



MP

MOORE PHILANTHROPY

SMART COMMUNICATIONS FOR SMALL TEAMS

February 27, 2025

Agenda

This Learning Lab will cover:

1. Introduction
2. Purpose of Nonprofit Communications
3. Common Communications Terms Defined
4. Creating a Quick and Effective Communications Plan
5. Measuring Success
6. Editorial Calendars
7. Creating Compelling Content (VPSA Framework)
8. Resources
9. Questions



ABOUT

Emerson Soto

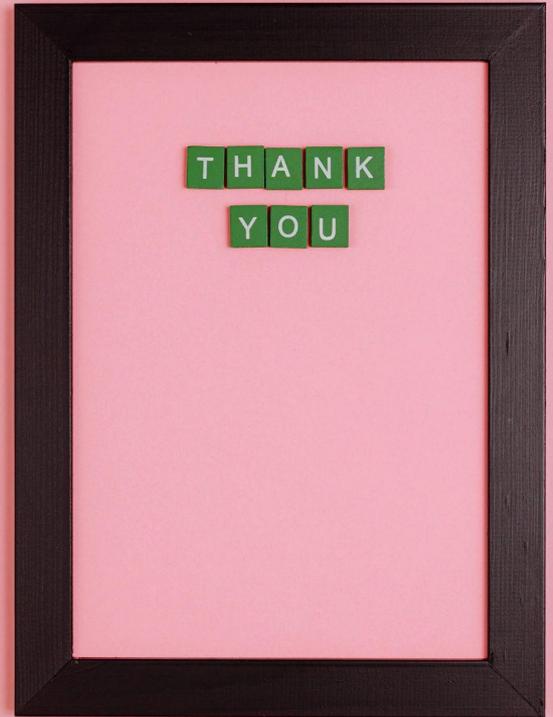
Founder and President,
Emerson Soto Consulting

Director of Communications
and Philanthropic
Engagement,
Moore Philanthropy

SPECIAL THANKS

Thanks to **Nonprofit Marketing Guide** and **The Opportunity Agenda**. Their approach and resources power our presentation today. Learn more:

- nonprofitmarketingguide.com
- opportunityagenda.org





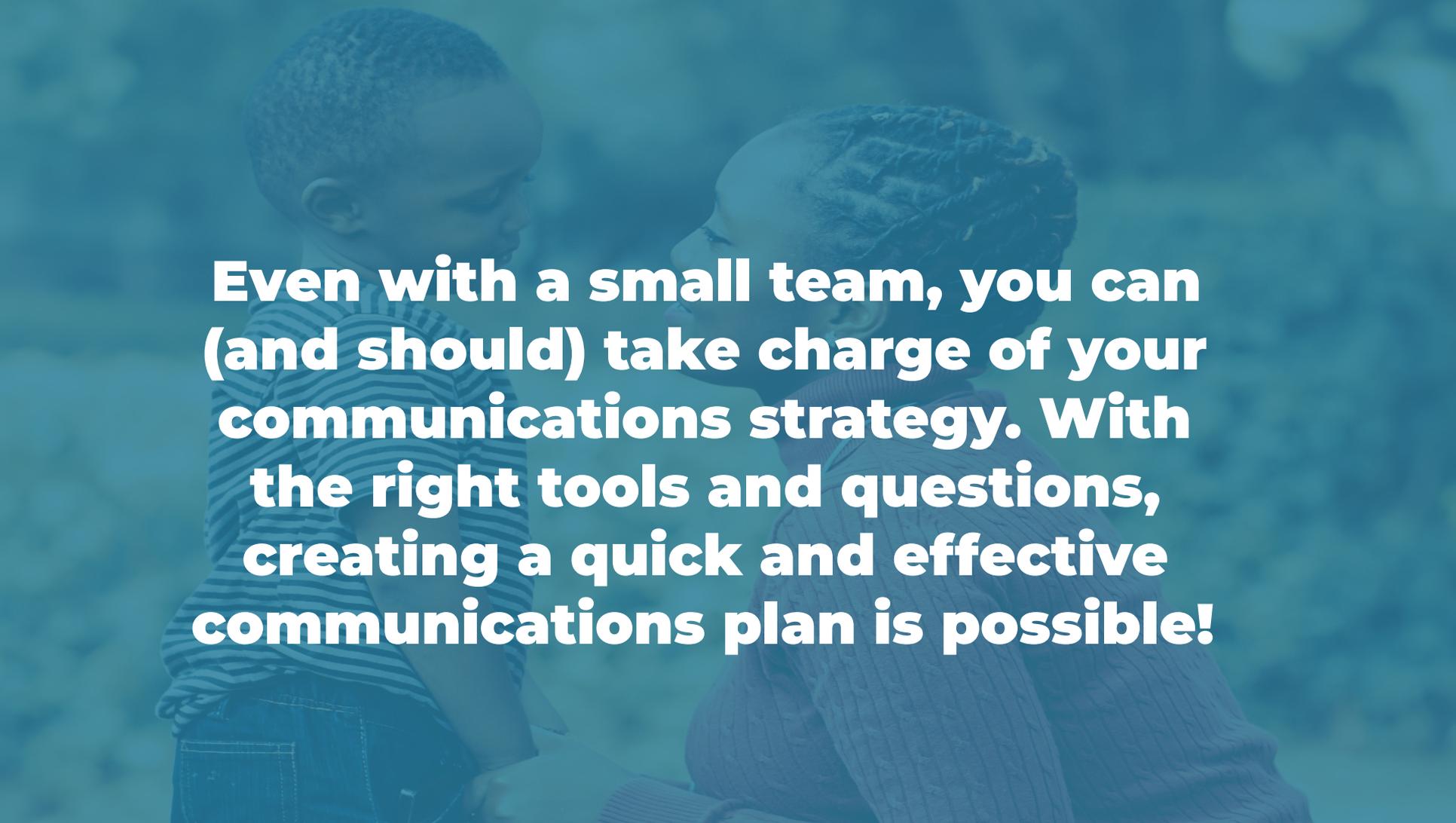
WHAT IS THE PURPOSE OF NONPROFIT COMMUNICATIONS?

PURPOSE OF NONPROFIT COMMUNICATIONS

- Raising awareness
- Building and cultivating relationships with community
- Engaging in advocacy
- Mobilizing action
- Promoting transparency and accountability around your work

What makes nonprofit communications different?

Rather than driving sales, nonprofit communications inspires action and emphasizes mission-driven impact.

A photograph of a woman and a young boy looking at each other, overlaid with a blue tint. The woman is on the right, and the boy is on the left. They are both looking towards each other. The text is centered over the image.

