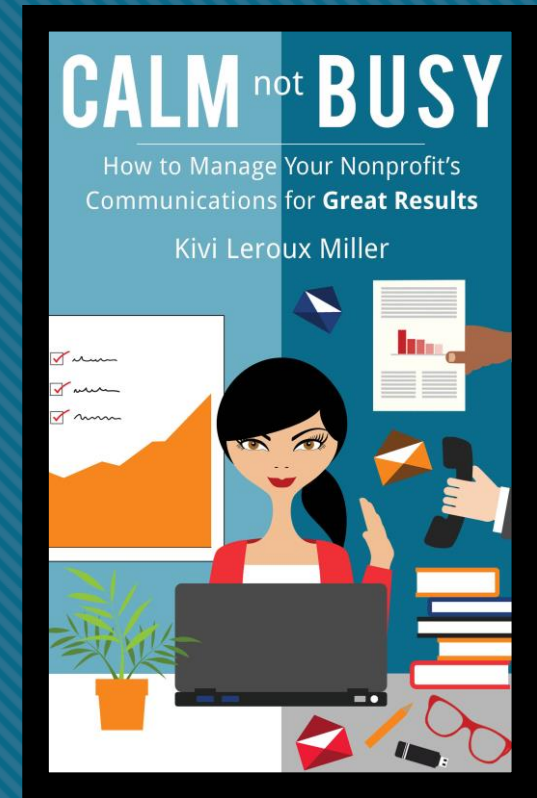


# CALM not BUSY: Managing Nonprofit Communications for Great Results

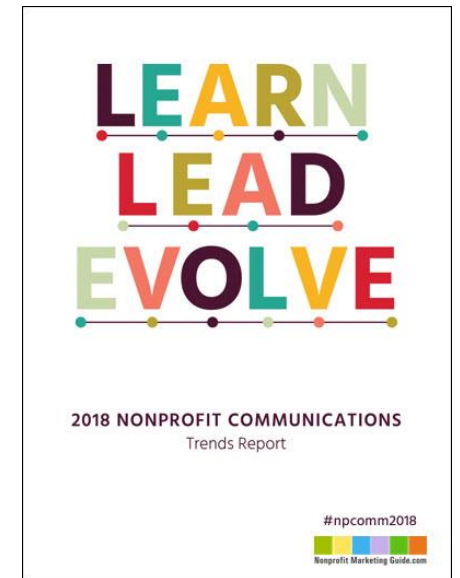
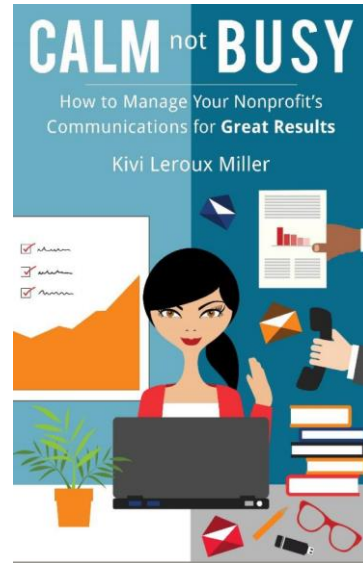
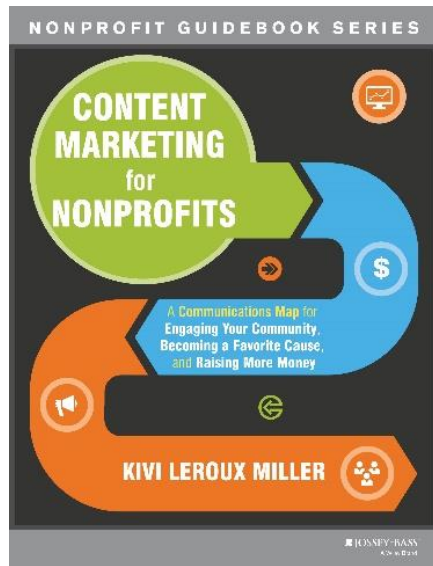
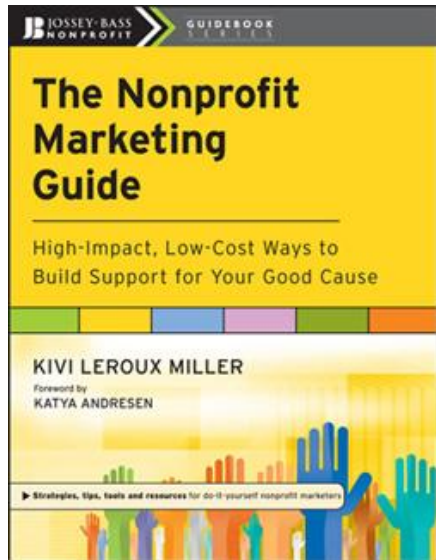


