

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.



AIM

The 6 C's of Great Communication with communications expert
Professor Ernest Duplessis

As you adjust ways of communicating with your teams and stakeholders, it is important to acknowledge the increased volume and varied methods of communication. How do you ensure your message rises to the top? Professor Duplessis shares a framework for creating impactful and effective messaging.



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 “The 6 C’s of Great Communication” 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

Use this checklist to ensure your next message rises to the top.

1. Clear – Would someone outside your organization understand this message?
 2. Concise – Challenge yourself to use fewer words.
 3. Consistent – Is there a consistent message and tone across communications?
 4. Credible – Ensure your message is true to the mission and values of your organization.
 5. Cohesive – Are you trying to communicate too much at once?
 6. Compelling – Does your message move someone to action?
 7. Sticky – Use stories to make your message memorable.
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We hope you find this information helpful and look forward to seeing you virtually in an upcoming webinar (details below).

Kind Regards,

Your Team at the Kellogg Center for Nonprofit Management

nonprofit@kellogg.northwestern.edu

**** SAVE THE DATE ****

Live Webinar – April 28th from 12:00 – 1:00pm CDT
Maintaining Organizational Health through Culture during COVID-19

with Professor Gail Berger

Registration opens and will be sent via Back to Basics Week 5 email on April 24th.

Live Webinar – May 6th from 12:00 – 1:00pm CDT

Philanthropy & COVID-19: Navigating a Path Forward for Fundraising

with Lindsay Marciniak, CCS Fundraising

Registration opens and will be sent via Back to Basics Week 6 email on May 1st.

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