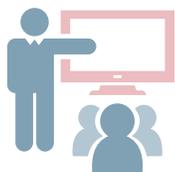




## Spitfire Knows How To Spark Change

When Spitfire opened its doors in 2002, we believed that teaching nonprofits and foundations how to be strong communicators would help them move their campaigns and issues further, faster.

People scoffed and said we would put ourselves out of business if we taught groups how to plan and execute their own communication strategies. But that didn't happen. Today we continue to train nonprofit and foundation staff, as well as foundation grantees, on the latest communication and campaign best practices, show them how to bring these practices into their daily work, and promote a learning culture across the public-interest community. We remain focused on creating smart, more successful voices for change. Here are some of the ways we do it.



### Tailored Trainings for a Cause

The "I's" have it: In-person. Intensive. Interactive. That's how we deliver trainings. Whether they are year-long programs, webinars, multi-day or one-off sessions, we help foundation and nonprofit leaders master the skills they need to reach their social-change goals. The topics range from communication and campaign planning; to message development, storytelling, brand strategy, presentation and spokesperson skills; to digital outreach and more. In all of them, Spitfire creates fast-moving, hands-on, practical learning experiences that encourage participants to work on the real problems they are trying to solve, and that ensure they walk away with lessons they can immediately put to use.



### A Method That Helps the Lessons Stick

Spitfire trainings don't begin and end in the conference room. Pre-training assessments and surveys help us tailor our trainings to the specific needs of the participants. Spitfire coaches prepare participants to make the most of the opportunity – then work with them side-by-side during the session to keep them fully engaged in the learning. Afterwards, coaches stay connected with participants and ensure they successfully apply their new skills to their work at hand. This customized combination of assessment, preparation, training and follow-up support makes the learning stick.



### Shared Learning Across the Field

We develop learning collaboratives. If two heads are better than one, many heads can really make progress. We bring people together to share information and best practices, and we develop activities where they work alongside each other. Working together helps people to understand shared goals, identify organizations' strengths and trust each other. That means that people from Spitfire collaboratives know that they can rely on each other when they're back at the office, in the field and working to drive progress.



### Guidance and Support Where It Counts

We boost nonprofit leaders when they need it most. Even the top brass can get butterflies before giving a big speech or presentation. We're butterfly catchers. Sometimes the best thing to grow a leader's skill and confidence is one-on-one counsel from a communication expert who understands the organization's objectives and what it's trying to accomplish. The communication experts at Spitfire offer clear advice, unravel sticky situations, question conventional wisdom and push a little more to find the right solution.



## Better Meetings for Better Results

Good meetings don't just happen. We make them happen. Organizations often need a skillful outside hand to design and facilitate an effective meeting by developing a productive agenda, keeping the discussion on schedule, getting everyone to participate, and collecting all the ideas into actionable next steps. Spitfire facilitation sessions explore and model communication best practices, develop strategies for overcoming challenges, get everyone on message and achieve consensus on next steps.



## New Tools to Get the Job Done

We were part of the share economy long before Uber and Airbnb. Spitfire creates and shares communication and campaign tools to help organizations think more strategically. Why do we give our smarts away for free? Honestly, we want our side to win. When nonprofits and philanthropic organizations plan and execute more strategic communication strategies and campaigns, we're in a better position to protect our environment, ensure access to quality health care, and fight for policies that help struggling families make ends meet.

**Spitfire's Smart Chart**<sup>®</sup> (SmartChart.org) helps organizations across the world create high-impact communication strategies. For organizations that want a streamlined way to put together a campaign plan, we developed **Planning to Win**<sup>™</sup> (PlanningToWin.org). To help organizations assess how to better harness the power of communication, we developed the **SmartScan**<sup>™</sup> (SpitfireSmartScan.org), an online audit that tells leaders where they are excelling at communication and where there is room for improvement. **From Big Ideas to Big Change**<sup>™</sup> (BigIdeasBigChange.org) is tailor-made for philanthropies that want to embed strategic communication into their grantmaking.



## Experience That Delivers

Spitfire distills our years of helping foundations and nonprofits promote the change they want to see in the world into accessible and practical learning experiences. We understand the challenges that nonprofits face when trying to move the needle on important social issues. Our secret sauce is transmitting that hard-earned knowledge in an exciting way and helping organizations use those lessons to create an impact.

For more information visit the learning page at [SpitfireStrategies.com](https://SpitfireStrategies.com) or contact **Dennis Poplin** at 202.448.0226 or ([Dennis@SpitfireStrategies.com](mailto:Dennis@SpitfireStrategies.com)).