



MP

MOORE PHILANTHROPY

Real-World Insights for Effective Project
Communications
Quarterly Learning Lab for Fiscally Sponsored Projects



Welcome and Introduction

What's a song that makes you dance like no one's watching?

Agenda

1

Project Comms Status Quo

Reflecting on current strategies, goals, processes and best practices.

2

Successful Communication

Goal specific success metrics and implications for strategy.

3

Examples and Case Studies

Learn from successes and failures of your peers.

Project Comms Status Quo

Use the post-its on the whiteboard to write your responses.

What is your core communications goal at the moment? *Awareness, fundraising, event registrations...*



Steffi Krause (she/her)

Who is managing communications for you/at your project and how? *As needed, monthly comms plan, ...*



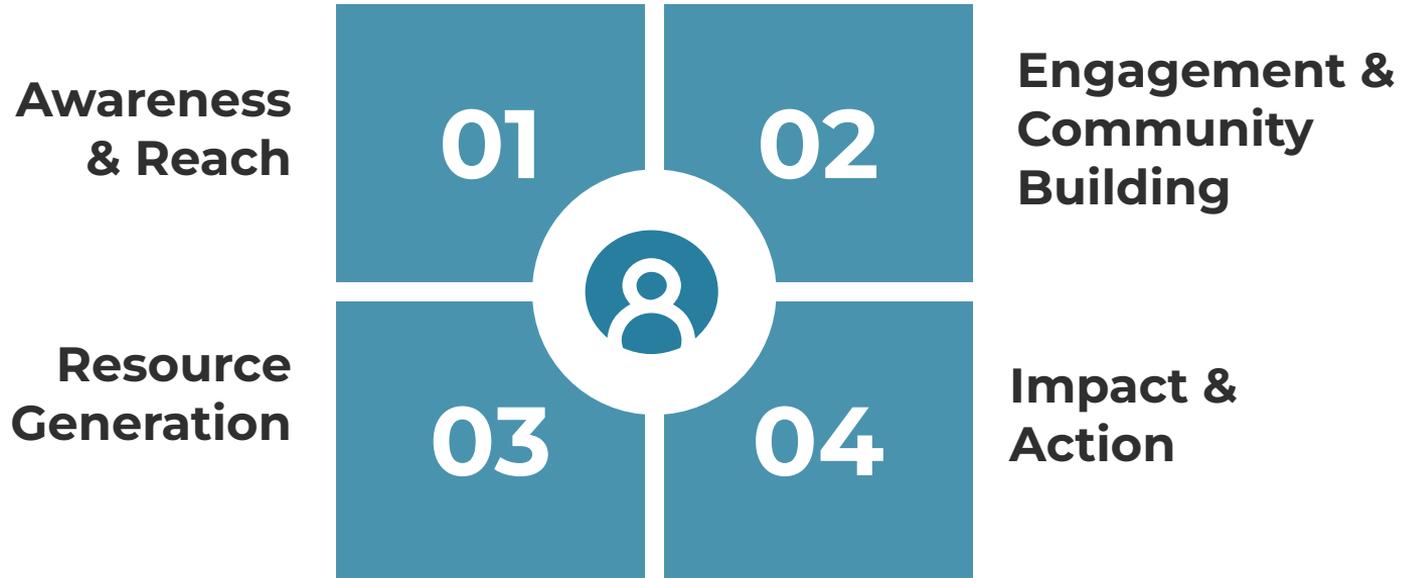
Where are you communicating and how often? *Social Media, LinkedIn, Podcasts, Conferences, Peer Networks, Website-Updates...*



What are 1-3 core challenges for you when it comes to communication? *e.g. time, expertise, finding the right audience, ...*



Dimensions of Successful Communication



Awareness & Reach

Goal: Increase visibility among target audiences

- **Website Traffic**
Increase in visits, particularly to key pages.
Implication: Focus on SEO for relevant local terms, share links actively.
- **Social Media Reach/Impressions**
Getting content seen by more people within your target demographic.
Implication: Use relevant hashtags, partner with local influencers/orgs.
- **Email List Growth**
More people opting in to hear from you.
Implication: Clear sign-up forms on website/social media, offer valuable content.
- **Media Mentions (Local/Niche)**
Being featured in local newspapers, local radio/TV, newsletters or relevant blogs
Implication: Build relationships with local journalists, send targeted press releases for milestones.