Even with a small team, you can (and should) take charge of your communications strategy. With the right tools and questions, creating a quick and effective communications plan is possible!



Common Communications Terms Defined

Common Communications Terms

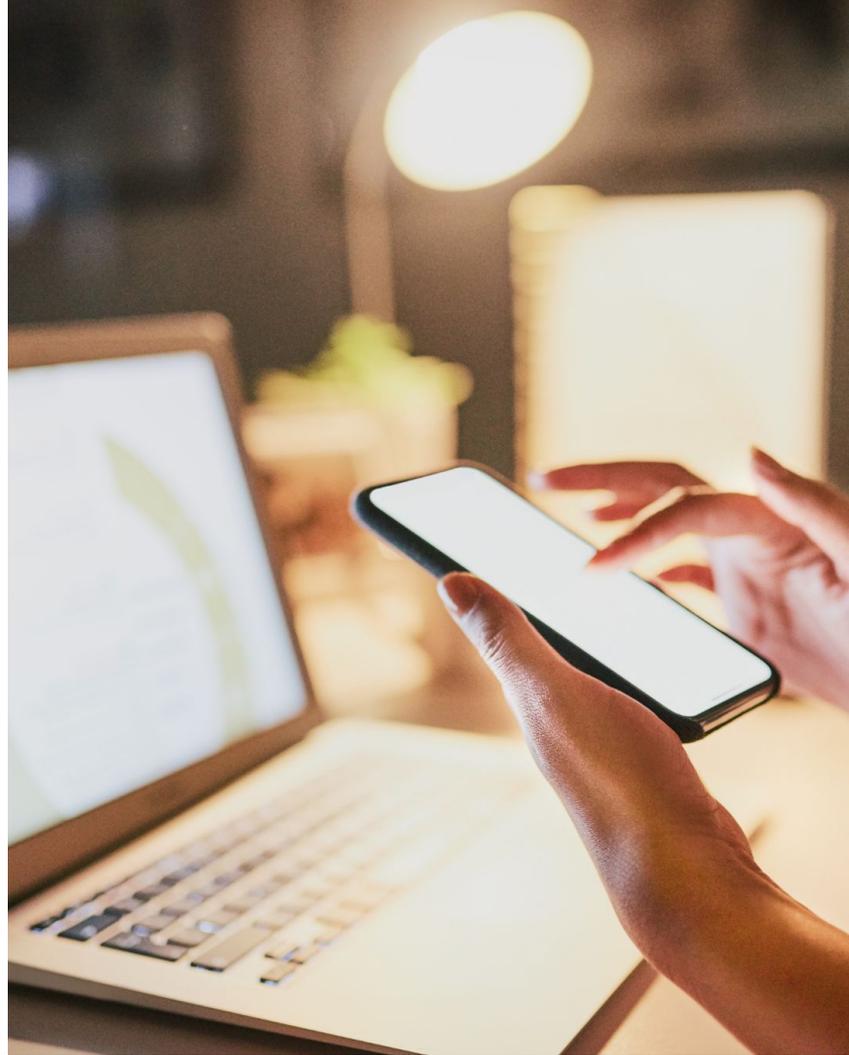
TERM	DEFINITION	EXAMPLES
EARNED MEDIA	“FREE” MEDIA: Publicity gained through interactions with your audiences and media platforms.	Press Coverage; Social Media Mentions; Mentions in Blog Posts; Organic Search Traffic
PAID MEDIA	PAID ADS + PLACEMENTS: Any form of advertising where you pay for placement to amplify reach and target specific audiences	Social Media Ads; Newspaper Ads; Google Ads; Billboards; Influencer Marketing; Paid Search
OWNED MEDIA	MEDIA THAT YOU CONTROL: Any platforms or channels controlled by your nonprofit	Your website, social media, and print publications
AUDIENCE	SPECIFIC GROUP OF PEOPLE: Targeted by messaging with intention to get them to act.	Defined by demographics, behaviors, and interests. Example,
MESSAGE	CLEAR, RELEVANT STATEMENTS: Designed to inform, engage, and inspire stakeholder to take action.	Statements must be rewarding, realistic, real-time, responsive, revealing, and refreshing.



CREATING A QUICK AND EFFECTIVE COMMUNICATIONS PLAN

Why Create a Communications Plan?

A communications plan will help you direct and give insight into what, why, and how you should engagement with your target audience and how you'll want them to act. It keeps you focused on your goals and serves as a roadmap you to stay on track.



A quick communications plan always boils down to three questions...

- 1) **Who Are We Trying to Reach?** *(no, not the “general public” - drill down and be specific)*
- 2) **What’s Our Message to Those People?** *(includes your call to action)*
- 3) **How Do We Deliver That Message to Those People?** *(pick the right communications channels)*
- 4) **So What?** *(why should this message or call to action matter to your target audience?)*
- 5) **Why now?** *(How can you create some urgency so people will pay attention now?)*

Whenever you need to create a quick communications plan, immediately ask these questions (and keep asking them!) throughout your project.

Source: [Nonprofit Marketing Guide Video: Quick and Dirty Marketing Plan](#)

1) Who Are We Trying to Reach?

Audience Examples

- Local Community Members (*e.g. people who live in Astoria*)
- Active Donors (*e.g. gave this year*)
- Lapsed Donors (*e.g. gave last year, not this year*)
- Prospective Donors (*e.g. current volunteers*)
- Potential Volunteers (*e.g. retired teachers in Arizona who value educational equity*)
- Youth Advocates (*e.g. public school students of color in Arizona aged 12-18 who participate in tutoring programs*)
- Program Participants

2) What's Our Message to These People?

Source: [Nonprofit Marketing Guide Video: Quick and Dirty Marketing Plan](#)

- Always start by thinking about your call to action - what do you want your audiences to do?
- Your messaging has to be relevant to that specific audience.
- To determine relevance, think about the 6Rs:
 - Rewarding
 - Benefits of following through on the call to action
 - Realistic
 - Barriers to act addressed
 - Real-Time
 - Ask makes sense for what's currently happening
 - Responsive
 - Response to what's happening and audience needs
 - Revealing
 - Sharing something new or interesting
 - Refreshing
 - Authenticity

3) How Do We Deliver That Message to These People?

- Always start by thinking about what the right communications channels are.
- Most nonprofits will use these channels:
 - Email
 - Website
 - Media Relations
 - Social Media
 - Direct Mail
 - Events

4) So What?

- Why does this matter to your audience personally? (e.g., How does their experience connect to this issue?)
- What impact can they have? (e.g., What difference will their involvement make?)
- How does this align with their values or past work? (e.g., Why should they care?)

5) Why Now?