**Kivi Leroux Miller**  
Founder and CEO  
Nonprofit Marketing Guide

**#CALMnotBUSY**



**Nonprofit Marketing Guide.com**



**@kivilm @nprmtgd #npcomm**

**What is Your  
#1 Question  
for Me Today?**





**You are so, so  
very busy.**

**We are overwhelmed  
and understaffed**

**Everything is last minute**

**No strategy, no  
plan, no time to  
think**

**Reporting to and  
working with others  
who don't understand  
marketing**

**Too many opinions and  
too few decisions**

**Always reacting, rarely strategic**

**Your communications  
are inconsistent.**

**You miss great  
opportunities.**

**You don't get the best out of your staff.**

**You feel defeated and unmotivated.**

**All creativity and  
inspiration is sucked  
out of you.**

**You feel like you are  
letting others down.**

It's not just you.

Everyone is  
**BUSY!**





**Let's redefine  
BUSY for what it  
really is . . .**





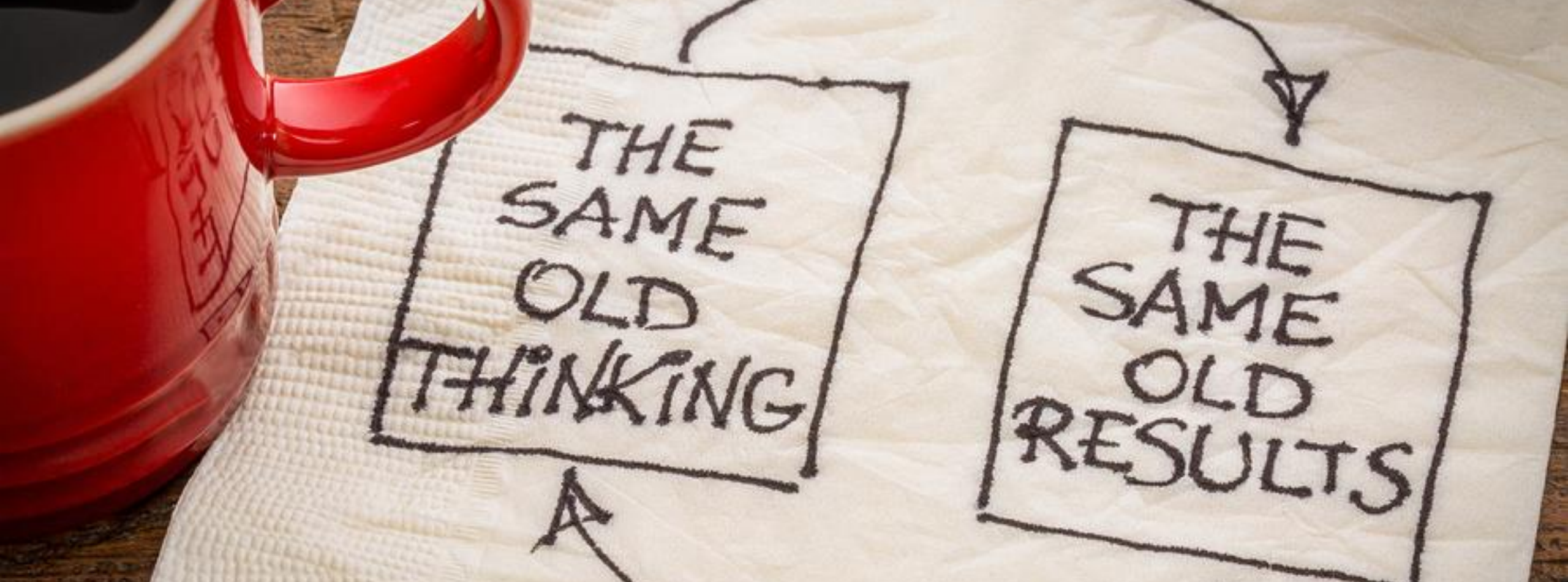
**B is for Bogus.**



**U is for Unrealistic.**



**S is for Sidestepping.**



**Y is for Yoked.**



**No one will put the BUSY firestorm out for you.  
It's up to YOU to extinguish it with CALM.**

Let's Leave  
**BUSY**  
Behind . . .

and Get **CALM.**





**C is for Collaborative.**

# What Being Collaborative Looks Like

- Connecting the dots between communications and everything else
- Leading internal conversations about your communications plan
- Listening to ideas and managing what you hear
- Empowering staff and insisting on accountability
- Working through how decisions will be made
- Recognizing and resolving conflicts





**A is for Agile.**

# What Being Agile Looks Like

- Taking responsibility for improving internal relationships
- Building trust in your competence
- Building trust in your intentions
- Stepping up and leading
- Making better decisions faster
- Expecting the unexpected
- Creating agile content



**L is for Logical.**

# What Being Logical Looks Like

- Limiting and integrating your communications goals
- Keeping up with shifting priorities
- Learning how to say No
- Following best practices, but experimenting constantly
- Making progress on strategic goals every day



**M is for Methodical.**

# What Being Methodical Looks Like

- Using an editorial calendar
