



Communication Strategy Digest

The Foundation's Communication Strategy is developed in accordance with its mission to support the development of philanthropy culture. This includes aiding creative professionals who are engaged in solving current public issues to achieve sustainable social change. The Foundation's overall communication strategy must support its mission and comply with the strategic vision.

Primary Goal

The goal is to promote the Foundation's community of grantees and partners – talented, creative and socially active people transforming the philanthropy landscape – and promote the idea of strategic philanthropy. The organization and its team are at the center of this community.

Objectives

- Developing a positive media and communications environment to reach our target audiences: establishing long-term relationships with media representatives and sustaining partnerships with media organizations; developing the Foundation's website and its social media accounts; creating a platform to share knowledge and experience;
- Nurturing the Foundation's reputation: developing the staff and grantees' expertise, providing supporting information to competition winners' projects; gradually increasing the Foundation's media presence; establishing universal utilization of the corporate branding;
- Attracting influencers: promoting industry leaders from the Foundation's areas of engagement and their unique professional expertise;
- Promoting the Foundation's programs and initiatives: providing information on opportunities that are offered to the competitions' participants to potential grantees through various communication platforms.

We use integrated communication strategy to reach our primary communication goal and its objectives.