- What is happening currently that makes this urgent? (e.g., Are there upcoming decisions, deadlines, or crises?)
- What could be lost if they don't act? (e.g., Will students lose resources or opportunities?)
- What is the immediate next step they can take? (e.g., How can they quickly get involved?)

Example

Scenario: You need to increase the number of volunteer tutors who sign up online.

1) Who Are We Trying to Reach?

Retired public school teachers in Arizona who previously engaged with our work and care about educational equity.

2) What's Our Message to Those People?

Your experience in the classroom can make a difference. Join us in supporting students access opportunities and advocating for educational equity in Arizona.

3) How Do We Deliver That Message to Those People?

Email outreach; LinkedIn; Facebook; Flyering at local businesses, churches, and community centers; Newspaper ads

4) So what?

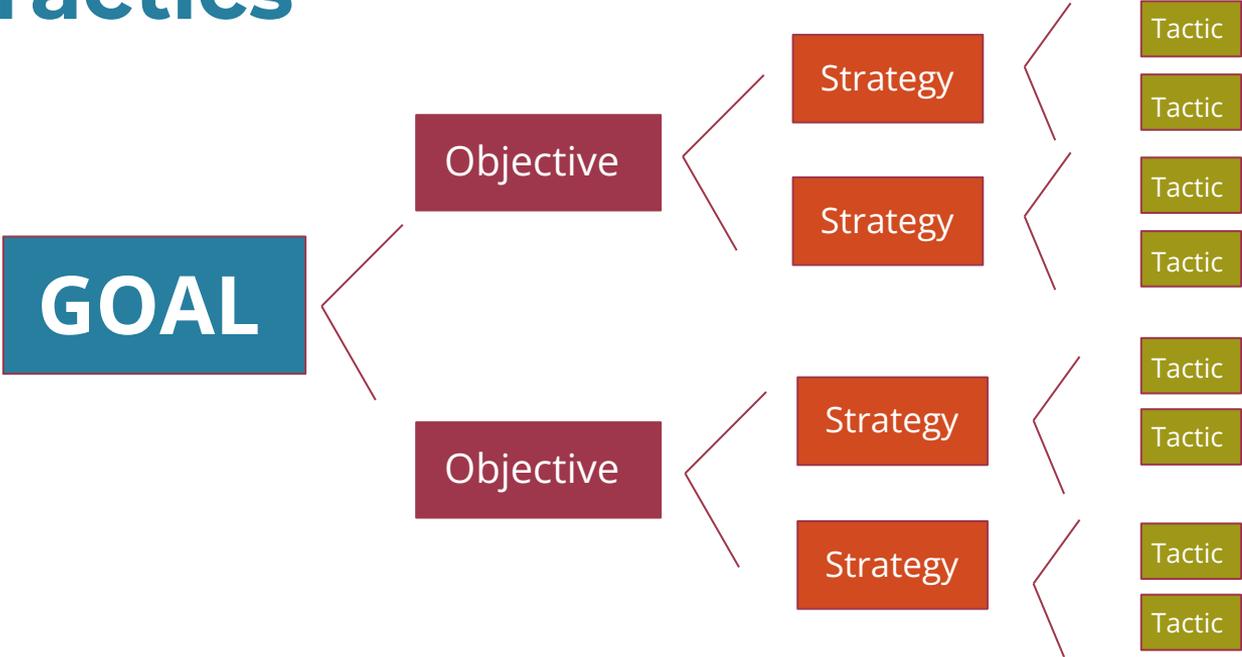
Retired teachers know the challenges students face. Their experience and mentorship can help guide students to success and create real change in educational outcomes.

5) Why Now?

Arizona's schools are facing urgent policy and funding challenges. Teachers' voices are needed now to protect and expand opportunities for underserved students.

Source: Nonprofit Marketing Guide: Quick and Dirty Marketing Plan Worksheet

Goals, Objectives, Strategies, and Tactics



Goals vs. Objectives Defined

GOALS	OBJECTIVES
<p>The broad outcomes you seek via communications</p> <p>Provide overall direction</p>	<p>SMART* actions you take to achieve a goal</p> <p>Short-term “mini goals” that work towards your long-term outcome</p>

[Source: Nonprofit Marketing Guide](#)

***Specific, Measurable, Achievable, Resourced, and Time-Bound**

Examples

GOALS	OBJECTIVES
Increase awareness about your Project's work	Organize a open house every quarter to discuss key updates related to your project, targeting at least 100 community members and leaders per session.
Increase online donations	Implement a quarterly fundraising campaign to target community members and leaders, raising \$500 by the end of the year.
Build an engaged network of volunteers	Create a volunteer engagement program, including training and appreciation events within the year.

Strategies vs. Tactics Defined

STRATEGIES	TACTICS
<p data-bbox="112 551 948 649">High-level plans to help achieve your overarching goals</p> <p data-bbox="112 709 917 808">Connects your tactical work to your larger goals</p>	<p data-bbox="991 493 1754 642">The tools and methods you use to pursue the objectives associated with your strategy</p> <p data-bbox="991 704 1806 904">Include communications channels like email, PR, and social media, as well as specific types of content like storytelling, infographics, blogs etc.</p>

Examples

STRATEGY	TACTICS
<p>Leverage digital storytelling to highlight impact stories related to your project</p>	<p>Partner with local influencers to share personal testimonials</p> <p>Interview individuals with lived experience and share their stories in video and written formats</p> <p>Create a monthly "Story Spotlight" series for Instagram</p>

Examples

STRATEGY	TACTICS
<p>Strengthen donor relationships through personalized communication</p>	<p>Send handwritten thank-you notes to major donors within two weeks of their contributions.</p> <p>Implement an email series that provides impact updates and testimonials every quarter.</p> <p>Host an exclusive virtual Q&A session with program leaders for recurring donors.</p>

Examples

STRATEGY	TACTICS
<p>Mobilize volunteers to take action through grassroots advocacy</p>	<p>Develop a digital toolkit with email templates and social media graphics for advocates.</p> <p>Launch a "Call Your Reps" campaign with automated scripts and contact information.</p> <p>Organize a social media storm on key legislative dates using a dedicated hashtag.</p>

GOAL PROMPTS

Some questions to get you thinking about creating your own communications goals...

- What are the most pressing issues your project currently faces that can be addressed through improved communication?
- What specific areas of your project's impact do you want to enhance through your communications (e.g., donor engagement, volunteer activity)?
- What specific actions do you want your audience to take after engaging with your content (donate, volunteer, advocate)?
- Who are your core and potential new audiences, and what messages do they need to hear to be inspired to act?

COMMUNICATIONS GOALS FOR NONPROFITS

When in doubt, turn to these...

