

Creating Effective Communications

This worksheet was created by The Denver Foundation's Inclusiveness Project (www.nonprofitinclusiveness.org) to support organizations doing inclusiveness work.

Users are encouraged to customize the worksheet to meet the needs of their respective organizations.

The kinds of groups with whom you want to communicate may include the following:

- Staff
- Board members
- Volunteers
- Donors
- Clients/constituents

Are there other groups you want to communicate with?

The following are some informal and formal communications channels:

- Email updates.
- Written memos or letters from the Chairperson of the Inclusiveness Committee and/or the Executive Director.
- Inclusiveness newsletter.
- Intranet with a section devoted to inclusiveness.
- Buddy system (pairing people on the Inclusiveness Committee with others not on the committee).
- Staff meeting updates.
- Board meeting updates.
- Periodic community meetings/information sessions.
- Periodic newsletters/bulletins posted in areas consistently used by your target audience.

Are there other ways to communicate with your stakeholders?

Instructions

- Decide who needs to know about your initiative’s progress – Target Audience.
- Decide how you will communicate with them – Method of Communications.
- Decide who will communicate with them – Responsible Party.

Target Audience	Method of Communications	Responsible Party
Example Staff	Email Updates	Jane Doe

Target Audience	Method of Communications	Responsible Party

Name of Organization _____

Date Exercise Completed _____