

Streamline Your Communication Strategy

So You Can Increase Your Time, Money and Impact

Sarah Olivieri, MPS

Nonprofit Business Strategist

I help nonprofits leaders change the way they run their organizations so they can THRIVE!

www.pivotground.com

sarah@pivotground.com



Jennifer Crews

Desert Sounds

Martha Elder

Second Chance Foods

Sheri Stilson

Student Television Network

3 Key Strategy Takeaways

What you **organize your strategy around** can change what you decide to do

Organize your strategy around **your donors**

How your strategy **looks** can make it better...or worse

Lay your strategy out in sequential columns with cards. Take note of any neglected columns

Communication strategies are **2+ strategies in one!!!!**

Use columns, rows, colors, and tags

Words of Wisdom

The relationship is so important. Make sure they trust you before you ask them for anything.

Sheri Stilson

It's better to do one or two things really well than to try to do a lot of things half-baked.

Jennifer Crews

Honor your volunteers and work on converting them into donors.

Martha Elder

Magic Numbers

Increase # of donors

500

*

Increase Average Donation

\$50

*

Increase the donation frequency

2

=

\$50,000

10% increase

10% increase

10% increase

33% increase

550

*

\$55

*

2.2

=

\$66,550

50% increase

50% increase

25% increase

281% increase

750

*

\$75

*

2.5

=

\$140,625