



INTERNAL COMMUNICATIONS

Become an expert (or learn where to start)

#charitywritecomms

WHAT IS INTERNAL COMMUNICATION?



- Communication between the people who make up an organisation – employees, volunteers, members....
- How they interact and how that helps (and hinders) them

WHAT IS EFFECTIVE COMMUNICATION?



MAKING THE CASE



71%

Feel well-informed

39%

Effective communication between teams

64%

My views are listened to & valued

59%

I have confidence in senior management

Other areas to note:

- Internal communication has improved since last year, **but** 2015 saw a large drop
- Signs that increased workloads and increasing pressure to deliver are having an impact
- No significant improvement over 10 years

COMMUNICATION PLANNING



WHY – INCREASE THE IMPACT



From a weekly newsletter:

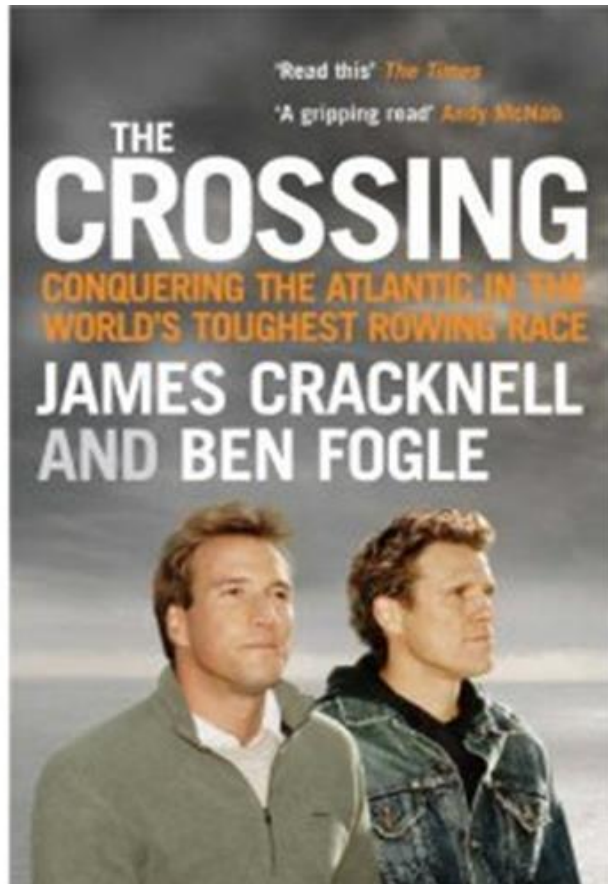
Super new supporters

It's been a bumper week for new sponsor recruitment:

- Woodley Wanderers FC first team have clubbed together to sponsor a child in Haiti.
- The children of Southlake Primary School have decided to sponsor four children for a year.
- Mike Edwards phoned up, agreed to sponsor 40 children and paid the first year's subscription upfront – that's £7,200!

These are all great steps towards our target of 200 more child sponsors this year.

WHO – PUT YOURSELF IN THEIR SHOES



What's their perspective?

HERE WE GO AGAIN.....



