

Marketing your knowledge : a report to philanthropy's R&D organizations / Williams Group. - Grand Rapids : Williams Group, [2006?]. – 18 p.

This paper aims to help grantees and others in the field to more effectively use communications and to share and spread knowledge of effective practice throughout the sector. It examines the field's knowledge-sharing challenge, presenting a new model and identifying ten practices that work. To prepare this report, the authors interviewed a dozen individuals who work in philanthropy and are regarded as opinion leaders and information gatekeepers in the field.

http://www.wgsite.com/Resources/Marketing_Your_Knowledge.pdf

For information: <http://www.wgsite.com/reports.html>

For information: <http://www.wgsite.com/>

Foundations & scoops : how to survive in a media world / Marco Demarie. - [s.l.] : [s.n.], [2004?]. – 13 p.

This paper focuses on the relationship with traditional media such as newspapers, magazines and tv and how to foundations can benefit from it. The importance of a good relationship with the media as a crucial resource for foundations is highlighted, since the media functions as a channel of information and legitimation of a foundation's mission and method.

Recommendations on different aspects for a finely tuned foundation communication strategy should pursue are included as is a definition of the role of chief executive within a foundation.

<http://www.efc.be/ftp/public/pippip/siena2004/FondazioneGiovanniAgnelli.pdf>

World summits & conferences : grantmaking on a global stage / Rebecca Nichols, Anne Bailey. - New York : The Ford Foundation, [2003?]. – 29 p. - (GrantCraft).

This guide, drawing on grantmaker experiences, looks at how funding in connection with a summit can advance grantees' programmatic goals and help them get the most from a summit experience. Some issues it tackles are why to fund in connection with a summit, how working with grantees helps advance their goals and understanding the debates about summits.

<http://www.grantcraft.org/pdfs/summits.pdf>

For information: <http://www.grantcraft.org/index.cfm?fuseaction=Page.viewPage&pageID=626>

For information: <http://www.grantcraft.org/>

Understanding global philanthropy. - London : Financial Times, 2007. – 16 p.

As the corporate world takes on an increasingly borderless nature, the philanthropic sector is also becoming more global. This comprehensive guide examines the latest developments and initiatives

For information: <http://www.ft.com/pp/globalphilanthropy>

Internal communication toolkit / Jessica Hume. - Washington DC : CIVICUS, 2007. – 28 p.

The aim of the toolkit is to help organisations to improve their efficiency and effectiveness through the creation of internal communication processes that create a cohesive organisational culture. The toolkit is divided into three parts. The first part describes the three steps in the strategic internal communication process; the second presents the different tools and tactics to improve the internal communication, and the third section consists of a case

study that looks at how one organisation undertook the strategic internal communication process.

<http://www.civicus.org/new/media/CIVICUSInternalCommunicationToolkit.pdf>

For information: http://www.civicus.org/new/civicus_toolkit_project.asp

Foundation communications : the grantee perspective / Judy Huang. - Cambridge : The Center for the Effective Philanthropy, 2006. – 28 p.

This report aims to reveal the key components of effective foundation communications with grantees. Based on analyses of thousands of grantee surveys, this issue paper argues for a more holistic approach to foundation communications than is often practiced today. This report highlights best practices and provides practical management implications for foundation leaders.

http://www.effectivephilanthropy.org/images/pdfs/CEP_Foundation_Communications.pdf

Achieving media responsibilities in multicultural societies. - Brussels : King Baudouin Foundation, 2006. – 72 p. ISBN: 9789051305272

This resource pack of information material and advocacy briefs consists of 5 leaflets. The first three leaflets deal respectively with the international legal standards, with a regional cross section of the issues concerned as well as effective practices of interaction between media, media structures and citizen's organisations. The last two leaflets provide recommendations addressed to media, media regulatory bodies, national and international institutions and non-governmental organisations and set out principles for journalists and editors for ethical and professional coverage of ethnic issues.

http://www.kbsfrb.be/uploadedFiles/KBS-FRB/Files/EN/PUB_1588_Media_Resource_Pack.pdf

For information: <http://www.kbsfrb.be/publication.aspx?id=178324&LangType=1033>

Advocacy funding : the philanthropy of changing minds / Tony Proscio. - New York : The Ford Foundation, 2005. – 21 p. - (GrantCraft).

In this guide, grantmakers from private and community foundations present their views on advocacy funding. The guide offers resources and strategies for planning the work, reaching the audience as well as assessing impact. Useful resources are also included.

For information: <http://www.grantcraft.org/index.cfm?fuseaction=Page.viewPage&pageID=619>

For information: <http://www.grantcraft.org>

Better communication = better governance? : practical strategies for voluntary sector boards / Tesse Akpeki, Tess Woodcraft. - London : National Council for Voluntary Organisations (NCVO), 2005. – 56 p. ISBN: 0719916240

This guide looks at the board's role in sharing information between departments of an organisation and with the outside world. It offers checklists, model documents and case studies to help the board improve in the crucial area of effective communication.

