



# WORKBOOK UNIT 2A:

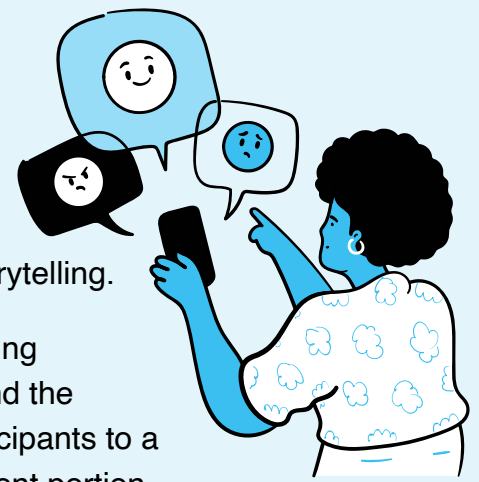
## Mobilizing Communications



## Unit Description:

The goal of Unit 2A is to build participants' knowledge of fundraising communications, including best practices and principles of ethical storytelling.

Unit 2A has two sections. The first section looks at Effective Fundraising Communications through Change the Game Academy's Module 7; and the second section is Canadian content. The first section introduces participants to a number of fundraising communication tools and in the Canadian content portion, more detail is provided on these tools, as well as introduces participants to the principles of ethical storytelling.



SECTION	LEARNING OBJECTIVES
<b>Change the Game Academy</b>	Explore the key elements of telling or writing an effective story (show, tell, and listen)
	Select the appropriate mix of offline and online communication channels
	Identify the key characteristics of creating good oral, written, and visual presentations
	Explore how to write a press release and use social media in an engaging way
	Practice developing or improving their own fundraising communication, for a project or for the organization as a whole
	Build confidence in storytelling and effective communications for fundraising
<b>Canadian content</b>	Identify the key characteristics of effective and ethical oral, written, and visual storytelling and communications
	Consider how power imbalances might reinforce harmful narratives and Global North-led saviourism
	Explain the key elements of a Communications strategy
	Map specific opportunities and challenges for their organization's communications activities

## Links to Training Content:

Change the Game Academy: [Effective Fundraising Communication](#)

Canadian Content: [Spur Change Resource Library](#)

# EXERCISE 1:

## Map out your own year of fundraising!

Recall Kathryn’s good practices in fundraising communications, specifically being strategic about the timing of your fundraising campaigns. Reflect on your organization, your main communities of support and donors, and map out key fundraising milestones in a typical calendar year using the table below; add more rows as needed.

