



Mobilizing Communications

Unit 2: Part A Intro Video



Welcome to Unit 2 Part A, “Build Relations: Mobilizing Communications.” In this unit, you will build your knowledge of fundraising communications, as well as good practices in ethical storytelling.

Learning Objectives

- 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



After completing the first part of this unit, through the Change the Game Academy, participants will be able to:

- 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.

Learning Objectives

- 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



Photo by [Guillaume Jaillet](#) on [Unsplash](#)



After completing the second part of Unit 2A, the Canadian content portion, participants will be able to:

- 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.

How to complete Unit 2: Part A



After watching this introductory video, click the link to Change the Game Academy's Module 7. After completing Module 7 including relevant exercises, return to this page, to access the Canadian content videos, as well as a video with Kathryn LeBlanc, a communications expert who has led marketing and communications for several non-profits in Canada. Once you've gone through these materials, please refer to your workbook for Unit 2A exercises and additional resources.

This video is part of the Building Equity: Resource Mobilization for Impact training series.

The series is available online via the Spur Change Resource Library. Made possible in collaboration with JNC Consulting and Change the Game Academy.



Thank you