



5 Strategies to Communicate Your Foundation's Impact

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Benefits of Effectively Communicating Your Impact

-  **Impact Comms** = Mission Achievement and Impact 
-  **Impact Comms** = Societal Impact from Knowledge Creation 
-  **Impact Comms** = Legislative & Policy Impact 
-  **Impact Comms** = Influencer & Thought leadership Ranking 
-  **Impact Comms** = Attract More Qualified Applicants for Grants 
-  **Impact Comms** = Grantee Career Advancement Opportunities 

WHEN A FOUNDATION PRIORITIZES COMMS, EVERYBODY WINS

Agenda

1. Communicating with Organizational Leadership & Trustees
2. Communicating with Policymakers
3. Communicating with Practitioners
4. Communicating with Researchers
5. Communicating with the Community



Publication Academy's 360° Training Model

[Publication Academy](#) is the premiere online professional development platform designed to significantly increase the speed at which foundation impact is communicated to key stakeholder groups to maximize the positive impact on our communities.

Our groundbreaking and user-friendly platform features the largest online selection of 200+ hours of high-definition video courses that can be completed at grantees' own pace. We offer customized curricula, digital badges, and certification programs which include live group supervision sessions with world-renowned thought leaders.

Filled with step-by-step tutorials, time-saving templates, real-world examples, engaging exercises, and up-to-date research, Publication Academy programs have been found to [increase foundation communication speed by 75%](#) and [increase publication output](#) across disciplines [between 50% to 500%](#)



Communicating with Organizational Leadership & Trustees

Before You Begin, Ask Yourself WHY?

1. WHY have your leaders chosen to dedicate their time and attention to your cause?
 - We are making a difference
 - They trust us
 - They want to influence our work
 - They're affiliated with our work for the clout



Before You Begin, Ask Yourself WHY?

2. WHY are you communicating your impact to your leader at this point in time?
 - We have to (i.e., Bylaws or Board Agreement)
 - We want them to feel vested in our work (“we”)
 - We want them to invest in our work
 - We want them to spread the word about our work



3 Things to Keep in Mind

1. Leadership CAN and WILL change

- Write your report as if it were for the future

2. Maintain the dignity of those you serve

- Tell their story as though they were listening to you tell it

3. Taking Credit vs. Sharing Credit

- Your wins are your own BUT remember those who helped you make an impact

MSF on Communicating More Effectively





Paul Farmer + The Inhaler Story

At the commencement ceremony at the [College of the Holy Cross](#) in Worcester, Massachusetts this past May, Paul Farmer recalled a poignant memory, and the lessons learned. The story began with an inhaler, carried in a young doctor's pocket on a long walk through rural Haiti. Farmer had just graduated from Harvard Medical School a year earlier, and had recently returned to work in a small medical clinic in Haiti's Central Plateau. That day, he left his medical supplies at home, and took a walk to a village about eight miles away to speak at a town hall meeting. Anxious to beat the rain and rest his recently injured leg, Farmer intended to head home after the meeting. He hadn't gone far when a community health worker stopped him and began leading him towards the home of a sick young man. He initially refused, explaining that he had no medical supplies—not even a stethoscope—with him. The community worker insisted, and Farmer relented.

A man's life was saved because he did.

He entered a small hut and found a man weakened by a severe asthma attack, lying close to death. Farmer realized he did have the one tool that could save the man's life—an albuterol inhaler, a device used to treat his own asthma. He slowly administered dosages into the man's lungs. His gasping slowed, and he began breathing normally.

Dr. Farmer used the story, to illustrate the significance of both circumstance and solidarity. He explained that without the nudging of the village's community health workers, he might not have taken the time to travel up the hill and save a man from an easily preventable death.

