

gifted®

YOUR GUIDE TO

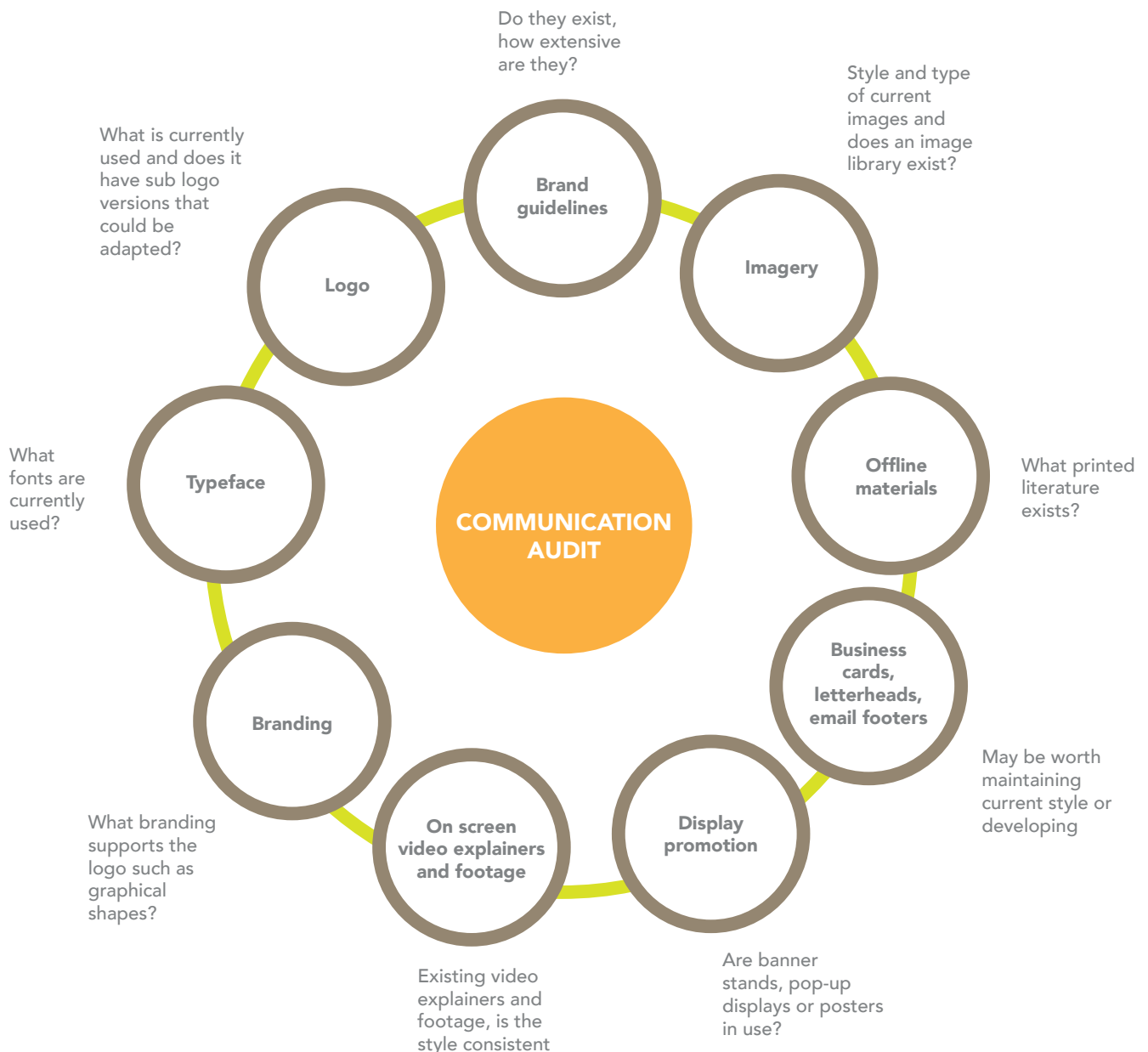
# Communications Audits and Strategy Development

What is involved?

Exceptional fundraising partnerships

## Why undertake a communications audit?

It's essential to map and assess the effectiveness of your current materials before looking at producing any new campaign tools. Attention is given to how the complete suite of communications materials could be used to support your fundraising strategy. This process also identifies what changes would be required to existing digital and print materials and highlights any additional tools that you may need.

