



**The Cutting Edge:
Communication
Essentials for 21st
Century
Foundation, NGO
and Movement
Leaders**

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Nonprofit, movement, coalition and foundation leaders and their teams are operating in a hyper-polarized environment. Driving change in tough times requires skilled communicators who can effectively motivate, persuade and influence individuals and communities to take action. Organizations can use communications to create and deepen relationships, set agendas, move solutions, build trust, inspire big change and so much more. To use communications to its full power in polarized times, organizations need to understand how to stay true to their values and also bridge the gap between their base supporters and those potential movement members who may not see themselves as belonging to your movement just yet. To effectively bridge that gap and win on the issues that matter most to you, organizations must embrace not just implementing communications but being a communicating organization.

What is a communicating organization? It is one where everyone involved with the organization — from staff to the board to coalition partners — understands that they play a role in communications and know how to play that role well. Communicating organizations have strong external AND internal communication strategies, and both are executed well with feedback loops in place to see where there is room for improvement. The organization spends more time on proactive rather than reactive communications and is able to communicate well in a dynamic environment where change is viewed with a sense of opportunity and strategic pivots are something to look forward to because they build creative muscle.

That is why Spitfire is launching **The Cutting Edge: Communication Essentials for 21st Century Foundation, NGO and Movement Leaders**. The Cutting Edge training curriculum creates communicating organizations, giving everyone from the board to staff the skills they need to use one of an organization's most valuable resources well: its voice. Explore the training options below to find the perfect fit for your needs.



The Cutting Edge - Spitfire's Training Program for Communicating Organizations

Tailored training programs for foundations investing in their grantees' communication capabilities or for organizations investing in their staff's capabilities.

Available in one-, two- and three-day formats, these customized sessions ensure your grantees or staff develop the specific skills they need to amplify their impact. Spitfire will provide a lead trainer and a set of three coaches per day along with a follow-up bank of coaching hours for your grantees to keep working with their coach.

Spitfire can offer a combination of any of the following training concepts:

Communication Strategy Development

- Turning your programmatic strategy into a communication strategy that includes SMART objectives, audiences, messaging and activities, and measures of success using Spitfire's [Smart Chart 4.0®](#)
- Content development including the narratives, stories, messages and framing you want to lead with to inspire your base audiences to act and to attract new audiences to join your efforts by drawing on Spitfire's messaging research that shows how to talk about our progressive issues without alienating potential new supporters
- Working with influencers and content creators to amplify your message, reach new audiences, and help them see themselves as part of your movement
- Ethical storytelling and writing messaging from an asset frame

Unified Voice and Brand

- Elevator pitch training so all your staff members can talk about your work together from a common starting point.
- Brand exercises to home in on the vision and purpose of your organization
- Delivering your message through media interviews and powerful presentations and digital platforms to bring in new audiences that can help move your work forward even in a challenging environment
- Visionary speeches to show what is possible when your organization wins

Strategic Organizational Planning

- Strategies for recognizing, analyzing and neutralizing misinformation and disinformation using Spitfire's [Just Truth™](#) guide
- Scenario planning for opposition pushback on progressive values while welcoming new supporters into the fold
- Getting ahead of right-wing ecosystem to foster productive conversation and de-escalate dangerous situations
- Restoring trust within your organization and externally using Spitfire's [Replenishing Trust™](#) tool
- Crisis communications planning and preparation using Spitfire's [Smart Plan®](#)
- When and how to put out a public statement on tricky issues

Budget

These customized one-, two- and three-day modular offerings will be tailored for an organization's or cohort of grantees' needs. Each participant will be paired with a Spitfire coach to support them throughout the training and will receive three hours of additional follow-up coaching to help them put their lessons into action. The costs per day are as follows:

- One-day session: \$30,000
- Two-day session: \$60,000
- Three-day session: \$90,000

Nondisclosure agreement

This Proposal is being submitted with the understanding that you agree to the following. Acceptance of the Proposal will signify your agreement. The Proposal contains Confidential Information including but not limited to information, technical data, and know-how relating to strategic communications and campaign planning, training, counseling and the tools to maximize the impact of such communications, and may include written, video or online training materials disclosed by Spitfire in electronic media, in writing, orally or otherwise, all of which is proprietary and protected under this Agreement, the US Copyright and Trademark laws and applicable common law. By accepting this Proposal, you agree not to use Confidential Information for any purpose except to evaluate whether you wish to hire Spitfire for the full development and implementation of the Proposal. Confidential Information that becomes publicly available other than as a result of your acts or was in your possession prior to the disclosure by Spitfire, or becomes available to you from a source that, to your knowledge, is not bound by a confidentiality agreement with Spitfire prohibiting such disclosure, shall no longer be considered to be Confidential Information. All Confidential Information furnished to you shall remain the property of Spitfire and nothing contained herein shall be construed as giving you any license or rights with respect to any Confidential Information or materials except as otherwise agreed by the parties in a definitive agreement. The restrictions and remedies contained in this Agreement will survive any termination of the negotiations relating to the contract.