



**Speaking Notes
Presentation to Peterborough Area
Fundraisers Network**

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**"Strategic Communication and Issue Management for our Non Profit World:
How to communicate strategically within your organization and the
common issues non profits face in today's society."**

What is the Non Profit World today, and is it a different world at all?

- What just happened?
 - Wikileaks, FIPPA, media, social media
 - The open interpretation of data; the triumph of the anecdote
 - Transparency is the new Accountability
 - Expectation management rules public discourse, politics, the for profit world, and increasingly, equally, the non profit world.
 - Donors, funders, clients, expect access, service, information, inclusion in change and planning, performance disclosure and transparent results.

Old World

Annual Reports
Newsletters
Donors
Funders
Base Funding
Staff
Organizations
Data
Networking
Profession-centred
Adaptability

New World

total quality (real time / timely) dashboard
social media
Investors
Purchasers
One time funding
team
Systems / partnerships
information
Integration
Client-Centred
Innovation

Internal and External Communications: we all hear you

- A dissolved dichotomy: The Internal is the External
 - Problematic because now...
 - Traditional segmenting strategies (stakeholder maps, targeted markcomm plans) are less successful
 - Information (issues) travels at breakneck speed
 - complex ideas get no time or space to unfold properly
 - debate can be shallow and polarizing

- emotional issues trump evidence or trends
- many issues are unlikely to be resolved to the satisfaction of all

Strategic Communications Management: Some thoughts

- Know your Stakeholders, deeply
 - multiple stakeholders with needs, aspirations, connections, influence, power, goals.
 - Engage with them often and predictably
 - keep the core messages consistent
 - keep the segmented messages obviously so, in context, and done in a way that if made public can be defended
 - Ensure transparent comms: publish the process
- Be Exciting when you are able; but be predictable always
 - Whether doing planning, change management initiatives, fundraising or marketing, ensure stakeholder engagement and comms are embedded in the process, that the process is transparent.
- Add Capacity 1: be a teacher
 - “The teachable moment”: Internally, empower an army of communicators by teaching principles
- Add Capacity 2: build tools and set standards
 - Develop tools to enable others to own their own comms
 - Ensure standards are set so others can do their own comms confidently
- Spend Left Over Capacity Wisely:
 - Be an unencumbered expert: divest budgets
 - Insist on line/program/service-level communications accountability
 - Do what no one else can: strategy, strategy, strategy
- The Media is a stationary object: you have agency
 - The media is very predictable: it’s almost always your own success and your own fault.
- Strategic Planning is advanced Issues Management
 - Strat planning is the most mature kind of change management and is the best and most controlled environment to do communications and issues and stakeholder relations
- Government Relations
 - Cultivate relationships
 - understand what matters to them, why and when
- Crisis Communications
 - Have a formal, enterprise wide risk management process/assessment/plan

- Embed crisis comms within it and keep it updated
 - The Brand thing
 - Non profits need to ask what is their competitive advantage too
 - Stories matter most, and your organization's purpose must be embedded these stories
 - An org's "family" members are the best ambassadors of a brand. Equip them with stories, data, information, trust and opportunities.
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