

### Back to Basics

Welcome to **Back to Basics** powered by the Kellogg School Center for Nonprofit Management. By providing you this weekly resource, we hope you are reminded of evidence-based leadership strategies to lead your team through this crisis.

What to expect: In each email, we will share a resource focused on a specific topic area critical to nonprofit leadership. Our framework for providing you this resource covers three key areas:

1. **AIM:** Understand purpose of content and why it is important
2. **ACCESS:** Navigate to the content
3. **APPLY:** Implement knowledge at your organization



#### AIM

This week, we will focus on *Managing Your Stakeholders* with Professor Ernest Duplessis by utilizing our free video content from [Nonprofit Management Essentials On-Demand](#). Now more than ever, nonprofit organizations are having to communicate contingency plans with their key stakeholders. There is great value in prioritizing and clarifying external messages in these unprecedented times.



#### ACCESS

1. To access and watch the video content, you must create an account in Canvas, our online learning system. Please note, this is a *free* resource.

2. Click [HERE](#) to create an account to access Nonprofit Management Essentials once and click “Enroll in Course.”
3. Once you have logged into the Canvas course site, click on “Modules” on the left side of your screen.
4. Scroll down to find the module labeled **Management – Marketing and Communications** and click/fill out the brief “Tell Us About Yourself” survey.
5. Click on “Managing Your Stakeholders” to view the video.

\*Note: Once you are registered in Canvas, or have attended one of our in-person programs, simply click “Returning User” to log into your account.



### APPLY

1. Identify your stakeholders (Donors, Consumers, Suppliers, Employees, Board of Directors, Communities, Governments, NGOs, Media, Competitors)
2. Determine their level of importance in relation to your organization
3. Fill out the Variable 2x2 Grid (This document is linked under the video in Canvas)

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**Continuing the conversation:** To discuss the application of this content to your organization with nonprofit peers who have also attended the Center’s programs, please click on the following link. We will use the Zoom meeting platform to host a live group discussion with our Executive Director and Professor, [Liz Livingston Howard](#) next Thursday, April 2nd from 2:00 – 3:00pm CDT.

Click on this link to register (limited to 50 participants): [Eventbrite Registration](#)

Kind Regards,

Your Team at the Kellogg Center for Nonprofit Management

[nonprofit@kellogg.northwestern.edu](mailto:nonprofit@kellogg.northwestern.edu)

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