



How to Make Your Case in Just One Hour a Week

There's never enough time in a day to get everything done—especially when it comes to communicating about your organization. But you'd be surprised about how much you can accomplish with just one hour a week. (Even better—it doesn't have to be one single block of time. You can spread it out!) Whether you're trying to raise funds or raise awareness, try these six simple tips:

1) Write a letter:

A quick, personal letter to a key prospect or influential person can have huge impact. Whether it's an introduction or a thank you, take a few minutes and build some new inroads!

2) Ask your co-workers for help:

You may be surprised about the skills or interests your co-workers may be hiding. Ask for help brainstorming ways to reach out, or just sealing envelopes. When you get the conversation going internally, you help build it externally.

3) Make one phone call:

Just like a letter, a quick phone call to thank someone, extend a personal invitation to your event, make a new connection, or even ask a favor can pay big dividends down the road.

4) Take someone to lunch:

Everyone has to eat. Why not use that time to talk about your organization with someone who could become a valuable supporter, ally or ambassador?

5) Share what you've learned with others:

Spend a few minutes making copies of a helpful handout or sending a group email with helpful tips that your friends and colleagues can use. This small action can get people talking about your organization, and help them spread your message farther.

6) Tell a friend or family member one great thing about your organization:

Practice makes perfect, and the more you share great messages about your organization with your friends and family, the easier it will be to do the same thing when you're meeting with a potential donor or an elected official.

Want more suggestions on improving your communications or strengthening your advocacy work?

Contact Scarlett Boudier,
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Advocacy & Communication Solutions, LLC, helps organizations use strategic advocacy and communication to advance conversations, actions and successes for the issues that are critically important to the communities they serve.

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