Describing why our organization matters in a brief, powerful way.
- ☐ Building better PowerPoint presentations.
- ☐ Moving target audiences to action.
- ☐ Creating an effective media outreach.
- ☐ Crafting targeted messages
- ☐ Responding to opposition.
- ☐ Understanding how to better connect with policymakers.
- ☐ Telling stories about our work and issue.
- ☐ Evaluating our organization's programs.

# No Magic Words







# Atlanta Agenda – 1.5 days

- **Smart Chart**
  - Develop objective
  - Determine audience
  - Determine strategic choices
  - Determine activities and tactics
- **Two skill sessions**



# For Atlanta

<https://www.surveymonkey.com/r/P5QFRTB>

**Southface Energy Institute  
(241 Pine St NE, Atlanta,  
GA 30308)**



# Next Steps

- Nov. 10-11, Atl.
- Two people
- 1.5 days (Smart Chart & skill building)
- Spitfire coach with TA
- Bring a smart objective





# Thank you!



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