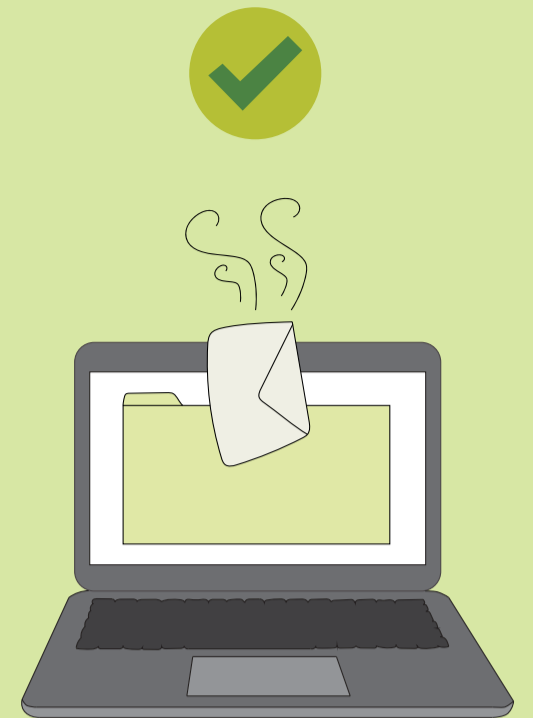


## Sending out year-end communications from the field



### Here's a simple framework to guide you as you develop your year-end communications.

There are many ways you can do year-end communications, and this might feel overwhelming. But what matters most is not the fancy graphics or professional photographs, but the effort of reflecting, sharing and celebrating your year with those who are invested in your work.

#### 1. What communications tool will you use?

**Choose your communications platform.** Don't stress out the communications tool you use. What matters most is that you're authentic, clear and compelling and that can be done just as well in a simple email as it can in a well produced video.



VIDEO



EMAIL



NEWSLETTER



WEBSITE



POSTER



SOCIAL MEDIA



WHATSAPP



PRESENTATION

#### 2. Who is most important for you to reach?

**Choose your target audience:** While there may be a number of different people you want to reach, be clear on your key audiences so that your content is tailored to resonate with them. If needed, you might want to develop two sets of year-end communications tools.

#### 3. What should they know about your work this year?

**Determine your main message:** What is the most important thing you want people to remember about your work this past year?

Example: *"We adapted, we carried on"; "More communities benefiting from their land and resources"; "More grass, more resilience"...*

Whatever the message, make it prominent, clear (i.e. no jargon), and repeat it so it 'sticks.'

**Note:** This is a good opportunity to raise brand awareness, and highlight what makes your organization distinct from others.

#### 4. What are you the most proud of?

**Share your highlights:** Identify your top achievements - 5-8 is plenty - focusing on the impact of your work. Be concise, don't over explain.

Examples: *"Increased Rights: 55 woman can reap the benefits from managing their natural resources thanks to acquiring title deeds totalling 150 hectares of land."* *"Community Driven Conservation: Communities are covering 50% of the costs of human wildlife conflict mitigation kits in the Wildlife Management Area, demonstrating that they increasingly value the wildlife living alongside them."*

**Share your best stories:** Spend time together with your field team to search for stories in your data. Tell stories that follow a simple story-arc: what was the problem, the change/transformation and the outcome?

**Remember:** Impact drives income, the more clearly you communicate your impact, the more funding you can attract.

#### 5. What was hard?

**Be honest and reflect:** Share any challenges you faced this year as well. This shouldn't be a long list, but people appreciate when organization's truly reflect on their work, both the good and the bad.

#### 6. How do others feel about your work?

**Bring in other voices:** Don't be the only ones tooting your horns! If possible, share 1-2 quotes that will bring meaning, and emotion to your work. Best quotes come from partners or from your constituents.

#### 7. Who else played a critical role in your successes?

**Be grateful and share the success:** Donors, partners, community members, government officials, etc. all play important parts in your success. Give them credit for this and take the opportunity to truly thank them. Choose words like "you" and "we" so that people feel part of your work and achievements.

#### 8. What's next?

**Motivate for next year:** Your parting message should remind your audiences that the work doesn't stop here. Share a short sentence about your vision for 2021.

**End with a clear call to action:** How would you like your audience to respond? For example: learn more (link to a web page), fund us, read our strategy plan, etc.