[Source: Nonprofit Marketing Guide](#)

Engagement and Awareness Building

- Inspire community involvement and engagement with our work
- Increase awareness and understanding of our work
- Advocate for our issues to influence perspectives and drive change

Brand and Leadership

- Enhance the organization's brand and manage its reputation
- Establish our staff as thought leaders
- Strengthen internal communication with staff and board members

Program Recruitment

- Attract and engage participants for our programs and services
- Expand our membership by recruiting and supporting members
- Engage and mobilize volunteers to assist in program delivery

Fundraising

- Encourage small to mid-level individual donations
- Improve major donor acquisition
- Support the success of fundraising events

OBJECTIVES PROMPTS

Some questions to get you thinking about creating your own SMART communications objectives...

- What specific actions do you want your audience to take?
- How will you measure success? What is a doable percentage increase in digital engagement (likes, comments, newsletter opens etc.)?
- How many new donors, volunteers, or supporters do you want to reach through your communications?

COMMUNICATIONS OBJECTIVES FOR NONPROFITS

When in doubt, turn to these...

- Secure X new subscribers, followers, volunteers, or program participants
- Organize X events per year
- Launch a quarterly newsletter
- Implement a quarterly fundraising or storytelling campaign
- Create a volunteer or advocate engagement program by the end of the year
- Increase social media likes and comments
- Secure X media placement per quarter
- Increase website traffic by 10% by the end of the year
- Produce X impact video
- Publish X blogs
- Increase program or volunteer enrollment by # individuals
- Increase email open rates by X%

STRATEGIES PROMPTS

Some questions to get you thinking about creating your own communications strategies...

- What are the most effective communications channels (social media, email, press, events, etc.) for reaching your audience?
- How can you use storytelling (blogs, videos, testimonials, case studies) to make your message more compelling?
- What partnerships or collaborations (media, influencers, other organizations) could amplify your reach?
- What resources (staff, budget, tools) do you need to successfully execute your efforts?

COMMUNICATIONS STRATEGIES FOR NONPROFITS

When in doubt, turn to these...

[Source: Nonprofit Marketing Guide](#)

- **General Advertising:** Placement of content into online, print, and broadcast channels.
- **Content Marketing:** Engaging audiences by creating and distributing content they find especially valuable and relevant.
- **Event or Experience Marketing:** Leveraging events or participatory experiences to promote your programs and services.
- **Search Marketing:** Gaining traffic and visibility from search engines through SEO or paid advertising.
- **Word of Mouth:** Verbal or written recommendations or testimonials to be shared from one person to another.
- **Influencer or Ambassador Marketing:** Creating relationships with people with special influence or access to a broader group of people you wish to reach.

TACTICS PROMPTS

Some questions to get you thinking about creating your own communications tactics...

- What specific content types (videos, blogs, social media posts, newsletters) will you create to reach your audience?
- How will you distribute your content (e.g., social media scheduling, email campaigns, media pitches, community events)?
- What engagement tactics (polls, Q&As, giveaways, partnerships) will you use to encourage interaction?
- How often will you communicate with your audience (daily social posts, weekly emails, monthly reports)?
- What tools or platforms (Canva, Mailchimp, Hootsuite, Google Ads) will help you execute your tactics effectively?

COMMUNICATIONS TACTICS FOR NONPROFITS

When in doubt, turn to these...

[Source: Nonprofit Marketing Guide](#)

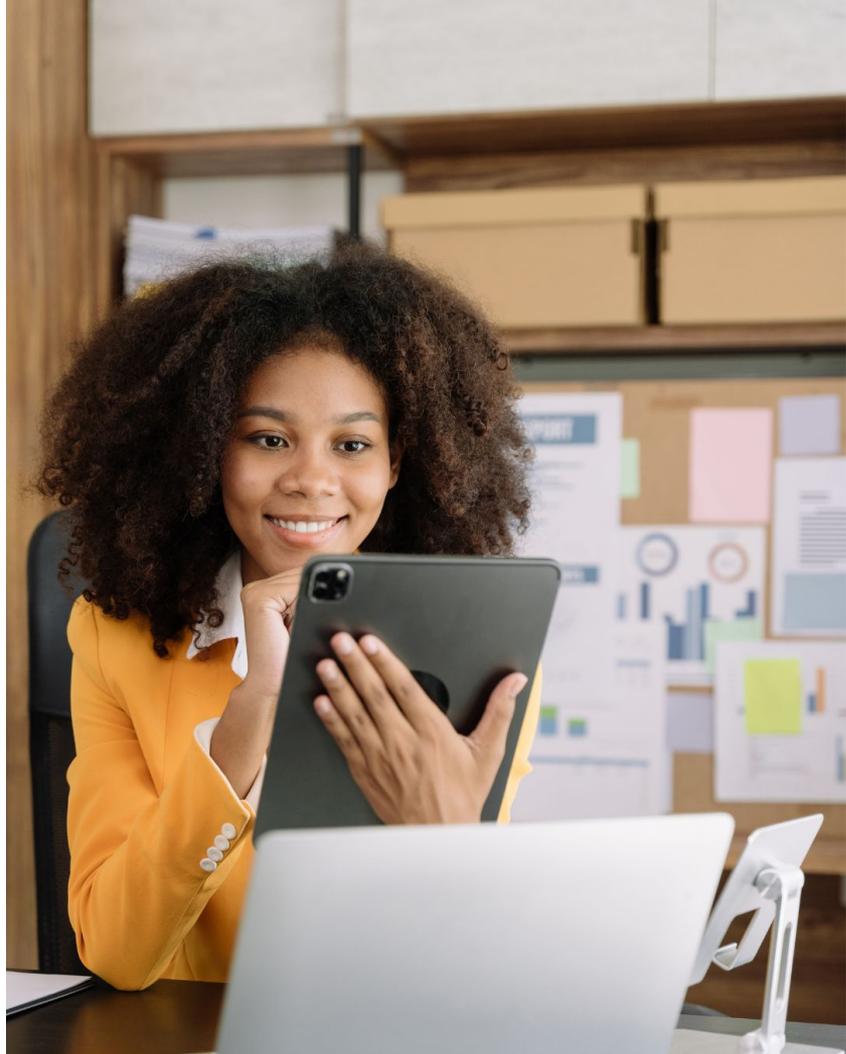
- Website
- Blog
- Email appeals, updates, and invitations
- Email newsletters
- Social media
- Print appeals, updates, and invitations
- Print newsletters
- Mobile apps
- Direct messaging and texting
- Earned media
- Syndication and guest writing
- Content curation and synthesis
- Video and audio
- Graphics and infographics
- Photography
- Signage, posters, banners
- Storytelling
- Problem-solving tools
- Downloads, case studies, how to guides
- Testimonials
- Brochures, flyers, pamphlets
- Displays and booths
- Events
- Public speaking
- Contests, gamification, competitions
- Listening and data collection

Comprehensive Nonprofit Communications Plan

- Goals
- Objectives
- Strategies
- Tactics
- Stakeholders & Roles
- Audiences
- Platforms
- Key Messages
- Budget
- Timeline
- Metrics/Evaluating Success

Resources:

- Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan by Sally J. Patterson, Janel M. Radtke
- Nonprofit Marketing Guide's Communications Director Mentoring Program



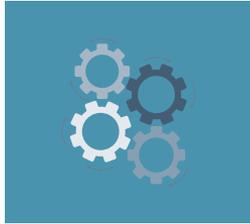
Benchmarks and Measuring Success

In your communications plan, it is important to set specific metrics in advance for how you will measure success.