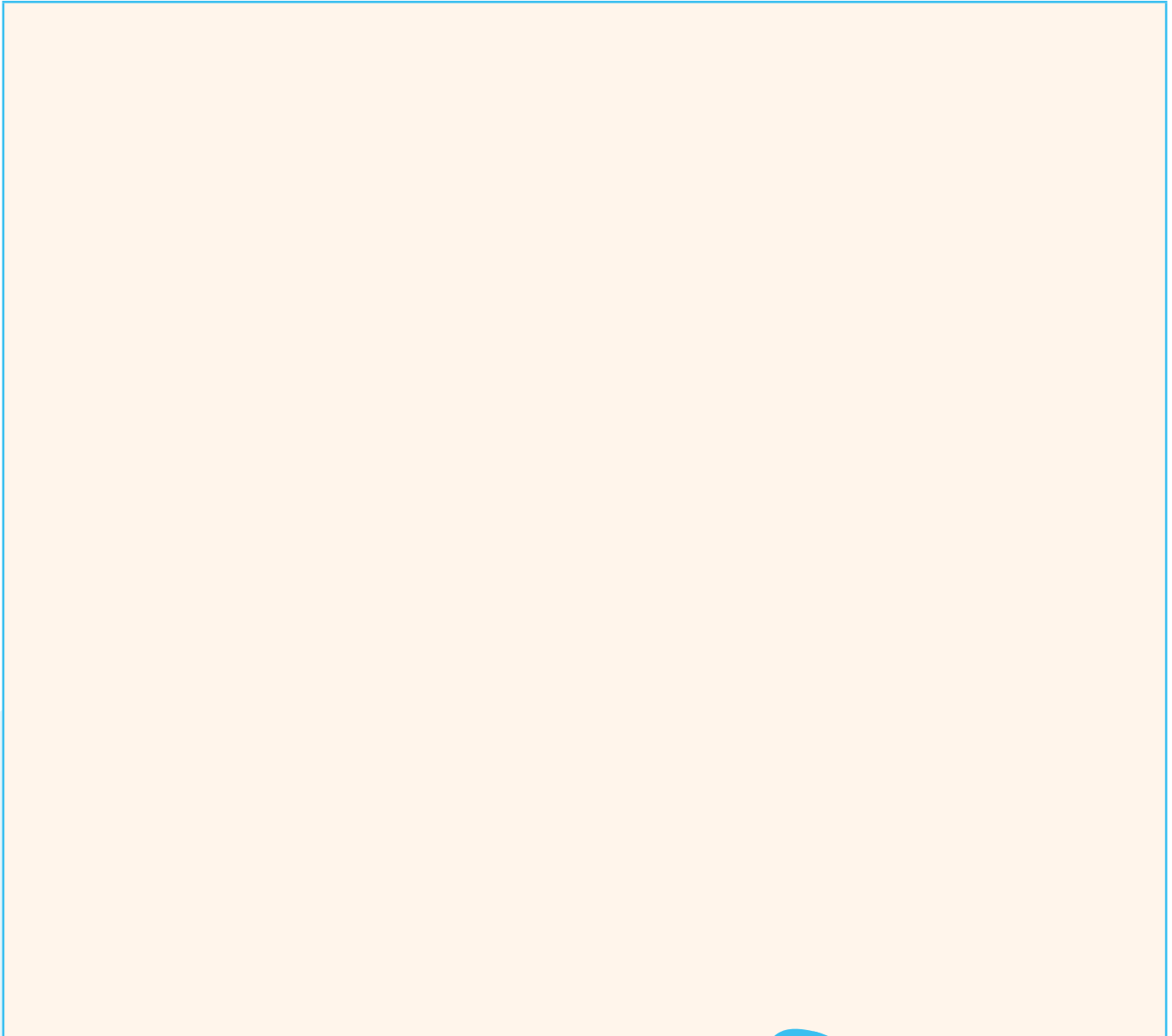
Indicate the event or milestone and include an X in the month that is applicable. Then in the space below, brainstorm some potential fundraising communications activities that could support the event or milestone.