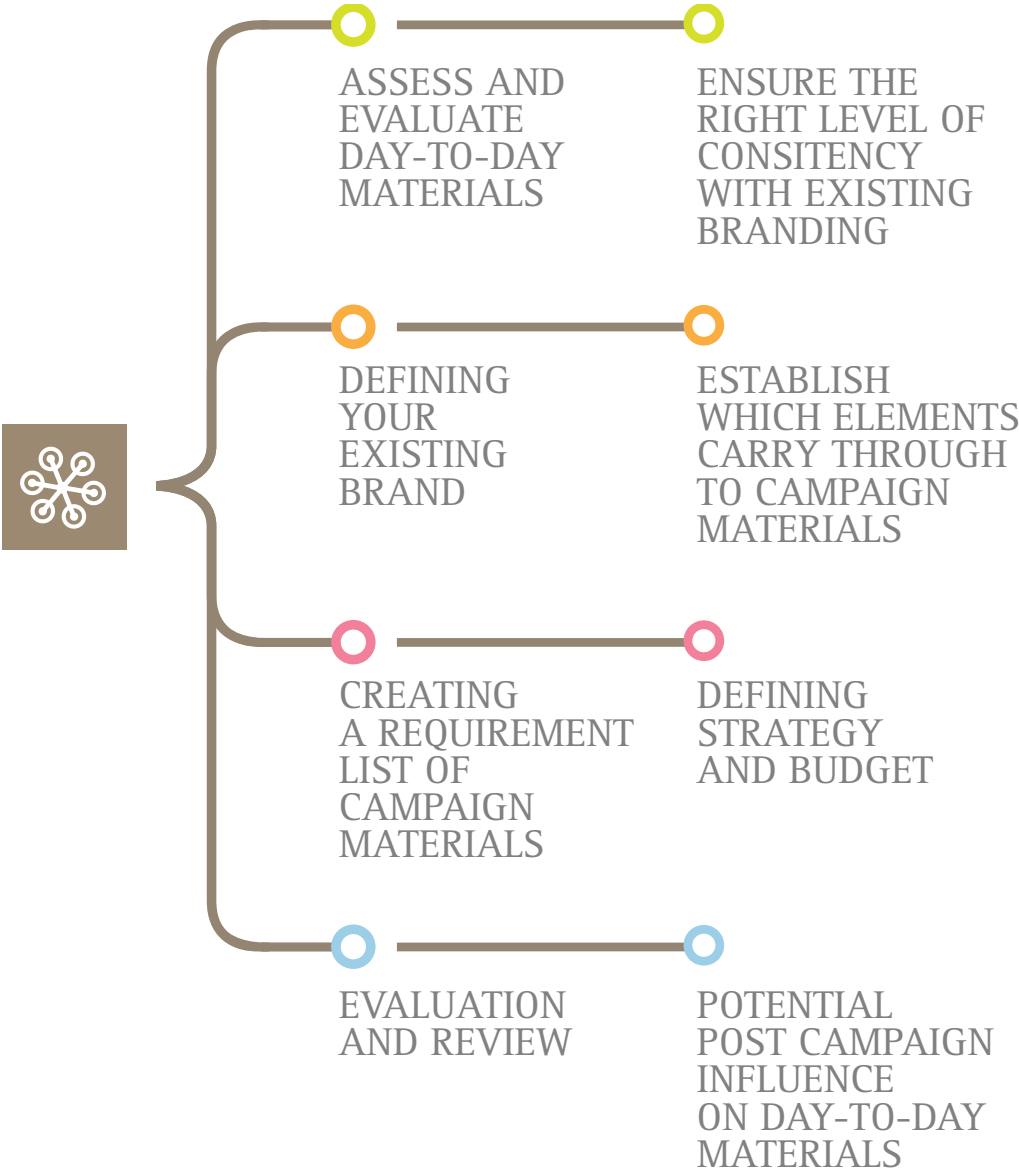


## The main benefits

1. An audit of day-to-day materials ensures consistency and often highlights generic communication improvements.
2. Ensures new campaign materials work hand-in-hand with current branding.
3. Creates a formal communication strategy for campaign materials and online tools together with an outline communications budget.
4. Helps ensure any new materials will enable a campaign to be as successful as it can be.