This is how you will know whether your strategies and tactics were effective, so you can adjust them in the future.

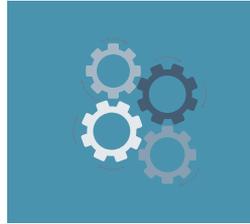
Examples: Awareness Metrics

If your **GOAL** is raising awareness about your project, consider choosing these metrics to evaluate success:



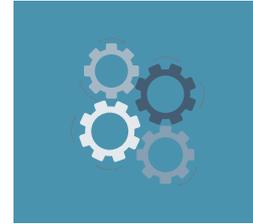
Media Mentions

Number of times your nonprofit is mentioned in news outlets, blogs etc.



Website Traffic

Number of visitors to your website

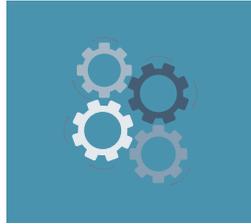


Social Media Impressions

How often your posts appear on social media feeds

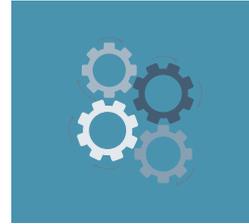
Examples: Engagement Metrics

If your **GOAL** is engaging your audience in your content, consider choosing these metrics to evaluate success:



Social Media Engagement

Likes, shares, comments, and other interactions on your social media posts.

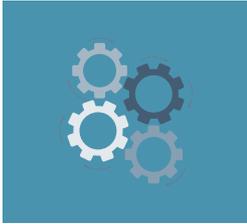


Email Open & Click-Through Rates

How many people open and engage with your emails

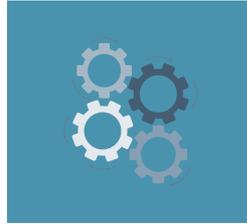
Examples: Conversion Metrics

If your **GOAL** is mobilizing your audience to take specific actions, consider choosing these metrics to evaluate success:



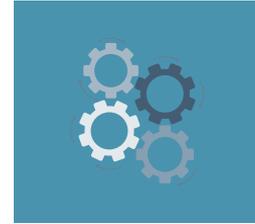
Donations

The total amount of funds raised through communications channels



Volunteer Sign-Ups

Monitor the number of new volunteers who sign up through your communications efforts



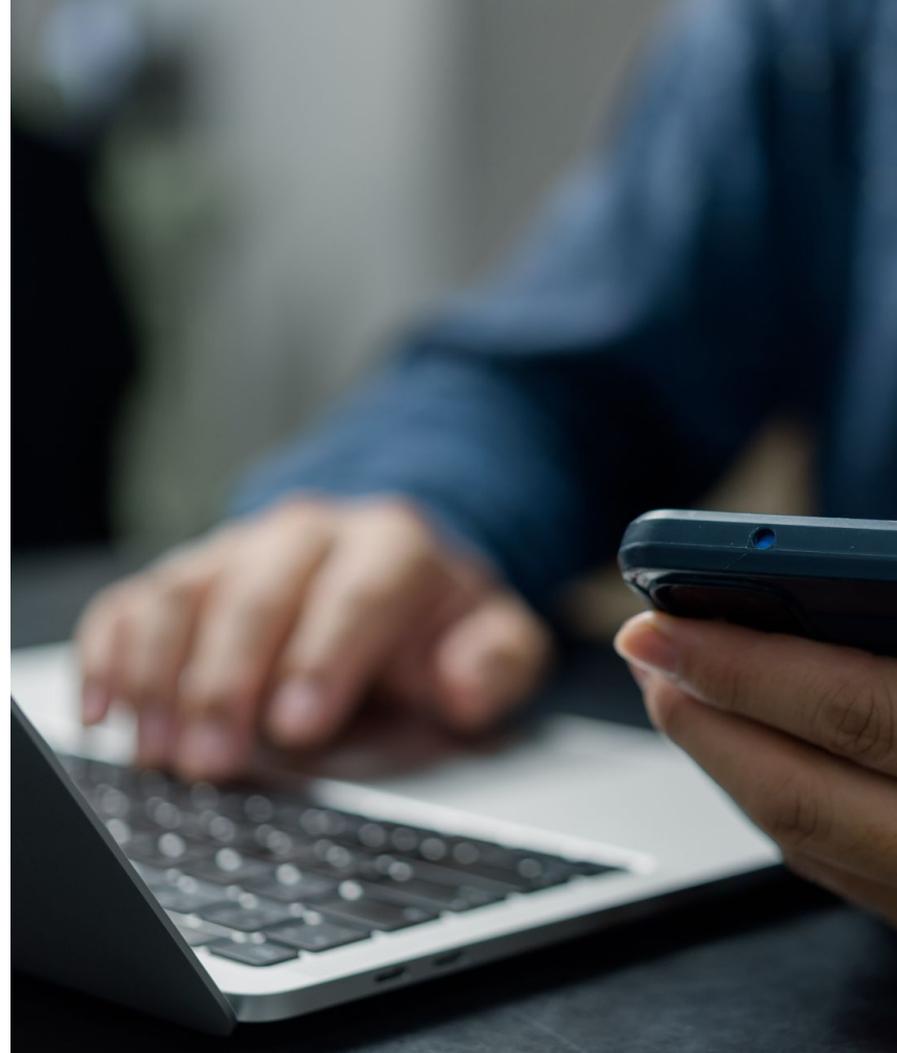
Advocacy Actions

The number of petitions signed, calls made to legislators, or other advocacy-related actions taken by your supporters

Taking On New Initiatives

At some point, you will be asked to respond to or launch a new communications initiative (e.g. a program asking for their own social accounts, launching a new blog, responding to something in the media).