For information: <http://www.ncvo-vol.org.uk/publications/showall.asp?id=2642>

For information: <http://www.ncvo-vol.org.uk>

Culture clash? : an investigation of the relationship between charities, the media and commercial PR agencies. - London : The Voluntary Action Media Unit, 2005. – 58 p.

This report provides an in-depth look at the current way in which charities, PR agencies and the media work together. It answers to the following questions: Are the media receptive to voluntary sector stories? How do the press perceive volunteering? How could charities improve their approach to the media?

http://www.vamu.org.uk/downloads/culture_clash.pdf

For information: <http://www.vamu.org.uk/>

For information: <http://www.geofunders.org>

Knowledge management : where foundations in Europe stand and where they want to go - Results of a survey on knowledge management, April 2004. - Brussels : European Foundation Centre & King Baudouin Foundation, 2004. – 7 p.

This report describes and analyses the results of a survey conducted by the European Foundation Centre and the King Baudouin Foundation about the issue of knowledge management in European foundations. Funders were asked about the existence and types of knowledge management they use, objectives for knowledge management, and what types of tool foundations use for knowledge management.

<http://www.efc.be/ftp/public/kmsurvey/kmresults.pdf>

For information: <http://www.efc.be>

What works in youth media : case studies from around the world / Sheila Kinkade, Christy Macy. - Baltimore : International Youth Foundation (IYF), 2003. – 75 p. - ("What_Works"_Series).

Youth media programmes provide a potent example of young people's passion, creativity and engagement in the broader society. This publication aims to profile a diverse range of youth media projects operating internationally in the hope that their experiences will help inform and guide the work of others contemplating or undertaking similar activities.

<http://www.iyfnet.org/uploads/WW%20-Youth%20Led%20Media.pdf>

For information: <http://www.iyfnet.org>

Publishing the nonprofit annual report : tips, traps, and tricks of the trade / Caroline Taylor. - San Francisco : Jossey Bass, 2002. – 217 p. - (The_Jossey_Bass_Nonprofit_and_Public_Management_Series). ISBN: 0787954101

This guide provides non-profit executives and board members with the information and tools they need to create a persuasive and effective annual report. The book deals with the report-writing cycle from start to finish. The book explains how to create a plan, fit the report process into the overall schedule, assign tasks, develop the executive message, work with designers to integrate visual elements and get the report printed on time and within budget. It includes a glossary, bibliographic references as well as recommended reading.

For information: <http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787954101.html>

La sensibilización y educación para la solidaridad / Luis Arancibia Tapia. - Madrid : Fundación Luis Vives, 2002. – 554 p. ISBN: 848004506X

A polemic debate to decide whether the non-profit associations should acquire a professional character or not emerged in Spain during the 90s. However, until very recently, there has been a lack of educational tools for people interested in the management of these non-governmental organisations. This publication is a practical device for specialists in the non-profit sector and volunteers of Spanish NGOs, not only to help them administrate, but also to facilitate effective communication between NGOs and Spanish society.

For information: <http://www.cerasa.es>

International collaboration in the arts : amplifying new voices. - New York : The Ford Foundation, 2002. - (GrantCraft).

This film describes new grant-making methods that are meant to inspire grant-makers to be innovative in their management and partnership with non-governmental organisations and peers. Additionally, communication and knowledge management issues are explored.

<http://www.grantcraft.org/catalog/video/> For information: <http://www.grantcraft.org>

A quality framework. - London : Association of Charitable Foundations (ACF), 2002. – 63 p.
- (Good_Grant-Making_Practice). ISBN: 1897916302

The Association of Charitable Foundations (ACF) has produced this framework for trusts so that funders can improve the quality of their grantmaking. It includes three levels of assessment for foundations and sections on managing governance, strategy, communications, personnel, finance, and evaluation.

Raising the value of philanthropy : a synthesis of informal interviews with foundation executives and observers of philanthropy / Denis Prager. - 2nd edition. - Washington : Grantmakers in Health, 2001. – 27 p.

The purpose of this report is to identify the characteristics of foundation programs and assessment strategies that appear to be the most effective. This report is based on a series of interviews with foundation leaders and perceptive outside observers of philanthropy. The main topics are grantmaking, communication, staffing as well as evaluation. The appendix included the list of the interviewees.

http://www.gih.org/usr_doc/54151.pdf

For information: http://www.gih.org/info-url2678/info-url_show.htm?doc_id=54151

For information: <http://www.gih.org>

Report on communication strategies and information technology. - Brussels : Worldwide Initiatives for Grantmaker Support (WINGS), 2001. – 20 p.

