



Gift of Communication Toolkit



International Association
of Business Communicators
Foundation



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What is the Gift of Communication?

Gift of Communication is a pillar of the IABC Foundation that encourages our members and chapters to give back to their communities with our professional skills and sometimes our financial support. Our goal is to work with local social service or other nonprofit agencies, such as United Way, helping them to address their communication challenges by providing our communication counsel and training. United Way is a global organization like IABC and has many branches around the world.

We recognize that many nonprofit social service organizations have limited financial and other communication resources and may depend heavily upon volunteers to deliver their services and fulfill their missions. Often it may be difficult for them to communicate effectively with their clients, supporters and the general public.

Gift of Communication identifies local nonprofits with unmet communication challenges and links them with communicators who will help them develop appropriate solutions to meet their needs. In some cases, Gift may take the form of an intimate workgroup of members and students working closely with agency representatives; in others, it may include training symposia or other resources to help build agencies' communication skills.

In addition to providing a wonderful opportunity to make a difference in the community, Gift of Communication demonstrates how communication professionals add value to any enterprise. What's more, it also provides our members with an outstanding, dynamic professional development experience.

How can this toolkit help you?

This toolkit is designed exclusively for IABC chapters to help them plan, promote and run a successful Gift of Communications event. What better way to share communication as a force for good than by giving back to our communities!

Included in the toolkit you'll find:

- Brief history of the Gift event
- Sample Gift styles
- How to prepare for your Gift event
- Promoting your Gift event
- Tips & advice
- Resources
- Templates
- Frequently asked questions
- More!



About the IABC Foundation

The IABC Foundation was established in 1982 as a charitable, 501(c)(3), not-for-profit supporting corporation. The mission of the IABC Foundation is to generate resources to fund IABC strategic initiatives that advance the practice, perception and effectiveness of the communication profession across the globe. Over the years, the Foundation has supported both small and large projects, moving the profession forward through research and education.

The [Foundation Trustees](#) have recently established a [Foundation Committee](#) to re-strategize and execute the Foundation's mission through the following four pillars:

- **Gift of Communication** – Providing the tools and funding for chapters to give back to their local communities.
- **Gift of Experience** – Investing in experience-gaining activities for the next generation and those in transition through various channels which may include scholarships, internships, mentoring and more.
- **Gift of Excellence** – Supporting certification of professional communicators around the world
- **Gift of Insights** – Providing grants for targeted research that results in case studies, white papers or other publications supporting member needs, IABC thought leadership and promotion of the profession.

The four pillars offer members an opportunity to connect, financially support and get involved with a cause they care about. All four pillars support the profession and the development of future practitioners. They also provide the Foundation with an opportunity to run campaigns to drive the critical mass of support needed for IABC's initiatives to be financially viable and sustainable



History on the Gift of Communication

The idea originated when Jan Graves noted that the Maritime Canada chapter was working with their local United Way years ago, IABC Golden Horseshoe took the idea of working with their local United Way agency and designed a special event as their Holiday Gift to the community called Gift of Communication. It has evolved and grown and been an annual event at both Maritime Canada and Golden Horseshoe for over 11 years. Since 2013, Golden Horseshoe has held two annual events in their region to meet members' growing interest and make an even stronger difference in the greater Burlington/Hamilton/Niagara [Ontario] communities. In addition, at least eight other IABC chapters have held similar programs.

Recognizing Gift's successes and its potential, IABC's former Social Responsibility Committee and Jan Graves recommended that Gift of Communication become the preconference community service project for IABC World Conference held annually in June. The first such event was held at the 2011 World Conference in San Diego and has since been a popular preconference event.

Although the Gift format varies from event to event and chapter to chapter, the basics and benefits are the same for all concerned. And in every case, members' [feedback](#) on Gift of Communication has been overwhelmingly positive.