- Creating a standard content creation, review and approval process
- Building an office culture that respects deadlines
- Simplifying communications routines so others can follow them
- Improving your personal productivity

Always Be  
**CALM**

Collaborative, Agile,  
Logical, and Methodical

**not BUSY**

Bogus, Unrealistic,  
Sidestepping, and Yoked

**#CALMnotBUSY**



Buy the  
book and  
get your  
personal  
CALM  
Score.





**Carrie has too  
many tasks but  
little authority.**



# Some Ideas for Carrie

## Too Many Tasks, Not Enough Authority



- Create a Big Picture Communications Timeline to connect all the dots **[Collaborative]**
- Start working on an editorial calendar **[Methodical]**
- Create a system to manage good ideas and non-urgent requests **[Collaborative]**
- Learn how to gracefully say No **[Logical]**
- Develop a standard review process **[Methodical]**

Juan was promoted from tactical worker to strategic leader.



# Some Ideas for Juan

## From Tactical Worker to Strategic Leader



- Step up and take charge!  
**[Agile]**
- Open up lines of internal communications with other staff  
**[Collaborative]**
- Limit and integrate communications goals with other organizational goals  
**[Logical]**
- Study and implement best practices before experimenting  
**[Logical]**
- Expect the unexpected  
**[Agile]**

**Janelle wants  
to stop reacting  
and get more  
strategic.**



# Some Ideas for Janelle

## Stop Reacting and Get More Strategic



- Limit and integrate the team's goals **[Logical]**
- Review how decisions are made to protect strategic goals **[Methodical]**
- Make good decisions more quickly **[Agile]**
- Spend more time planning for the unexpected **[Agile]**
- Explore tools to improve the team's efficiency **[Methodical]**

Three wooden blocks are arranged horizontally, spelling out 'Q & A'. The first block on the left has a large black letter 'Q' on its front face. The middle block has a large black ampersand '&' on its front face. The third block on the right has a large black letter 'A' on its front face. The blocks are made of light-colored wood with a visible grain pattern. The background is a blurred wooden surface.