This is the summary of the WINGS Peer Learning Meeting on communication strategies and information technology that took place in April 2-4, 2001 and was hosted by the Centro Mexicano para la Filantropía (CEMEFI) in Mexico City. It provides procedural guidelines for developing an effective communications strategy to promote philanthropy, as well as an overview of the field of knowledge management and a review of the options available for the optimum use of information technology.

http://www.wingsweb.org/download/communication_strategies.pdf

For information: <http://www.wingsweb.org/information/publications.cfm>

For information: <http://www.wingsweb.org>

Communication and outreach / A. Scott DuPree, David Winder, Christina Parnetti [et al.]. - New York : The Synergos Institute, 2000. – 22 p.

<http://www.synergos.org/globalphilanthropy/00/fbscommunication1.pdf>

Self-assessment for foundation boards / Joshua Mintz, Denise Cavanaugh, Jane Pierson. - Washington, DC : BoardSource, 2000. - 66p.

This guide offers ideas on how to stimulate communication among board members and the chief executive as well as ways to identify areas of board governance that need attention. The guide is accompanied by a questionnaire for board members to begin the process.

For information: <http://www.boardsource.org>

How to produce inspiring annual reports : a guide for voluntary, arts and campaigning organisations / Ken Burnett, Karin Weatherup. - London : The Directory of Social Change, 2000. – 96 p. ISBN: 1900360659

A guide to producing annual reports. The emphasis throughout is as much on why annual reports are produced in a particular way as on how to do it. Prepared largely with charities, voluntary bodies and campaigning organisations in mind but most of its contents are relevant for communications and reporting in the for-profit sector.

Organising special events for fundraising and campaigning / John F Gray, Stephen Elsdon. - London : The Directory of Social Change, 2000. – 90 p. - ("How_to"_guide).

ISBN: 190036056X

This how-to guide to producing a fundraising event describes the rationale behind special events and ways to host one successfully. Using case studies and theoretical advice, it guides planners through the process of event management from setting objectives and identifying an idea to planning and budgeting, choosing venues and communicating with the public and the media.

For information: <http://www.dsc.org.uk/cgi-bin/sh000001.pl?REFPAGE=http%3a%2f%2fwww%2edsc%2eorg%2euk%2facatalog%2findex%2ehtml&WD=events%20special%20organising&SHOP=%20&PN=DSC CAF How to Guides%2ehtml%23a65#a65>

For information: <http://www.dsc.org.uk/>

The CENPO Guide. - Brussels : CENPO, 2000. ISBN: 9059190017

A Directory of the European Union compiled specifically for voluntary organisations, associations, foundations, charities, NGOs and other not-for-profit organisations. The role of CENPO, the organisation that publishes this directory, is to help its member NGOs develop communication between government, to facilitate two-way communication between the EU and NGOs in the member states, to help create and develop European NGO networks, to enable grassroots organisation to participate at European level and to undertake projects for the benefit of the European not-for-profit sector.

Neue Wege in der Führung von Stiftungen / edited by Robert V. Bennigsen. - Munich : Maecenata Verlag, 1999. – 73 p. ISBN: 3933221129

This volume contains documentation from the third Maecenata conference on the subject of donation management. In the collection of papers, authors topics include how to develop endowments, communications, transparency and marketing.

For information: <http://www.maecenata-verlag.de/varia/bennigsen.htm>

For information: <http://www.maecenata-verlag.de>

Highlights of the discussion at the fourth Meeting of Foundations and Institutions concerned with The Future of World Communications and World Community / Mark Armstrong, Sophie Redmond. - Tokyo : Huso-Bunka Foundation, Inc., 1999. – 40 p.

This publication contains the documentation from the fourth Meeting of Foundations and Institutions concerned with the future of world communications and world community. The main topics of discussion were cultural ecology and public service broadcasting. It examines concept and role of service broadcasting, programme exchanges and rights, and assistance to developing societies of public service broadcasting.

Grantmakers communications manual / Christopher McNamara. - Washington, DC : Council on Foundations, 1998. – 299 p.

A publication designed to provide foundations with basic guidance, practical tips and background information on the key components of a foundation communications programme, and aimed at those foundations with little or no dedicated communications staff. Includes information on a wide range of communication techniques and issues, including internal communications, media relations, crisis communications, government relations, publications, speeches and presentations.

For information: <http://www.cof.org/index.cfm?containerid=83&orglink=57>

Strategic Communications for NonProfit Organisations / Janel M. Radtke. - John Wiley 605 Third Avenue, New York, NY 10158-0012 USA Fax: +1.212.850.60.08, 1998. – 243 p.

Aimed at NonProfit organisations, this book gives a practical introduction to communications strategy. It outlines how best to coordinate and streamline communications efforts through a seven-step program. Contains a disk providing worksheets, forms, surveys and self-assessment tools.