Engagement & Community Building

Goal: Building a loyal community around your cause.

- **Social Media Engagement Rate**
Likes, *meaningful* comments, shares, saves per post (quality over quantity).
Implication: Ask questions, run polls, respond to comments, share user-generated content.
- **Email Open/Click-Through Rates**
People opening emails and clicking links.
Implication: Compelling subject lines, clear calls-to-action, segmented lists.
- **Event Attendance (Online/Offline)**
People showing up for webinars, workshops, community meetings, volunteer days.
Implication: Clear event promotion, easy registration, engaging event content.
- **Volunteer/Inquiry Form Submissions**
People actively reaching out to get involved.
Implication: Make contact/volunteer forms prominent and easy to use.
- **Qualitative Feedback**
Comments, testimonials, stories shared by your audience.
Implication: Actively solicit feedback, share testimonials (with permission).



5.6%*

Average Instagram
Engagement Rate

*Key Social Media Benchmarks for Nonprofits:

- Average Instagram engagement rate: 5.6%
- Average Facebook engagement rate: 3.8%
- Average X (Twitter) engagement rate: 3.7%
- Average LinkedIn engagement rate: 2.1%
- Average TikTok engagement rate: 7.5%

Resource Generation

Goal: Driving tangible resources like donations, grants, or in-kind support.

- **Online Donations**
Number and amount of donations originating from website, email, or social media links.
- **Crowdfunding Campaign Success**
Meeting or exceeding goals for specific project funding drives.
- **Grant Application Support**
Communication materials (website, impact stories, annual report snippets) strengthening grant proposals.
- **In-Kind Donation Inquiries**
Receiving offers for needed goods or services prompted by communications.

Impact & Action

Goal: Leading to mission-related outcomes, behavior change, or advocacy action.

- **Program/Service Utilization**
Increase in people accessing your project's services linked to outreach campaigns.
Implication: Targeted outreach in relevant community spaces (online/offline), clear service descriptions.
- **Advocacy Actions Taken**
Number of petition signatures, letters sent to officials, calls made, driven by your calls-to-action.
Implication: Clear, concise action alerts with easy-to-use tools (if possible).
- **Behavior Change**
Anecdotal or survey data showing audience adopting practices (e.g., recycling, health checks, using conflict resolution techniques).
Implication: Clear educational content, success stories illustrating desired behavior.
- **Partnerships Formed**
New collaborations resulting from increased visibility and clear communication of mission/needs.
Implication: Clearly articulate partnership opportunities.



- Your definition of success directly informs your comms strategy.
- Choose 1-3 key metrics that align with your most important project goals. Don't try to track everything at once, especially with limited capacity.
- Think about how you can realistically track these metrics using the tools you already have (website analytics, social media insights, email platform reports, simple spreadsheets).



Thinking back to your core communication goal from earlier, what would success look like for you?

My/Our core goal at the moment is

_____.

Success looks like

_____.

Case Study: Mental Health Media Guide (MHMG)



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What Worked: The Power of High-Quality, Actionable Content

Example: Our Mental Health Media Guide (MHMG)

The MHMG is one of our strongest assets. When people *do* find it, they're consistently impressed by its clarity, thoroughness, and actionable insights—especially sections like Storytelling Tips and Tips by Topic. It frequently becomes a catalyst for deeper engagement and, more importantly, more intentional and accurate mental health storytelling.

Real Impact: For example, *The Eden Express*, a film in pre-production featuring a character with Bipolar Disorder, used curated tips from the MHMG and connected with two of our Coalition partners for direct consultation. This kind of resource-to-practice impact is exactly what we aim for.