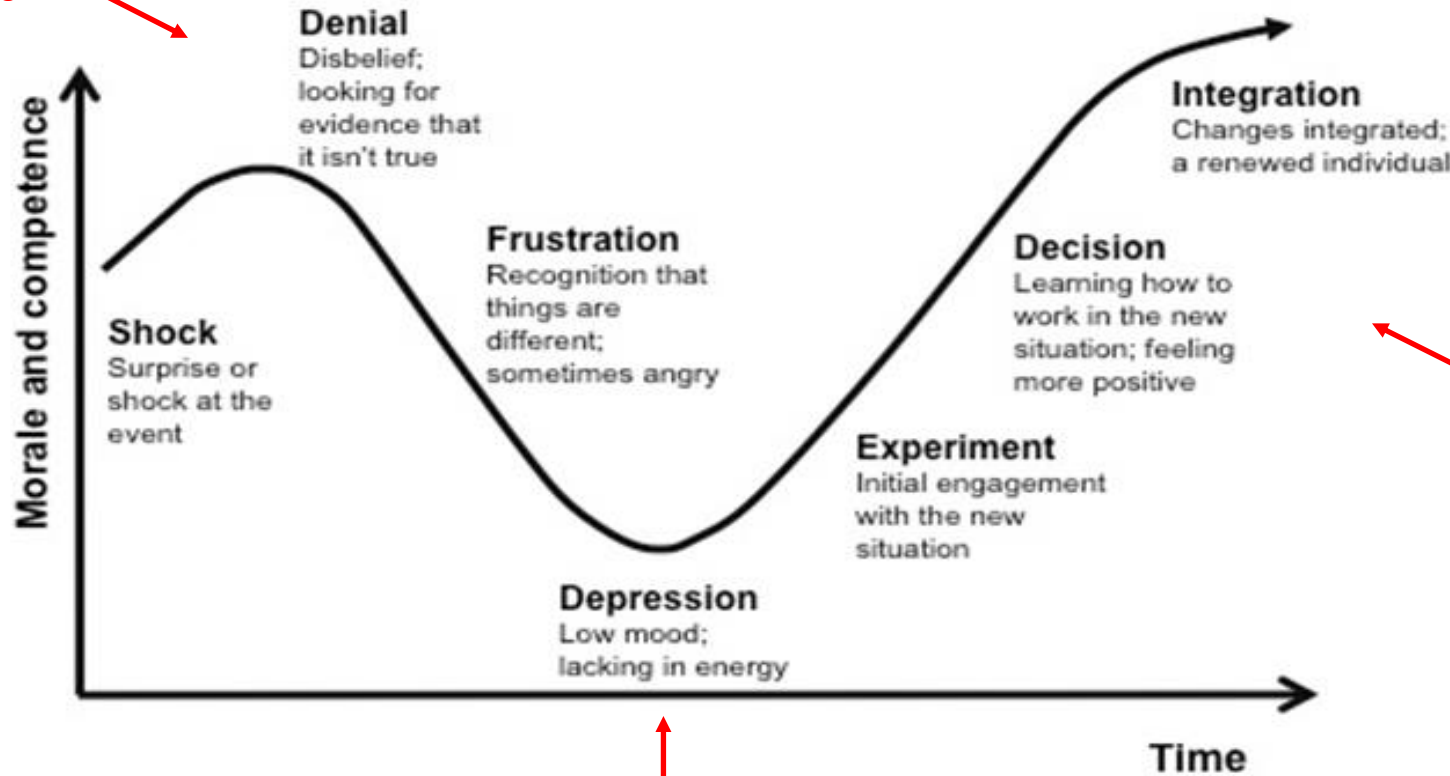
Sarah Browning, Browning York Ltd, www.browningyork.com

The Kübler-Ross change curve



Browning York

Clear information (from top)
Sharing future vision
Check understanding
Reassurance



Celebrate successes / share results
Share excitement re future
Involvement

Re-provide info from start
More detail re future
Discussion

“Can't see the wood for the trees”
Tailored, personal support
Listen
Opportunities to talk

EXAMPLE ONE



Poster in the kitchen:

Come to this month's Learning Lunch.

*We will be discussing our project working
with girls in Ghana to help them access
education.*

*This will be a great way to learn more
about our work so that you can share it
with our supporters.*

See you there!

EXAMPLE TWO



A news item in the weekly e-newsletter:

The Fundraising team is pleased to announce that we have just agreed a 2-year deal with Moneybags Ltd, a national financial advice company. We will be their corporate charity for the next 2 years. We worked really hard to get their support, had lots of meetings with them and finally convinced them that we are worth supporting.

EXAMPLE THREE



An operational announcement on the intranet:

In order to bring about cost savings for our organisation, the Finance department has introduced a fantastic new process for paying invoices. This new process will come into effect from 1 May 2012. Over the following year we hope to save £100,000, which we will be able to use for refurbishing our day centres and changing the lives of people with disabilities.

If you have regular contact with suppliers who invoice us, please discuss this change with them to support the official notification that the Finance department will send to them.

Please contact Bina Kumar, Head of Finance, if you have any questions.

EXAMPLE FOUR



All staff email:

Today it was necessary to close down the email system for two hours due to a failure in the data backup proxy server. An engineer was on site as soon as possible. He had to work very hard for the next few hours and he was able to replace the high density fibre cable which leads to the SCART socket and data transmission sub-connect. He then located the DLL and extracted it from the commission area to re-start the system.

I am pleased to say that email is now restored, thanks to the hard work of my team.

Bob Smith
Head of IT

CHANNEL IDEAS



Team meetings

Email

Intranet

Video

Audio

Print magazine

Voicemail

Text messages

Online forums

Blogs

Face to face events

Site visits

A FEW COMMUNICATION RESOURCES



- Institute of Internal Communication
 - www.ioic.org.uk
- Chartered Institute of PR, internal communications group
 - www.ciprinside.co.uk
- Browning York – including a blog covering effective communication topics
 - www.browningyork.com
- All Things IC – variety of communication resources
 - www.allthingsic.com



THANKS VERY MUCH

Follow my blog for more tips and inspiration –
www.browningyork.com/blog