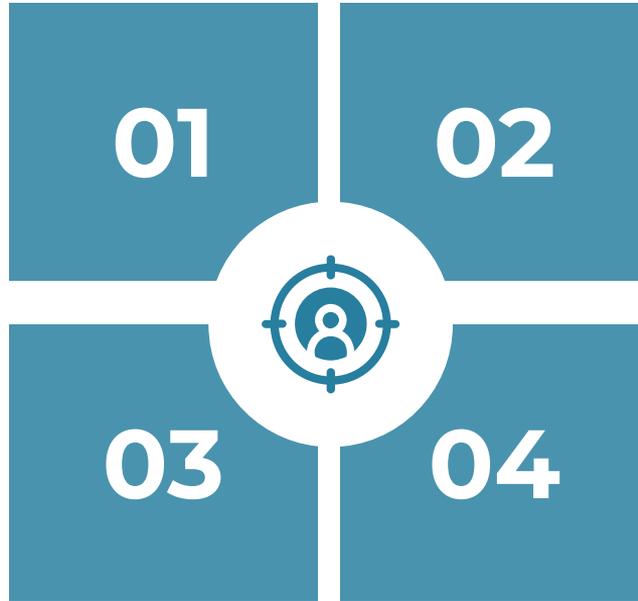
How do you decide whether to say yes or no?



You don't have to say yes to all requests, especially when you have a small team. To decide, consider these questions:

Will it help achieve any of our communications goals? Does it fit into any of our communications strategies?

Will the message resonate with our target audiences?

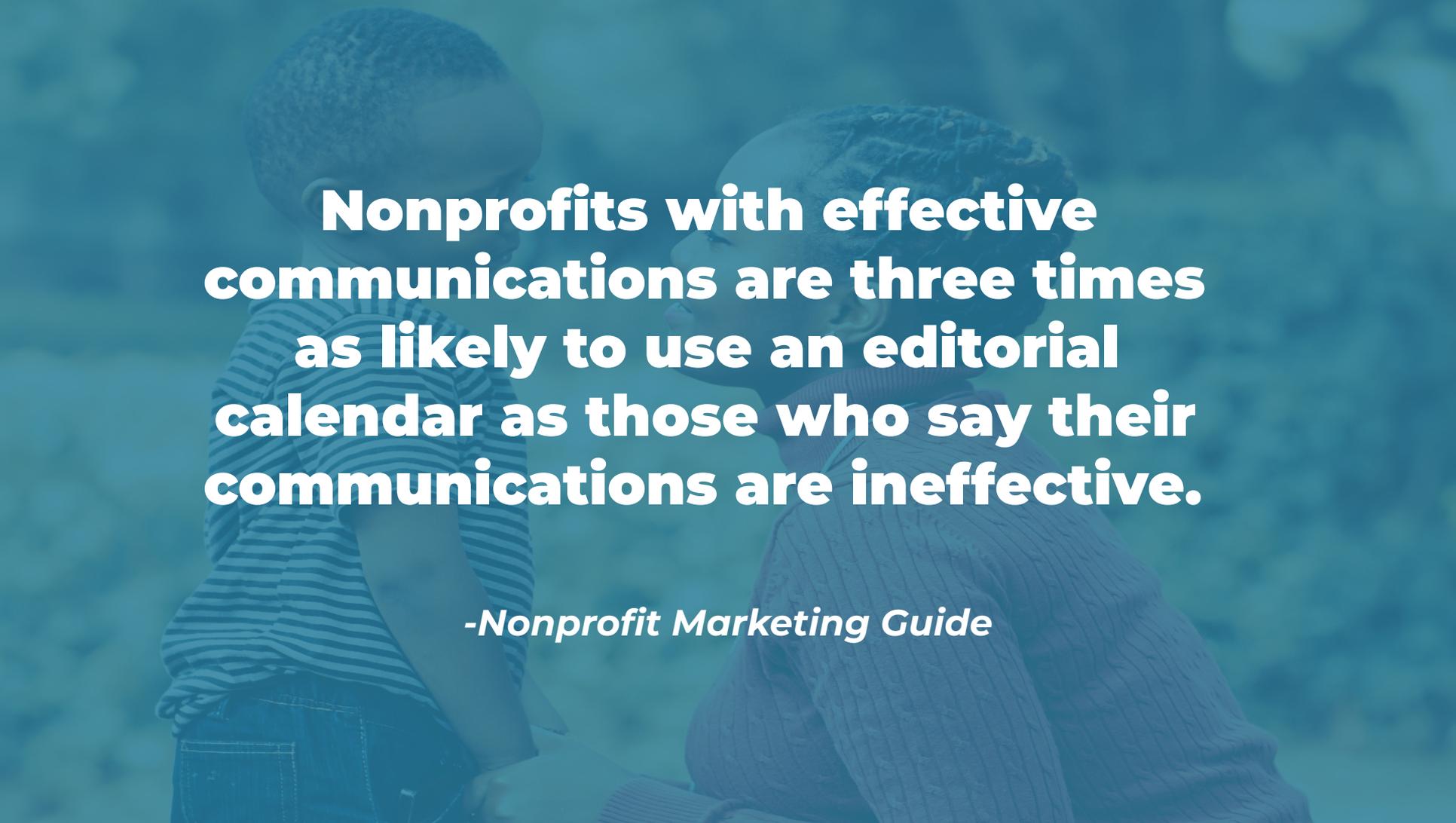


Will it be shared on the right platforms and/or outlets?

How much time will it take? Do I have the budget and resources to make it a priority?



EDITORIAL CALENDARS

A woman and a young boy are shown in profile, looking at each other. The woman is on the right, wearing a dark, textured sweater. The boy is on the left, wearing a striped t-shirt and jeans. The entire image is overlaid with a semi-transparent blue filter. The text is centered over the image.

Nonprofits with effective communications are three times as likely to use an editorial calendar as those who say their communications are ineffective.

-Nonprofit Marketing Guide



Why Create an Editorial Calendar?

An editorial calendar ensures you are proactive - rather than reactive - in planning your content.

Why Are Editorial Calendars Important?

Editorial Calendars answer:

- **WHERE** is the content getting published?
 - *Which platforms and channels?*
- **WHEN** is the content getting published?
 - *What dates? Keep in mind holidays, special months/weeks, and your organization's own timeline and events*
- **WHAT** is the content about?
 - *What are your main messages?*

An editorial calendar is your roadmap. It is a tool to manage and schedule the publication of content across multiple channels.

How Do I Create an Editorial Calendar?

- Use Excel, Trello, Asana, Google Calendars, or any other project management program that your nonprofit uses.
- Consider a yearly, monthly, and/or weekly calendar.

