



COMMUNICATIONS LEADERSHIP INSTITUTE

Strategic Communications Grantmaker Training Sample Agenda

Training Objectives:

- Help foundation program officers become more effective at using communications in their grantmaking, to leverage the strategic role of communications in advancing change;
- Give program officers the tools to identify and maximize communications opportunities to advance their goals; and
- Build grantmakers' capacity to evaluate and shape communications strategies used by grantees, to ensure their communications efforts serve to advance shared goals and vision for change.

Session I (September 10-12, 2008) – Fundamentals of Communications Grantmaking

Day One: Communications as a Strategic Vehicle to Drive Program

8:30 a.m. to 9:30 a.m. – Welcome & Overview

9:30 a.m. to 11:30 a.m. – How Communications Drives Your Strategy

Grantmakers with ambitious ideas for change recognize that in order to change public policies and public behavior, one must first change the landscape of ideas. A disciplined and consistent approach to communications woven into your grantmaking strategy can help you remake that landscape. Kristen Grimm builds on the content from the morning session and shares ideas to help you create consistent communications strategies and messaging, and use them to guide grantees across a portfolio. She also discusses how to define the role between program and communications staff and consultants at the foundation for clear lines of responsibility.

11:30 a.m. to 1:00 p.m. – Mapping Your Communications Landscape

Solid communications strategies are built on a clear understanding of the context. Holly Minch will give you tools to help conduct a scan of your communications landscape and assess the state of debate on your issues. Planning ahead so you are able to seize opportunities when they occur is also critical. You'll also get tools to help you map the appropriate roles of grantees and your foundation in carrying out your communications strategies.

1:00 p.m. to 2:00 p.m. – Lunch

2:00 a.m. to 4:00 p.m. – Core Elements of Strategy: Smart Chart Communications Planning Tool

The Smart Chart leads you through the steps of a successful communications plan. Kristen Grimm – who created the Smart Chart and has used it to help thousands of nonprofits improve their communications strategies – reviews the tool and shows you how to use it to both create your own plans and assess your grantees' communications strategies. Kristen will also share messaging tools to help you narrow your audience targets, determine which values to tap to create messages that resonate, and identify your strongest messengers. By the end of this session, you'll have a solid method to present your ideas to those who matter most to your success. For veterans of Smart Chart, there will be a breakout session to review up to two proposals or current grants and assess questions to review with potential and current grantees.

4:00 p.m. to 5:00 p.m. – Creating Your Own RoadMap

Think of it as your own personal cheat sheet for tracking all communications activities – and staying a step ahead. Kristen Grimm offers tips for using this comprehensive communications planning tool and gets you started on your own Communications RoadMap. You will return to this chart throughout the training – and also bring pieces of it home to complete with your staff. By the time you finish the full program, you will have a detailed roadmap for all future communications efforts.

Day Two: Your Communications Leadership Skills

8:30 a.m. to 10:30 p.m. – When Bad Presentations Happen to Good Causes

Based on unprecedented research into presentations given by nonprofits, foundations, and government agencies, Andy Goodman – author of the popular publication now used by thousands of public interest presenters – shows you why so many presentations fail to engage, educate or persuade and how you can avoid the most common mistakes.

10:30 a.m. to 10:45 p.m. – Break

10:45 a.m. to 12:15 p.m. – Concurrent Sessions:

The group will be split in half and rotated through two skills-building workshops. The smaller class size ensures more one-on-one time with trainers to work through participants' unique challenges.

- **Presenting Your Best You**
Actress Eda Roth – a professional voice and presentation coach – offers tips for using voice, body language and positioning to deliver powerful presentations. You will have a chance to apply these strategies and practice delivering one of your current presentations, with real time feedback
- **On Camera Media Training**
Holly Minch leads an interactive session aimed at preparing participants to give a powerful media interview. Participants will practice delivering their messages through a role-playing training exercise that will include on-camera interviews.

12:15 p.m. to 1:15 p.m. – Lunch

1:15 p.m. to 2:45 p.m. – Concurrent Sessions Rotate

Participants rotate to the next small group break out session.

2:45 p.m. to 3:00 p.m. – Break

3:00 p.m. to 5:30 p.m. – Storytelling

Everyone has a story to tell. Professional storyteller Andy Goodman describes how storytelling can be a valuable tool in any successful communications effort as he leads this session aimed at helping participants craft and deliver high impact stories. Participants will work on their own stories, so that you can begin to integrate this powerful communications approach into your work back home.

