

# Sparking Innovative Nonprofit Communication Leadership



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Every organization talks.

Skilled communicators get people to listen.

Communication is the currency to create action. Nonprofits, and the foundations that support them, measure the impact of every dollar to learn what works, adjust their approaches and focus on how to motivate change. But creating communication that moves people? That's easier said than done.

Since 2003, Spitfire's Executive Training Program (ETP) has helped nonprofit executives at all levels – from experienced directors to new leaders – build the communication savvy needed to articulate powerful visions effectively, inspire action and drive meaningful change. By elevating the quality of nonprofits' executive leadership, ETP helps foundations maximize the value of their investments. And within the nonprofit sector and issue-focused communities, ETP provides leaders with the skills and know-how to ensure not only the success of their organizations, but also their broader issue fields. ETP 2024 is a eight-month training and coaching program that is tailored to participants and their organizational needs.



## Delivering Effective Messages

Effective nonprofit leaders make communication a central part of strategic planning and prioritize outreach activities that will get results – both for progress on the issues they face and as good stewards making the most of grant dollars. ETP helps leaders employ communication in service of their programmatic goals and focus on messages, narratives, and channels that will land with their decision makers and audiences.



## Deepen the Impact of Every Word

Every time a nonprofit leader has an audience, it's an opportunity to expand the reach of their cause. Don't let those moments go to waste. Executives will learn how to perfect their communication – from engaging presentations and visionary speeches to organizational branding, fighting disinformation and leveraging creative and cultural strategies – so every word pays dividends.



## Build Communication Leaders

Communication is about more than crafting messages to share. Leading successful communication strategy means identifying decision makers, getting to know your audiences and finding cultural and creative connection points between the people you need to reach and the messengers in any organization or coalition even with a variety of skill sets and experience levels. ETP's interactive tailored sessions guide leaders on how to rethink their organizational approach to communication. And Spitfire's follow-up support helps participants share their new knowledge, implement best practices and track results – ensuring that what they've learned translates into effective leadership.



## Spitfire Sparks Wins

More than 600 nonprofit leaders have found success through our Executive Training Program, consistently rating it as one of the best professional development trainings of their careers.

## Mark Your Calendars

Recommended participants: New or experienced nonprofit executives who are, or have the potential to become, leaders in their broader issue field.

### The 2024 program includes:

- **Two in-person sessions:** Tailored and personal trainings in a retreat atmosphere happening on:
  - May 21-23 in San Francisco
  - September 10-12 in Washington DC.
- **One-on-one coaching:** Participants have a personal coach who works with them before, during and between trainings. This includes a bank of hours of customized coaching to help implement the lessons, consult on communication challenges and make the learning stick.
- **Cohort learning sessions:** Participants have access to sessions designed to build their network, engage peers and put the skill-building sessions into the context of their organizational needs.
- **Webinar series:** Participants have access to a supplementary webinar series providing ongoing learning and implementation opportunities. This series is available in real time or can be replayed on demand.

**Foundations typically sponsor one or more of their current grantees for the ETP program. Tuition fees are \$25,000 for the standard package and \$30,000 for the enhanced package, which includes the following additional components:**

- **Site visit.** Time with a coach at your office to identify new approaches to meet your needs or train your staff on these skills.
- **Five additional hours of coaching.**

*Participants are responsible for their own transportation, hotel costs and incidental expenses.*

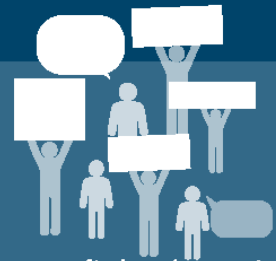
But this isn't just any communication training. Because we work exclusively with nonprofits and foundations, Spitfire understands the unique challenges their executives face in working for positive change. We help foundations invest in and develop lasting communication talent and expertise in their field to keep moving the needle for the long haul.

# Personal Impact

Transformative experience in strategic communication planning and implementation



Personalized training in visionary speeches, presentation skills and storytelling



Nonprofit leaders with stronger voice and skills to make a change

# Organizational Impact

Interactive webinar series for participants and organization staff



Follow-up coaching and training for organizational communication needs

Organizations with communication capacity and powerful change strategies



# Field/Sector Impact

A field with connected engaged leaders using cutting-edge communication guidance



Actionable lessons for movements and emerging communication trends

ETP cohort of leaders from across the country and issues