

# 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

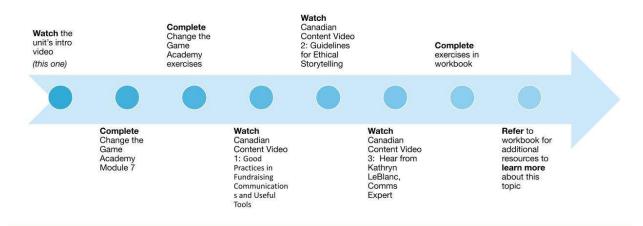


## Photo by Guillaume Jaillet on Unsplash

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.