### Key elements

Conducting a communications audit, whatever the size or shape of your organisation, usually involves the following key components:



## Communications audit

Conducting a communications audit will ensure that any new campaign materials will work hand-in-hand with your existing branding and share key branding similarities.. Ensuring the right level of consistency with existing branding is key; without it the campaign materials can lack trust and the authority needed to achieve confidence with potential donors.

### 1. Assess and evaluate day-to-day materials

It may be the case that brand guidelines already exist, but they often are out of date or not wide reaching enough, so it is always a good idea to establish and define what is existing.

Below is a list of the usual elements we evaluate:

- Logo / Slogan
- Brand colours
- Typeface
- Stationery
- Sub branding
- Use of Icons
- Photography
- Brand usage
- Promotion Display
- Website / Email
  - Literature
  - Socials
  - Advertising
  - PowerPoint and Events
- Existing Fundraising Campaigns

### 2. Establish if any changes are needed

Once the existing branding is defined and audited we firstly establish if any changes are recommended to the existing branding.

Usually, we identify several things that could improve day-to-day communications. This includes improving fundraising content and developing greater brand recognition.

Usually we identify in our findings a few aspects that could improve day-to-day communications. This includes improving fundraising content and developing greater brand recognition which is helpful especially when it comes to fundraising communication and confidence with anyone not familiar with the brand.

We run through the original audit elements providing any recommendations.

## Communications strategy

As part of the audit a communications strategy is developed which includes our findings and recommendations:

### 1. Defining what campaign materials are required

Every fundraising campaign is different, so it stands to reason that the target audience and the format of promotion can differ. For example some campaigns may be positioned around events which in their very nature allow the opportunity to pass on information which is often printed and backed up by a supporting online presence. Others may have a particular demographic, such as a high percentage of mobile users, warranting more online presence and functionality.

Below are the main material formats which usually start with a campaign logo and brand identity:

## CAMPAIGN LOGO AND BRAND IDENTITY

### ONLINE CAMPAIGN TOOLS

Campaign microsite

Interactive gift calculator

Live gift status tracker

Motion graphic video explainer

Online giving

### OFFLINE MATERIALS

Folder

Brochure

Scale of giving

Recognition opportunities

Dedicated giving programme

Gift card

Impact report

### EVENTS

Event directional signs

Information display stand

Roller banner stands

Exterior logo signage

Logo posters

Branded gifts

Motion graphics (for screen)

## **2. Detail which branding elements are to be carried forward**

Identifying which branding elements should be carried through to campaign materials, is part of the audit recommendations. To be clear, the existing branding and that of the campaign materials do not have to match. They just need to share key branding similarities. In order to do this the existing brand needs to be audited to ensure the key elements are maintained. Usually some are maintained to link the two and provide continued confidence.

Once completed, the job of identifying which key elements of the existing brand are to be carried forward can begin.

## **3. Detail cost and schedule**

Now that the existing day-to-day branding/changes are established, the required fundraising materials listed and any existing branding elements to carry forward identified, the job of designing and producing the campaign materials can be costed and scheduled within the audit.

## **4. Supporting campaign success**

Accessing the very best communication tools to raise campaign awareness is essential. Our design team are specialists in the creation and implementation of campaign materials, from overall campaign branding and literature to event promotion.

## **5. What will happen to the new campaign branding post-campaign?**

Often post-campaign, the resulting materials can be used to develop, improve, and influence day-to-day communications adding extra value.

## In summary

A Gifted partnership starts with some attentive listening - so our first step is to find out about you and your fundraising story.

What you can also expect is a readiness to develop a fundraising strategy that is the most effective for your needs, and not one previously designed for some other organisation who looks a bit like you.

Commissioning a communication audit will ensure that any new campaign materials will work hand-in-hand with your existing branding and help improve the general effectiveness and success of the campaign as well as providing guidance and recommendations on how to improve on your day to day brand image.

Gifted Philanthropy is one of the most respected fundraising consultancies in the UK. Our Directors have proven track records of working in successful partnerships with charities and not-for-profits across the UK. We provide timely and succinct advice on the protocol of making major gift approaches and developing six and seven figure National Lottery Heritage Fund bids, as well as the detailed planning of capital fundraising campaigns.

Gifted Philanthropy would be delighted to have a no-obligation conversation with you about conducting a communications audit and how we might help you to achieve your fundraising goals. Either get in touch with one of our directors or contact us via our website.

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