



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

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

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 for Elevating Communications Across Movements and Coalitions

**For foundations or organizations seeking to enhance internal and external communication skills across entire movements or coalitions.**

These modular offerings will be tailored for a specific field or coalition that wants to up their game movement-wide. Whether it is democracy, immigration, education, housing or climate, these sessions will help your coalition communicate effectively as a movement, plan for upcoming scenarios and leave with a solid communication strategy in place to meet your goals. Your coalition members will leave this session with the skills and plans to give you the edge so that your movement excels as a communicating coalition. These two-day sessions include Spitfire coaches and a follow-up bank of coaching hours for continued support.

Spitfire designs sessions for coalitions that want to move their movements from a reactive to a proactive position and stay true to your values while bridging the gap to welcome new supporters who may not see their place in your movement yet. Spitfire can offer a combination of any of the following training concepts to meet the needs of the coalition:

## Unified Voice and Brand

- Elevator pitch training so all coalition members can talk about your work together from a common starting point
- Brand exercises to home in on the vision and purpose of your coalition
- Delivering your message through media interviews, 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 coalition wins

## Coalition Strategy Development

- Power mapping to identify the decision-makers your coalition needs to influence and what moves them
- 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 the right-wing ecosystem to foster productive conversations and de-escalate dangerous situations
- Restoring trust within your coalition or with members of your movement using Spitfire's [Replenishing Trust™](#) tool

## 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
- Crisis communication planning and preparation using Spitfire's [Smart Plan®](#)

## Budget

These two-day modular offerings will be tailored for a specific field or coalition including up to 20 leaders. 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 cost for the two-day session is \$60,000.

### 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.*