

2021 -
2022

Five Good Ideas[®]

to get your communications
fundamentals in order



Marlene Oliveira,
Communications advisor and copywriter

Thursday, February 24, 2022 - 1:00 to 2:00 p.m.

How strong are your non-profit organization's communications fundamentals? After two years of communications emergencies, now might be a good time for a review.

During this session, join communications advisor Marlene Oliveira as we'll consider the importance of specific frameworks, tools and tactics, including your non-profit's strategic plan, brand, website and storytelling. We'll explore how building strong content foundations can help you feel more confident and effective as a communicator. And you'll have the opportunity to reflect upon your organization's communications fundamentals and make a plan to strengthen them.



Marlene Oliveira is a communications advisor and copywriter specializing in content strategy and copywriting for non-profit organizations. She has worked in the non-profit sector since 1999, including a two-year crash course in a grassroots role, and six years as the national communications manager at a large Canadian health charity. Since 2008, Marlene has been running her consultancy, [moflow](#), through which she solves content challenges for a wide variety of nonprofit organizations.

Marlene's approach is to tap into the knowledge, experience, and expertise her clients already possess, to help their communications "flow."

Marlene on social media:

- [LinkedIn](#)
- [Twitter](#)

Five Good Ideas

1. Use the strategies and frameworks that you already have
2. Always come back to your audiences
3. Let branding be your guide
4. Give your website content the attention it deserves
5. Deliver your non-profit's narrative over time

Resources

- [How to create communications objectives from nonprofit strategic goals](#) by Nathalie Noël on the Nonprofit MarCommunity blog
- Big Duck podcast episode on audience personas: [How can you use donor personas to guide your communications?](#)
- [Is your brand healthy? Four steps to give it a check-up](#) by Farah Trompeter on the Big Duck blog
- [Content updates or rethink your nonprofit's website content approach?](#) by Marlene Oliveira on the moflow blog
- [The Benefits of Building a Narrative Organization](#) by Thaler Pekar on the Stanford Social Innovation Review



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FIVE GOOD IDEAS

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Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

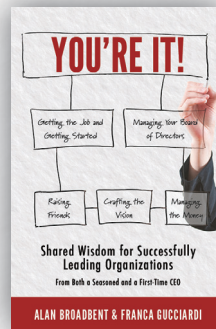
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