Readiness Checklist

It's important to have a strong communications infrastructure in place before you start attracting attention to your organization through various outreach activities. Use the following "readiness" checklist to make sure you're prepared to maximize the impact of your communications efforts:

❑ **Branding**
Does your brand accurately reflect who your organization is today? Are all of your materials cohesive?

❑ **Digital Presence**
Is your website ready to help visitors engage with your organization? Is it mobile friendly? Are all of your social media platforms branded consistently?

❑ **Search Engines**
Type your organization's name into a search engine: are the results accurate? What kind of first impression are you making?

❑ **Leadership Profiles**
What comes up when you do a web search for everyone on your senior leadership team? Does your Executive Director have a strong and up-to-date LinkedIn profile?

❑ **Media Training**
Are your primary external spokespeople ready to speak with journalists, policy makers, or other influential members of the community?

❑ **Staff and Board**
Are all frontline staff equipped with the latest information about your programs, key messages, and brand guidelines?

❑ **Social Media Policy**
Do you have guidelines for staff that lay out clear expectations about posting on behalf of the organization vs. personal social media activity?

❑ **Story Bank**
Do you have a centralized place to collect success stories and memorable moments about your organization's impact? Do all staff know how to contribute to this story bank and when it's ok to use content from it?

❑ **Image Bank**
Do you have a place for staff throughout your organization to collect and share images that are on brand?

❑ **Contacts Database**
Do you have a system for storing and managing your contacts, with segmentation by audience type?

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