The non-profit internet handbook / Gary M. Grobman, Gary B. Grant. - Harrisburg, USA : White Hat Communications, 1998. – 216 p. ISBN: 0965365360

A handbook for non-profit organisations dealing with the most effective ways to use the Internet. The publication is appropriate for executive staff, board members, funders, volunteers and donors alike. It contains sections on the nature and history of the Internet and how to connect to this, the use of e-mail and online applications, fundraising and advocacy via the Internet, relevant ethical and legal issues and the potential dangers involved in Internet use. A full glossary is included along with an alphabetical index and content listing.

Grantmakers Technology Report. - Council on Foundations 1828 L Street, NW, Washington DC 20036, USA fax: +1.202.785.3926, 1997. – 93 p.

An abbreviated version of a report prepared for the Council on Foundations based on a survey made in December 1996. This resource is designed for board members, staff and others interested in the use of new technology and communication tools. The report also reflects the Council's commitment to ensure that foundation administrators, academic centers, government, and the general public have wide access to information about the internal workings of foundations and corporate giving programmes.

The Internet Strategic Plan - A step-by-step guide to connecting your company / Martin A. Schulman Rick Smith. - John Wiley & Sons, Inc 605 Third Avenue, New York, N.Y. 10158-0012, USA, 1997. – 350 p.

This book gives you all the management tools you need for creating a strong Internet and Web presence. It provides you with advice and pointers from companies who share their internet/web experiences in question-and-answer case studies. It also includes insight and information about technical, cultural and legal implications, different types of connectivity and how to find consultants, Internet Service Providers, and Web site developers.

Communication power : energizing your nonprofit organisation / Larry D. Lauer. - Gaithersburg : Aspen Publishers, 1997. – 208 p. ISBN: 0834208938

This book is about the communications dimensions of management and leadership in the fullest sense, and it strives to help the executive see a fresh perspective on the fundamental management tasks of problem-solving, planning, evaluating and leading. It aims to equip the nonprofit manager with the knowledge and techniques to communicate successfully the organisation.

For information: <http://www.aspenpublishers.com/Default.asp?cookie%5Ftest=1>

Public Speaking and Presentations - A guide for small voluntary organisations / Ian Gilchrist. - CAF Biblios - Star Road, Partridge Green, West Sussex, RH13 8LD, United Kingdom, fax: +44.1403.711143, 1997. – 84 p.

This book provides a step-by-step guide on preparing for and making a presentation. The author sets out a list of simple rules on how to: write an effective, lively speech that will keep listeners interested, overcome nerves, learn to speak without using a script and cope with questions from the audience.

Building Sustainable Non-Profit Organizations: Strategic Planning / Marianna Török. - Baltimore : The Johns Hopkins University Center for Civil Society Studies Wyman Park Building, 34th and North Charles Street, Baltimore, Maryland 21218, USA, fax:+1.410.516.8233, 1997. – 32 p.

Aimed at those in Central and Eastern Europe in order to promote the art of strategic planning. Helps non-profit organisations to clarify their objectives, provide guidance to their supporters and staff and make the most effective use of their resources. Shows that Strategic planning is not a terribly complex process. Rather, it is a straightforward exercise of clarifying what an organisation is trying to achieve and how it proposes to go about achieving it.

Building Civil Society Worldwide: Strategies for Successful Communications. - CIVICUS 919 18th Street, NW, 3rd Floor, Washington DC 20006, USA; fax: +1.202.331.8774, 1997. – 87 p.

A handbook of case studies describing how civil society organisations have met the challenge of increasing the visibility of their own programmes as well as the sector in their countries

Best Practices of Effective Nonprofit Organizations / Philip Bernstein. - The Foundation Center 79 Fifth Avenue, New York, NY 10003-3076, 1997. – 183 p.

Keeping posted : a survey of current approaches to public communications in the voluntary sector / Catherina Pharoah , Rosemary Welchman. - Kent : Charities Aid Foundation (CAF), 1997. – 39 p. ISBN: 1859340431

As communication is the key to successful fundraising, this report examines several important questions such as the impact of new technology on the voluntary sector in the United Kingdom and how much the voluntary sector spend on public communications. It includes a large number of useful tables and figures.

For information: <http://www.cafonline.org>

The Internet Marketing Plan / Kim. M. Bayne. - John Wiley & Sons 605 Third Avenue, New York, N.Y. 10158-0012, USA, 1997. – 379 p.

A practical handbook for creating, implementing, and assessing your online presence. This book gives you what you need to research and write a sophisticated, comprehensive Internet marketing plan, and it helps you to establish budgets and allocate funds for a continuing Internet marketing presence. It also contains a disk which provides you with a time-saving browser bookmark file containing every Web site URL referenced in this book and all the worksheets, checklists and templates, and document outlines you need to manage every phase of the Internet marketing programme.