KEY SECTIONS

- Month/Date
- Holiday/Milestone (if applicable)
- Action/Ask
- Medium/Channel
- Lead/Who's Responsible

Example: Yearly Editorial Calendar

Month	Date	Holiday/Milestone	Meaning and Alignment	Action	Lead
January					
	1/1/2020	New Years Day	Celebration of the new year. A great way to communicate Organization's focus for the new year.	Digital Media Amplification	
	1/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	1/20/2020	Martin Luther King Day	the ways its carrying out his legacy.	Digital Media Amplification	
	1/27/2020	Hope Count	Organization can connect its work to this effort or participate.	Digital Media Amplification	
February					
	2/1/2020	Black History Month	history. Great way to highlight African Americans who've had a deep impact in Organization's	Ongoing Digital Media Amplification	
	2/14/2020	Valentine's Day	An annual celebration of love. Great way to thank donors.	Email	
	2/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	2/20/2020	World Day of Social Justice	Organization centers its work through a social justice lens.	Digital Media Amplification	
March					
	3/1/2020	Bi-Annual Newsletter	Stewardship Piece	Print Newsletter	
	3/1/2020	Women's History Month	staff and clients overcome adversity.	Digital Media Amplification	
	3/8/2020	International Women's Day	the intersection of substance use, child welfare involvement, and its impact on the lives of	Digital Media Amplification	
	3/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	4/5/2020	National Drug & Alcohol Facts Week	society. Great way to educate audiences on these myths through Organization's lens and	Digital Media Amplification	
	3/31/2020	Women's History Month Event	An event by Organization that will showcase women who have overcome adversity.	Event	
April					
	4/1/2020	Multi-Channel Fundraising Campaign (Spring)	Fundraising Campaign	Multi-Channel Fundraising Campaign	
	4/1/2020	Child Abuse Prevention Month	can share resources on how to support families impacted by child abuse.	Digital Media Amplification	
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	4/7/2020	World Health Day	issue. Organization can educate audiences on health challenges and disparities.	Digital Media Amplification	
	4/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	4/22/2020	Earth Day	any activities, great way to highlight on digital media.	Digital Media Amplification	
	4/30/2020	National Reentry Week	successful reentry. Organization can highlight how it serves people with conviction histories and	Digital Media Amplification	
May					
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	5/1/2020	Mental Health Month	approach to mental health and wellness.	Digital Media Amplification	
	5/1/2020	International Workers' Day	in the workplace and its employment services.	Digital Media Amplification	
	5/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	Digital Media Amplification	
	5/10/2020	Mother's Day	Program through storytelling.	Email	
	5/18/2020	SAHMSA National Prevention Week	mental health. Organization can promote its approach to substance use prevention and positive	Digital Media Amplification	
	5/25/2020	Memorial Day	Forces. Organization can commemorate the holiday through storytelling and highlighting its	Digital Media Amplification	

Example: Weekly Editorial Calendar

	A	B	C	D	E	F	G	H
1		Email Newsletter	Email Appeals	Direct Mail Appeals	Facebook		Twitter	
2	Week of Feb 1							
3		Lead:		Ask:	M:	M:	M:	M:
4		2:			T:	T:	T:	T:
5		3:			W:	W:	W:	W:
6					Th:	Th:	Th:	Th:
7					F:	F:	F:	F:
8	Week of Feb 8							
9		Lead:	Ask:		M:	M:	M:	M:
10		2:			T:	T:	T:	T:
11		3:			W:	W:	W:	W:
12					Th:	Th:	Th:	Th:
13					F:	F:	F:	F:
14	Week of Feb 15							
15		Lead:			M:	M:	M:	M:
16		2:			T:	T:	T:	T:
17		3:			W:	W:	W:	W:
18					Th:	Th:	Th:	Th:
19					F:	F:	F:	F:
20	Week of Feb 22							
21		Lead:	Ask:		M:	M:	M:	M:
22		2:			T:	T:	T:	T:
23		3:			W:	W:	W:	W:
24					Th:	Th:	Th:	Th:
25					F:	F:	F:	F:
26	Week of Feb 29							
27		Lead:			M:	M:	M:	M:
28		2:			T:	T:	T:	T:
29		3:			W:	W:	W:	W:
30					Th:	Th:	Th:	Th:
31					F:	F:	F:	F:

Source: Nonprofit Marketing Guide



CREATING COMPELLING CONTENT



How Do I Create Content That Resonates?

Put yourselves in the shoes of your audience. Think about what will compel them to recognize a problem and take action.

Use the VPSA Framework

Value at Stake

Problem

Solution

Action

Source: Opportunity Agenda

VP SA Framework

Value at Stake

- Why should your audience care?
- What's important to you and your audience?

Problem

- Frame problem as a threat to mentioned values
- Use numbers to frame the problem
- Put your problem into broader context by showing human stories

Solution

- Propose solutions
- Show examples of success from these solutions
- Explain who needs to take action

Action

- Present concrete, clear, and concise actions that people can carry out

VPSA Framework: Example

SOCIAL MEDIA POSTS

 **Moore Philanthropy**
@MPGives

Community needs us now. As funders retrench, Black- & Brown-led groups advancing justice face challenges. We invest in frontline orgs to bridge the gap. Tomorrow is [#GivingTuesday](#)—ignite community power to drive systemic change & equity. Make a donation. moorephilanthropy.com/donate/



”

Advancing justice movements requires sustained investment in the work of frontline, grassroots organizations, paving the way for systemic change and lasting equity.

YVONNE L. MOORE
MOORE PHILANTHROPY



 **Moore Philanthropy** @MPGives · Jun 19, 2024

Last year, we urged philanthropy to honor its commitments to dismantle systemic racism. On [#Juneteenth](#), our call to action still resonates as Black-led nonprofits see declines in funding. Learn why institutions and corporations must deliver. ow.ly/XV7550SISq0



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VPSA Framework: Example

BLOGS: Corporate America and Philanthropy Must Deliver on Racial Justice Promises



VPSA In Action

ABOUT US

VALUE AT STAKE: Moore Philanthropy is dedicated **reversing underinvestment in communities of color, enhancing their influence, and fostering generational wealth.**

PROBLEM: In the wake of increased activism in 2020, **funders are withdrawing their financial commitments** and reducing support for racial and social justice movements. **Hostile political environments, legal and policy rollbacks of DEI initiatives, targeted funding cuts,** threaten the sustainability of nonprofits addressing systemic racism. As **inequities deepen, BIPOC-led organizations are disproportionately impacted,** making long-term progress even more challenging.

SOLUTION: Moore Philanthropy is a Black-owned and women-led advisory firm, intermediary, and public charity dedicated to **providing strategic philanthropic services to individuals, families, and organizations both in the U.S. and globally. Absorbing risk and stepping in where others retreat,** we ensure that resources are mobilized quickly and effectively, with **\$39M disbursed in grants to over 188 community-based organizations** over the last three years.

