

Benefits of Communications Consulting

- Provides fresh insight into how external stakeholders perceive your organization, brand and positioning
- Prioritizes and aligns your most important messages with your most important audiences
- Strategically allocates and prioritizes your organization's limited resources
- Engages internal and external stakeholders
- Results in a consistent voice and messaging
- Enhances your organization's reputation and capacity

NONPROFIT COMMUNICATIONS AND SOCIAL MEDIA

Communications is a critical functional area and should always be a priority for mission-driven work given its impact on fundraising, reputation and risk management, among others. Nonprofit organizations must address the opportunities and challenges of communications to serve and advance their missions or risk being drowned out or becoming irrelevant.

NPO Solutions is in an excellent position to help link an organization's communications with its overarching vision, goals and objectives because our strategic planning expertise gives us unique insight into how communications integrates with other areas of an organization and its work. We have helped many nonprofits across Southern California strengthen their strategic communications practices to craft

more compelling messages and better reach target audiences. Our consulting team can work with you on a variety of initiatives, from more discrete endeavors like integrating social media into your existing operations to stay resonant in your issue area and circle of influence to more ambitious projects like developing a comprehensive strategic communications plan to support your organization's mission and reputation in the public sphere. We understand that nonprofits work in an environment that is as competitive as it is cooperative. We will help develop meaningful messages and effective approaches to communications that will resonate across the organization and beyond.

NPO SOLUTIONS CAN HELP YOU DEVELOP

- **A comprehensive strategic communications audit**
- **A comprehensive strategic communications plan**
- **A social media plan and/or implementation strategy**
- **Public relations campaigns with traditional and/or new media**
- **An integrated marketing campaign**
- **Website upgrade or redesign plan**
- **Priority messages/stakeholders matrix**
- **Editorial calendars for all platforms**
- **Training materials related to organizational communications practices for new and existing staff**
- **Media training and materials for executive leaders and other organizational spokespeople**
- **Strategic marketing collateral including digital and print content such as websites, microsites and blogs, brochures, annual reports, and case statements**



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