

## COMMUNICATING EFFECTIVELY

Organizational Communication - how a group transmits information or messages to others - is important to successful implementation of strategic plans, yet many organizations never think of preparing a communications plan.

Announcements for members about upcoming events, monthly newsletters, annual reports, membership recruitment materials, press releases on special events, funding proposals to potential donors, policy briefs for Governments, issue statements.... all are forms of organizational communication.

Every organization has many audiences: members, staff, volunteers, partner organizations, interagency groups, funders, government officials, local leaders and decision-making, and the general public.

What kind of information does your organization need to communicate? How can it best be transferred to different audiences? Who should be responsible? The group exercise on Organizational Communication is a good place to start.

### ➤ **Organizational Communication**