5:30 p.m. to 5:45 p.m. – Update RoadMap

This is your opportunity to update your own Communications RoadMap and incorporate your learning from the day into your plans for implementation upon return to the office. Kristen Grimm will lead this brief session to help you integrate your big thinking into your day-to-day realities.

Day Three: Communications Best Practices

8:30 a.m. to 11:00 a.m. – Activation Point

Many social change issues have demonstrated high public support, but this support is passive. There is a gap between people saying they care about something, and those actually doing something about it. CLI recently teamed with Spitfire Strategies to release *Discovering the Activation Point*, a primer for understanding this gap and learning how to bridge it. Kristen Grimm reviews highlights from this work and offers tips and strategies for engaging and activating your audiences.

11:00 a.m. to 11:15 a.m. – Break

11:15 a.m. to 12:45 p.m. – Audience Research

In order to connect effectively with your target audience, you've got to get to know them first: What do people care about most? And how do they process information about the things we're *trying* to get them to care about? Stacia Tipton helps you sort through various research methods, including the pros, cons and costs of each approach.

12:45 p.m. to 1:30 p.m. – Lunch

1:30 p.m. to 3:00 p.m. – Working Effectively With Your Communications Talent

A panel of veteran communicators brings the perspective of both in-house staff and consultants to help you best engage and leverage the communications talent you have available to help support your efforts. Holly Minch moderates, kicking off with a review of the best and worst practices in play.

3:00 p.m. to 4:00 p.m. – Update RoadMap, Next Steps, Evaluation and Closing

Holly Minch closes the session with an overview of the additional one-on-one consulting services available to you to use as you incorporate lessons learned into your work. Holly reviews the process for requesting and using these services. We'll also evaluate the session and look ahead to the February training. You'll have a chance to make final updates to your Communications RoadMap and make commitments about how you'll put the ideas into action when you get home – starting with sharing your lessons from the session with colleagues.

4:00 p.m. – Session One Adjourns

Session II (December 4-5, 2008) – Advanced Strategy and Skills

Day One: Communications Best Practices

8:30 a.m. to 9:30 a.m. – Welcome Back and Progress Report

9:30 a.m. to 11:30 a.m. – Frame, Position and Message

Grantmakers invested in long-term change must link those investments with a long view on communications, identifying strategies to help shift opinion and attitudes for lasting outcomes. Kristen Grimm dissects the dynamics at play between the three vital communications components of frame, position and message. Learn how they interconnect to help or harm your day-to-day work.

11:30 a.m. to 12:30 p.m. – Lunch

12:30 p.m. to 2:30 p.m. – Communications Evaluation

How can you be sure your strategies are hitting the mark? And what measures are best to track grantees' progress? Edith Asibey offers strategies for evaluating communications efforts as they progress and using effective measurements to gauge success – yours and your grantees'.

2:30 p.m. to 2:45 p.m. – Break

2:45 p.m. to 5:00 p.m. – Strategy Session: Web 2.0 for Network-Centric Advocacy

Widgets? Wikis? What? It's everything you ever wanted to learn about Web 2.0 but were too embarrassed to admit you didn't already know. Martin Kearns of Green Media Toolshed tells us how networks of people are using new online tools to come together to affect change, and how you can use this to support your goals. While the success of viral self-organized campaigns is remarkable, it's not magic. The presentation will help you understand emerging trends that may be relevant to your work, what makes them tick and explore ways to build network capacity as a supplement to your organizational capacity.

5:00 p.m. to 5:30 p.m. – Update RoadMap

This is your opportunity to update your own Communications RoadMap and incorporate your learning from the day into your plans for implementation upon return to the office. Kristen Grimm will lead this brief session to help you integrate your big thinking into your day-to-day realities.

Day Two: Your Communications Leadership Skills

8:30 a.m. to 11:30 a.m. – Visionary Speeches

Communications is an act of leadership. Kristen Grimm presents ideas on how to demonstrate leadership through thoughtful communications. She also examines the role of effective communications in the work of outstanding leaders.

11:30 a.m. to 12:30 p.m. – Action Planning and Evaluation

This final session gives you one last opportunity to work with the training team to integrate your learning into your ongoing work, and to finalize plans for your communications approaches after the training is over. And to close the training, we look forward to your feedback on your experience in the Strategic Communications Grantmaking Training.

12:30 p.m. – Session Two Adjourns and Lunch is Served