ACTION: Partner with Moore Philanthropy to mobilize resources for frontline organizations and ensure sustained victories in advancing justice and **protecting the health, safety, and well-being of community.**

VPSA In Action

FUNDRAISING EMAIL

VALUE AT STAKE: Ten years ago, Moore Philanthropy was **founded with a clear vision: to build wealth and power for Black and Brown communities**. Our unique approach stems from deep, trusting relationships across both communities and philanthropy, positioning us to facilitate impactful investments and advance justice movements across the world.

PROBLEM: In an era marked by hostile politics that sow division, oppression, and dehumanize our **communities**, the need for our work is more urgent than ever. As tensions escalate and philanthropic support for racial justice, as well as for women and girls of color, remains distressingly low, both our role and yours in uplifting these communities are crucial.

SOLUTION: Our **agile approach supports frontline organizations** and enables us to take on projects that institutional philanthropy often avoids—**absorbing risk and stepping in where others retreat**. Moore Philanthropy exists to navigate these challenges, ensuring investments reach where they're most needed, and enabling funders to support grassroots changemakers confidently.

ACTION: As the year ends, stand with us in helping ignite community power, ensuring community thrives. **Make a donation**. Together, we can deepen investments in Black and Brown-led organizations advancing justice movements.



Using AI for Copy and Content

Your organization can use AI platforms (often for free) to quickly create compelling content and messaging that follows the VPSA Framework.

AI is especially useful for small teams as you execute your communications plan because it saves you time.

Need Help Sprucing Up Your Copy?

CHAT GPT

Has a free plan option (GPT-3.5) that includes:

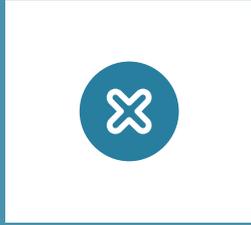
- Access to GPT-3.5 (a powerful AI model for generating text).
- Unlimited chats (no daily limits, but performance may vary).
- Basic writing assistance (emails, social media posts, reports, and brainstorming).
- Language support (generates text in multiple languages).
- General knowledge & research assistance (pre-2024 knowledge).

Free plan does NOT include:

- Unlimited word generation (free plan has a cap).
- Long-form content generation (like full blog posts or reports).
- Advanced AI tools like workflow automation and brand voice customization.
- Team collaboration features.

How Do You Use AI In a Way That's Both Helpful and Accurate?

- Make sure your prompts are clear and specific.
- Provide all necessary background information about your mission and communications goals.
- ALWAYS edit and fact check the final result. AI works best when paired with a real human eye!



Vague Prompt

Create a hashtag about our nonprofit.



Better Prompt

Send some engaging hashtag options for our nonprofit's upcoming fundraising event. We are an environmental nonprofit that provides solar energy training to indigenous communities in Arizona. The goal of the event is to inspire donations by showing impact. Use an urgent yet hopeful tone.



Vague Prompt

Write a donor email asking for support.



Better Prompt

Write a heartfelt email to past donors aged 50+, asking them to support our winter coat drive for children in need. Emphasize the urgency (cold weather is approaching), include a personal story from a family we've helped, and close with a strong call to action to donate \$50 today.



Vague Prompt

Write something to recruit volunteers.



Better Prompt

Write an inspiring Instagram post encouraging youth between the ages of 12-18 in Arizona to volunteer at our weekly food pantry. Emphasize the impact of their help, use an inclusive tone, and include an easy way to sign up on our website.

Need to Create Quick Graphics and Videos?

CANVA

Eligible 501(c)(3) nonprofits can get **FREE** access to Canva Pro and Teams, which includes many premium features and AI-powered tools to streamline content creation:

- **Magic Write:** Instantly generates text for posts, captions, and emails
- **Background Remover:** Easily erase image backgrounds for clean, professional designs.
- **Magic Resize:** Quickly adjust graphics for different platforms (e.g., Instagram to Facebook).
- **Text-to-Image:** Create unique visuals from text prompts using AI-generated art.



Branding Guides

An organizational branding guide is essential for creating compelling content. It ensures your content is cohesive across communications, helps your audience instantly recognize your organization, and reinforces the emotions and values you want to evoke.

What Should Your Branding Guide Include?

Your branding guide should include:

- **Logos + Usage Guidelines**
- **Color Palettes (with RGB, CMYK, Pantone, and Hex Codes)**
- **Fonts**
- **Photography**
- **Icons and Other Graphic Elements**
- **Formatting Guidelines**

Resources, Tools, and Templates

1. [What Goes Into a Nonprofit Communications Strategy?](#)
2. [Twelve Goals for Nonprofit Communications Teams](#)
3. [Objectives for Your Nonprofit Communications Plan](#)
4. [Twelve Communications Strategies for Nonprofits](#)
5. [27 Communications and Marketing Tactics for Nonprofits](#)
6. [Video: Quick and Dirty Marketing Plan](#)
7. [Goals vs Objectives: The Simple Breakdown](#)
8. [Editorial Calendar Sample](#)
9. [VPSA Method by The Opportunity Agenda](#)
10. [Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan](#)
11. [The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause](#)
12. [The Fundraiser's Guide to Irresistible Communications: Real-World, Field-tested Strategies for Raising More Money](#)

A group of diverse people, including women and men of various ethnicities, are gathered in a grassy field. They are wearing blue gloves and are focused on planting a young tree. One person is holding a blue watering can, and another is holding a shovel. The background shows a line of trees under a bright sky. The entire image has a blue tint.

Visit www.nonprofitmarketingguide.com
for extensive resources on
communications planning and
strategizing, including many used in this
presentation.

Creating an account is FREE!

Platforms to Help Achieve Your Communications Goals and Save You Time

Editorial Calendar Creation

- **Microsoft Excel and Google Sheets**
 - Free
- [Asana](#)
 - Free and Paid Plans
- [Trello](#)
 - Free and Paid Plans

Graphic Design and Video Creation

- [Canva](#)
 - Canva is free to use, but pro unlocks premium features
- [Capcut](#)
 - Has free and paid plans
- [Adobe Creative Suite](#)
 - Paid plan only, but has free trials

Newsletter Creation

- [Mailchimp](#)
 - Has a free plan option, with limits
- [Constant Contact](#)
 - Paid plan only

AI (all have free + paid options)

- [ChatGPT](#)
- [Perplexity.ai](#)
- [Copy.ai](#)
- [Grammarly](#)
- [Writesonic](#)
- [Hemingway](#)

Social Media Scheduling (paid only)

- [HootSuite](#)
- [SproutSocial](#)
- [Buffer](#)



Questions?



Thanks!

Do you have any questions?

Email esoto@moorephilanthropy.com