EVENT/ MILESTONE	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC

## EXERCISE 2:

### Self-reflection

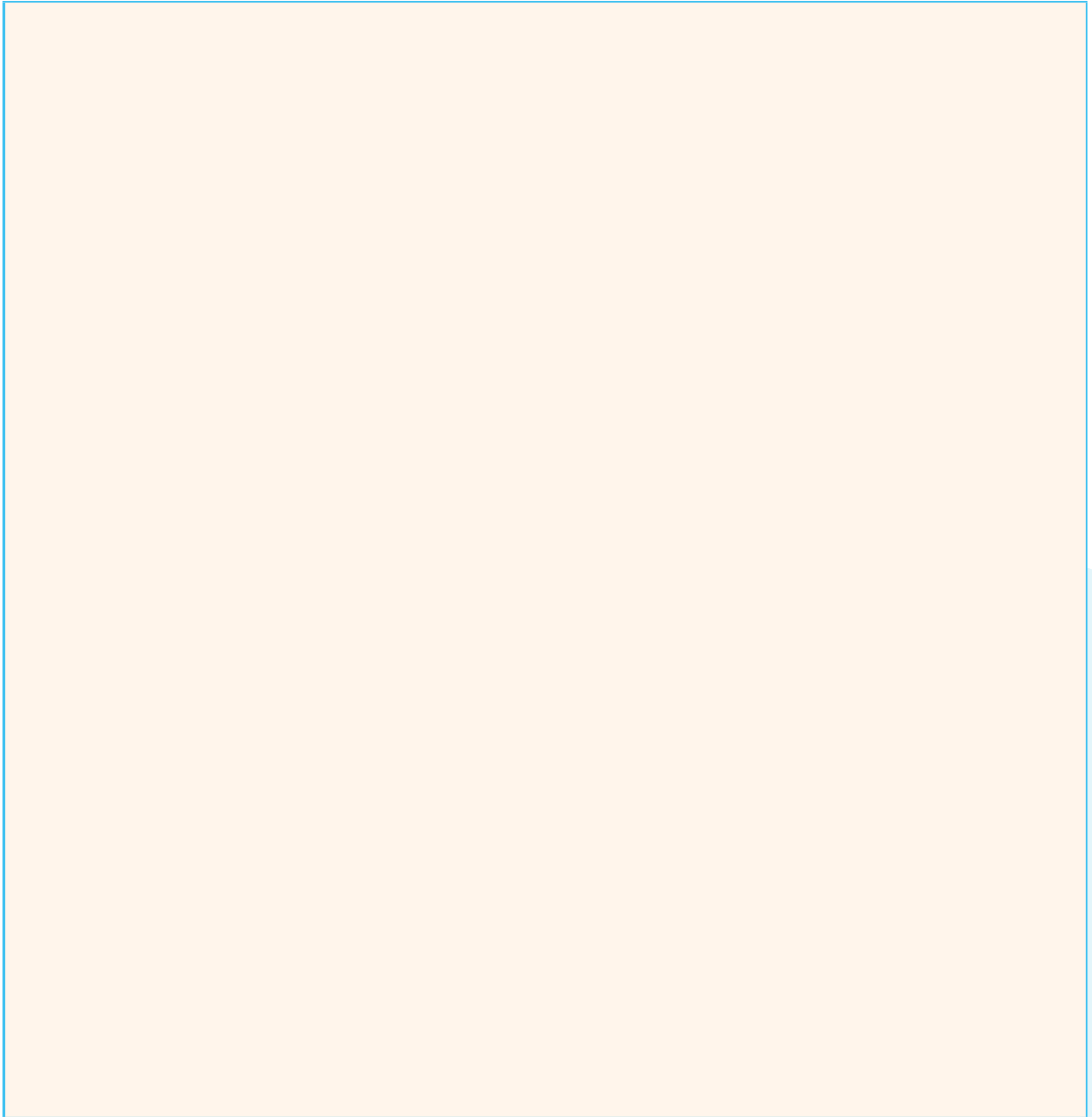
Consider your organization's current approach to fundraising communications. Can you identify opportunities to better reflect the good practices shared in this Unit?



## EXERCISE 3:

### Self-reflection

Consider your organization's approach to fundraising communications. Can you identify opportunities, current or future, where the approach could better reflect the principles of ethical storytelling?



# UNIT 2A RESOURCES CITED:

Development Engagement Lab. (June 29, 2021). The Price We Pay for The Money We Raise. Retrieved March 14<sup>th</sup>, 2023, from <https://developmentcompass.org/storage/gb-sandbox-20210629-final-1624975251.pdf>

Devex. (November 25, 2021). How Development Organizations Can Tell Stories More Ethically. Retrieved March 14<sup>th</sup>, 2023, from <https://www.devex.com/news/sponsored/how-development-organizations-can-tell-stories-more-ethically-102125>

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## LEARN MORE!

*[Africa No Filter's Handbook on Ethical Storytelling](#)*

*[Daraja Press on White Saviorism](#)*

*[GAC's Guidance on Submitting Concept Notes and Proposals](#)*

*[How to Build a Communication's Strategy](#)*

*[How to Choose the Perfect Nonprofit Email Marketing Platform](#)*

*[Oxfam's Ethical Content Guidelines](#)*

*[Photographer's Without Borders Code of Ethics](#)*

*[The Conversation on White Saviorism](#)*

*[The Guardian \(article on racism in the international cooperation sector\)](#)*

*[The White Savior Complex](#)*

*[Shift the Power Movement](#)*

*[The 13 Best Email Newsletter Tools](#)*

*[The 17 Best Free Website Builders](#)*

*[Tips on How to Run a Giving Tuesday Campaign](#)*

*[USAID Tips on Creating an Elevator Pitch](#)*

*[Year-End Fundraising](#)*

*[10 Canadian Fundraising Tools for Nonprofits](#)*