Why It Worked:

- Deep, evidence-informed content.
- Tone that is supportive, not prescriptive.
- Practical, real-world examples tailored to storytelling contexts.

Case Study: Mental Health Media Guide (MHMG)

What Didn't Work: If You Build It, They (Might Not) Come

The MHMG is incredible *if* you can find it, *if* you understand what it's for, and *if* you have the time to dig through it. That's a problem—especially for an initiative that centers audience empathy.

Missed Opportunity: Most storytellers don't self-identify as doing “mental health storytelling.” Unless they're already part of our ecosystem, they're not likely to stumble upon the guide, let alone realize its relevance to them.

Common Barriers:

- No clear use case for how or when to engage with it.
- Buried in a dense website without strong pathways in.
- Doesn't meet people where they are (e.g., tight deadlines, specific scene questions, fast-paced production cycles).

Key Takeaway: You can't just build a brilliant resource and expect it to succeed.

Communication is design.

To change behavior, you must design for discovery (how people find it), relevance (why they care), and usability (what makes it stick). Otherwise, even your best content becomes a hidden gem—appreciated only by those already in the know.

Case Study: Latinas Represent Donation



Happy Birthday Stephanie

In honor of our Executive Director's upcoming 34th birthday, consider making a tax-deductible donation of \$34 as we countdown to April 18.

LATINAS REPRESENT

latinasrepresent

In celebration of our incredible Executive Director, Stephanie Gabriela Lopez's 34th birthday, April 18, we invite you to donate \$34. We are thankful for her fierce leadership. 🌟

To donate, visit LatinasRepresent.org/donate.

[#LatinasRepresent](#) [#LatinaLeaders](#) [#RepresentationMatters](#) [#Donate](#) [#HappyBirthday](#)

4w

lovelorena Happy Birthday Stephanie! 🌟🎂🎉❤️

4w 1 like Reply

— View replies (1)

fabiolabedoya_ 🎂🔥 happy birthday to you!

4w 1 like Reply

— View replies (1)

14 likes
April 14

Add a comment...

Post

Case Study: Latinas Represent Donation

83% of electronic donations made in 2025 came in within 10 days of this post



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April 14

Add a comment...

Post

Case Study: Narrative & Storytelling

MESSAGING THIS MOMENT:

A HANDBOOK FOR
PROGRESSIVE
COMMUNICATORS



CENTER *for*
COMMUNITY CHANGE

1. EQUALITY TEXAS WEBSITE

In Texas we embrace hard work, the belief in opportunity for all, and treating others like we want to be treated. →

Discrimination toward anyone, including gay and trans-gender people → is out of line with values Texans hold dear. →

All Texans should have the rights to provide for themselves and their families, to live in a safe place and to access public spaces, safely and without fear of losing these rights because of who they are or whom they love. →

Though we believe that everyone should be treated equally, → our laws do not always reflect that belief.

-
- Begins in shared value, evokes the Golden Rule.
 - Names the problem actively.
 - Frames the problem in opposition to the shared value, not simply harmful to certain individuals.
 - Says what they're for, not just what they're against.
 - Returns to a shared value.

Case Study: Putting our best URL forward

**BLACK
GIRL**
SCHOLARSHIP FUND



KOO
**KAYODE
OLUSEUN
OKUNOREN**

LEGACY FUND

MUN





Take a look at the other project websites and collect gems to take away.

I like....

It's easy to...

**What appeals to
me is...**

A photograph of a woman and a young boy looking at each other, overlaid with a blue tint. The woman is on the right, wearing a dark, textured sweater, and the boy is on the left, wearing a striped shirt. The text "Q & A" is centered in white, bold font.

Q & A

Discuss in your group

- Where does your communication assume too much knowledge or too much time?
- What barriers exist between your audience and your best resource?
- What is something you heard or saw today that you want to try out? What inspired you?

Closeout

