

# Communication Matters

2019 workshops & conferences

*An initiative of the Quebec Anglophone Heritage Network*

QUEBEC ANGLOPHONE  
HERITAGE NETWORK  
QAHN



RÉSEAU DU PATRIMOINE  
ANGLOPHONE DU QUÉBEC  
RPAQ



Full-day Session

## Digital marketing in non-profits: An entrepreneurial approach

Presented by **Pierre Didone**, training instructor,  
Community Economic Development Corporation (CEDEC)

Non-profit organizations that depend on volunteers and donors for their operations must have the skills to communicate effectively with potential supporters and other community members who benefit from their services.

This hands-on intensive course, originally designed for business owners, has been adapted to the needs and interests of non-profit, volunteer-based museum, heritage and cultural organizations.

In this workshop, participants will work through key steps of building a digital marketing program, also known as the e-commerce cycle. With an understanding of the fundamentals of digital marketing, your organization will be better able to inform, sell, promote, and stay connected to community members and supporters.

*Workshop activities include:*

- Identifying the kinds of volunteers/donors/visitors you hope to attract in support of your mission
- Matching your service or product with the skills and values of potential supporters
- Publicising each opportunity for members of the public to contribute to your community group or cause
- Ensuring that your group's purpose and values are stated clearly on your website

### Limited Places

Because of the nature of this workshop, *a maximum of 12 participants* will be admitted on a first-come, first-served basis. Each participant must have a laptop computer that is Wi-Fi enabled (can be connected to the internet wirelessly). If your organization currently has a website, the person taking the workshop should have permission to log on to the site as an administrator (i.e, know the username and password).



Morning Session

**Defining goals, telling your story & finding your audience**

Presented by **Kira Page**, Communications coordinator & organizational consultant, Centre for Community Organizations (COCO)

A good communications strategy is informed by the mission, the context your non-profit is operating in, the audiences you are trying to reach, and objectives of your non-profit organization. Too often, non-profits take a "laissez-faire" approach to their communications, and end up not being able to see the forest for the trees. This session focuses on the basics of communications planning, and how more strategic communications can further your non-profit's mission, and lays the groundwork for a communication strategy that will build your network of supporters.

*Topics covered include:*

- Communication planning basics
- Goal definition, based on your mission
- Honing your message(s)
- Understanding who you aim to reach

Afternoon Session

**Engaging youth: Reaching the next generation of supporters**

Presented by **Johanna Tzountzouris**, organizational consultant, Centre for Community Organizations (COCO)

As far as communications go, the generation gap is real! The medium, tone, and ways that young people interact with the world can feel difficult to grasp or alienating for those less familiar. This session will go over some of the most important communication trends among people under 30. Join with other non-profit groups as we explore how to strengthen connections with next generation of community leaders.

*Topics covered include:*

- How young people use and share information
- Using social media to leverage community support
- Skills and strategies that young people have to offer
- Ideas for youth-led initiatives in support of communication goals



## Morning Session

### **Facebook for non-profits**

Presented by **Kira Page**, Communications coordinator & organizational consultant, Centre for Community Organizations (COCO)

Facebook is not only one of the world's largest corporations, it is the most widely used social media platform in the world. For many people and organizations, it is the only online social-networking platform they ever use. Which means there's a good chance you will meet current and future members and supporters on Facebook if you invest the time to manage your profile. How can having a Facebook account advance your cause? This workshop will show how your non-profit can use various features of the world's most popular social-media website to increase your visibility and widen your network.

*Topics covered include tips for:*

- Spreading the word about your activities
- Documenting your activities in writing and images
- Reaching new audiences

## Afternoon Session

### **Engaging youth: Reaching the next generation of supporters**

Presented by **Johanna Tzountzouris**, organizational consultant, Centre for Community Organizations (COCO)

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Morning Session

**Network Navigation: Choosing the right social-media platforms**

Presented by **Kira Page**, Facilitator and Outreach Coordinator, Centre for Community Organizations (COCO)

The constant proliferation of new digital technologies offers non-profit organizations a seemingly limitless number of ways to connect with people online, to publicise activities and bring communities together. How can you tell if one method or channel will work better than another? This workshop offers an overview of 4 important social-media platforms for non-profit organizations: Facebook, Twitter, Instagram and LinkedIn. We will discuss the possibilities and challenges of each platform, help you get comfortable using each of them, and decide where to focus your limited time and resources.

*Topics covered include tips for:*

- Evaluating your needs and capacity for managing social media
- Typical user profiles and trends for different platforms
- How to tell if social media is advancing (or hindering) your mission

Afternoon Session

**Friending History : A case study of the Centre for the Great War**

Presented by **Caitlin Bailey**, director, Canadian Centre for the Great War

In 2014, with no marketing budget, an out of the way location, and not much beyond (an admittedly vast) collection of artefacts, Caitlin Bailey began a digital marketing campaign to grow the visitor and funding base for the new Canadian Centre for the Great War. Five years later, the Centre is a thriving heritage organisation, with more than 10, 000 visitors (virtual and in-person) each year.

In this skills-building workshop, Caitlin describes the important role that social-media tools have played in winning support for the Centre's mission, and shares what she learned along the way. Using examples of digital marketing drawn from the Centre's own publicity campaign and objects found in the collections of participating museums and cultural organizations, we will go through the creative process step by step, choosing the most compelling stories, writing copy for social media and selecting the right channels.

Workshop participants will come out with one fully developed story that they can publish on their website, broadcast via social media or use as a model for future posts.



## Registration

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Discussed in this series: communication planning for non-profits; digital marketing strategies; how to build a community of online followers; effective writing; choosing and using social-media; engaging younger audiences

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Please complete for each participant and return with payment to  
**Quebec Anglophone Heritage Network**  
257 Queen St., Suite 400, Sherbrooke, Qc. J1M 1K7

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Name \_\_\_\_\_ Phone \_\_\_\_\_  
Organisation \_\_\_\_\_ Email \_\_\_\_\_

Fees are \$35 per day for QAHN members and \$45 for non-members. Price includes access to workshops and the conference luncheon. Payment may be made by cheque or via PayPal. If using PayPal, deposit funds to this account: [home@qahn.org](mailto:home@qahn.org).

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Please register me for the following *Communication Matters* events:

<b>February 6</b>	Sherbrooke	<input type="checkbox"/>
<b>April 5</b>	Stanbridge East	<input type="checkbox"/>
<b>April 26</b>	Town of Gaspé	<input type="checkbox"/>
<b>May 3</b>	Wakefield	<input type="checkbox"/>
<b>May 17</b>	Stanstead	<input type="checkbox"/>

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For more information about registering, call toll-free 1-877-964-0409 or (local) 819 564-9595.

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