Q

&

A

**Carrie – Too Much Work, No Authority**

**Juan – Promoted from Tactical to Strategic**

**Janelle – Stop Reacting, Get Strategic**

**Heather's boss  
won't delegate.**





# Some Ideas for Heather

## Her Boss Won't Delegate



- Shore up her boss's confidence in her competence and intentions  
**[Agile]**
- Connect the dots between what she wants to try and her boss's goals  
**[Collaborative]**
- Create a clear review process so there are no surprises. **[Methodical]**
- Build a better culture around meeting deadlines  
**[Methodical]**
- Brush up on conflict resolution skills  
**[Collaborative]**

Janice is trying to make big changes, but her coworkers won't budge.



# Some Ideas for Janice

## When Co-Workers Won't Embrace Your Big Plans



- Openly discuss how communications decisions should be made  
**[Collaborative]**
- Open conversations about team accountability  
**[Collaborative]**
- Work on making decisions within her control much faster  
**[Agile]**
- Experiment wherever she can  
**[Logical]**
- Celebrate what progress she does make every day  
**[Logical]**

Allen is working  
too much, but  
can't let go.



# Some Ideas for Allen

## When Dedication to Work Takes Over Your Life



- Get clarity on what's truly a priority (it can't be "everything") **[Logical]**
- Simplify as many common routines as possible **[Methodical]**
- Focus on creating more agile content that is easily repurposed. **[Agile]**
- Look at his own personal productivity style and work habits **[Methodical]**
- Learn how to say No to others AND to himself! **[Logical]**



**Heather – Boss Won't Delegate**

**Janice – Co-workers Won't Embrace Big Plans**

**Allen – Working Too Much, But Can't Let Go**

Sheila's  
visionary boss  
is making her  
miserable.



# Some Ideas for Sheila

## Her Visionary Boss is Making Her Miserable



- Take responsibility for improving the relationship **[Collaborative]**
- Regularly check-in on priorities **[Logical]**
- Build trust in both intentions and competence **[Agile]**
- Work on ways to triage and manage all the visionary ideas **[Collaborative]**
- Get extremely agile with content creation, so no work is wasted, even when priorities shift **[Agile]**



**Ryan is doing  
the work of  
three people.**



# Some Ideas for Ryan

## Promises of Additional Staff Aren't Materializing



- Take charge of the situation – don't just let it happen to you **[Agile]**
- Get really good at multiple ways to say No **[Logical]**
- Triage and simplify as many processes as possible **[Methodical]**
- Review her personal productivity style, not to do more, but to best manage her energy. **[Methodical]**
- Work on holding others (especially those with hiring authority) accountable. **[Collaborative]**

Everyone is so busy, Ellen gets no help with content.



# Some Ideas for Ellen

## Getting Content Creation Help from Busy Staff



- Establish the editorial calendar so people know when they are on deck **[Methodical]**
- Start building a culture that values meeting deadlines **[Methodical]**
- Create a standard review process and hold firm **[Methodical]**
- Expect the unexpected – develops lots of Plans B and C **[Agile]**
- Create lots of evergreen and easy-to-repurpose content **[Agile]**



**Sheila – Visionary Boss Making Her Miserable**

**Ryan – Doing the Work of Three People**

**Ellen – Gets No Help with Content from Busy Co-Workers**

# Final Questions for Me Today?





**CALM or BUSY?  
The Choice is Yours.**



**This is what nonprofits deliver.  
You deserve the same.**



# CALM not BUSY

How to Manage Your Nonprofit's  
Communications for **Great Results**

Kivi Leroux Miller

