



How well do you C O M M U N I C A T E ?

Is your messaging on point or missing the point. Do this quick survey and find out!

PRINT:

Spread all of last year's communications pieces--internal and external--on a conference room table.

ONLINE:

Pull up your website, email newsletters and all social media sites relevant to your organization (your Facebook page, Twitter, Instagram, etc.)

ASK:

- How do we inform the public about our business? What works? What isn't working?
- Are our graphics coordinated and messages consistent?
- Who were our key audiences?
- What are our key messages? Are our key messages present in ALL of our communications?
- Do we reach our audiences with the RIGHT messages?
- What media coverage did we receive? Was it effective? What media opportunities did we miss?
- Are we successfully telling our story in our communications?
- Are our communications donor-centric or donor-optional?

ANALYZE:

Take the time to analyze each communications piece.

- Create a written list of what worked, and what didn't.

Survey a few trusted staff and clients.

- What did they appreciate and why?
- What didn't work for them?

NEED HELP? GET IN TOUCH!

Just in Time! Communications is passionate about helping nonprofits communicate better, increase visibility, raise more money, and make a bigger difference. We are proud to be a strategic partner of MacIntyre Associates. Call, text or email. We're here for you!



STRATEGIC thinking and
creative SOLUTIONS
for nonprofits

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