Keys to Communicating Effectively with Leadership

1. Provide info that can be retained & retold
2. Only tell a story if it's a good one
3. Communicate impact routinely
4. Lean on others' accounts of your work
5. Offer a timeline: Project into the future



Communicating with Practitioners

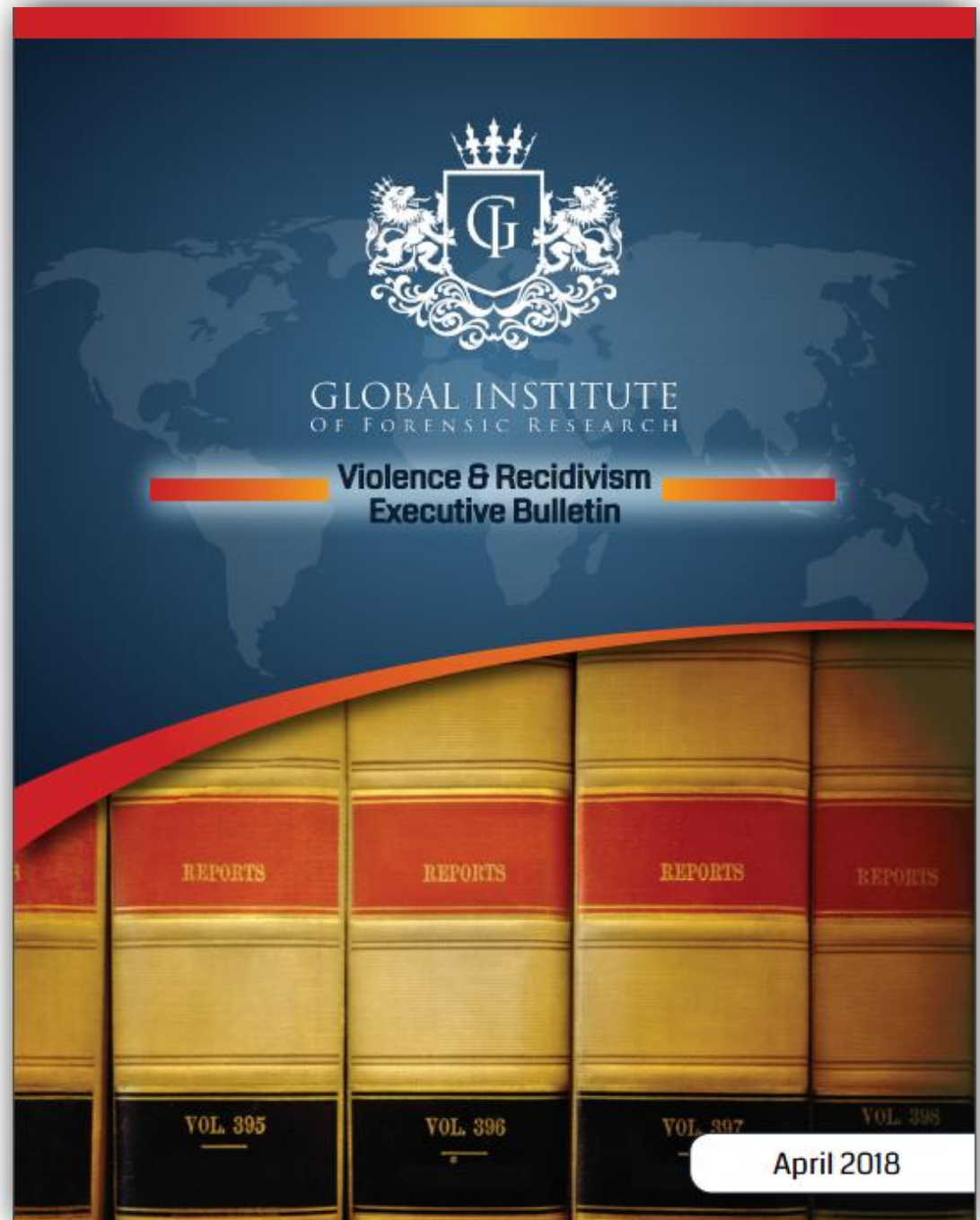
Communicating with Practitioners

- **Focus on “Fast, Friendly, and Frugal” resources**
 - E.g. Brief, jargon-free, no statistics, Open Access
- **Focus on benefits for themselves**
 - E.g. Improve quality of life, work satisfaction, and family relations
- **Focus on benefits for their clients**
 - E.g. More effective and efficient service provision

Communicating with Practitioners

- **Focus on benefits for their professional setting**
 - E.g. Improved teamwork, friendlier supervisors
- **Focus on compliance with licensing bodies**
 - E.g. Continuing Education (CE) hours

Sample Evidence Brief





Communicating with Policymakers