TESTIMONIALS

"It was a different way to put my communications experience to work. I love that I was able to help such a great organization, and I learned so much." – *IABC participant*



"The people were wonderful, friendly, knowledgeable. We received good, useful information." – *agency representative*



"It is one of the most important things we can do as seasoned professionals. Gives our expertise far greater reach." – *IABC participant*



"Amazing amount of specific information and strategy in a very short time. Having three IABC representatives with different perspectives added a great deal of depth to our discussion and the advice we received." – *agency representative*



Ways to gift your Gift – “Freedom in a framework”

Gift of Communication initiative allows chapters to get creative and explore what Gift format best fits the needs of their communities. Many chapters have adopted the Gift concept to meet their local needs, while maintaining the concept of giving back to the community. If you’ve developed your version of Gift and it’s not listed here, we’d love to hear about it! Reach out to foundation@iabc.com.

The “classic” Gift concept

The classic concept is where IABC members and students partner with their local United Way – or another umbrella-type organization – to select local social service agencies they believe have the greatest overall need for assistance. Typically, this concept runs smoothly with 5-7 agencies, but can work with more or less! Participating agencies complete a detailed questionnaire in order to provide background on their agency. The IABC chapter then prepares an overview of those agencies Mission and their top two communications issues and shares them with chapter members and students, who are invited to choose the agency they most prefer to support. This is done in advance of the actual event so that participants can prepare themselves by studying the agency questionnaire and website, etc.

Then, during a roll-up-your-sleeves work session, members sit down at tables with the agency representatives and, during 2-2.5 hours, listen to and discuss their issues and questions in order to provide meaningful communications advice and support. Before the session concludes, each table briefly shares their issues and the solutions they discussed so everyone can benefit. This program has helped recruit and retain young professionals and increase participation amongst long-standing members.

See here for a detailed [overview of Classic Gift](#)

Further examples of templates such as invites can be found in the appendix section.

Gift Seminar

A chapter-sponsored Gift seminar is an excellent option for smaller chapters that may have difficulty getting sufficient participants for the “classic” concept. The focus of this event is to provide communication training via a chapter-sponsored seminar that’s open to all local nonprofits. Although it’s not designed to address each agency’s unique challenges, it’s an excellent opportunity to help build those agencies’ communication skills, which better equips them to become self-sufficient in their communication planning and activities. For this program, you’ll need several speakers – ideally chapter members – each of whom can provide useful training and skill-building on a popular topic.

The Grand Valley chapter conducted such an event. See their [invitation and agenda](#).

Mentorship Program – IABC British Columbia

This program brings together IABC/BC members who volunteer in teams to help solve communication issues for one or more local non-profit agencies. This win-win opportunity allows members to make a difference in the local community, while showcasing the communications profession and its flagship association.



Learn more about their program here: <http://iabc.bc.ca/get-involved/gift-of-communication/>

Heroes Program – IABC Dallas

The IABC Dallas Heroes volunteer reward program offers Heroes the opportunity to volunteer both for the chapter and within the community, providing skills-based, communications support to local nonprofits. Designed to help communicators further the chapter mission of maintaining relevance and connection, this program has helped recruit and retain young professionals and increase participation amongst long-standing members.

To learn more about the Dallas Heroes Program see [blueprint](#).

Other Gift styles:

- ❖ Charlotte has conducted “Profitable Communications for Nonprofits,” as a training workshop for more than ten years.
- ❖ Dallas has sponsored its annual “Season of Giving” luncheon, a more condensed version of the program, since 2006.
- ❖ Waterloo sponsored a half-day communication skills training session tailored for all area nonprofits in 2010, featuring IABC speakers.
- ❖ Trinidad and Tobago sponsored a day-long training session for a group of local environmentalists.

Have another idea? Go for it – and let us know about it! Email us at foundation@iabc.com



First things first – Draft your timeline

One of the first things you’ll want to do is put together your first initial timeline proposal for your chapters Gift event. This will be especially useful not only for planning purposes, but when you present your Gift event to your chapter’s board for approval.

Key items to include in your Gift timeline include:

- Specific tasks
- Responsible party
- Timeframe

Below is an example of a timeline for a classic Gift event:

Task:	Responsible Party:	Time Frame:
<ul style="list-style-type: none"> • Obtain Chapter Approval for event • Reach out to United Way (UW) about partnering <ul style="list-style-type: none"> ○ Have UW send agency invitation and questionnaires to their agencies • Clarify purpose, goals and objectives • Draft budget • Create Gift taskforce/team to execute planning of event • Reach out to local universities/colleges for partnership with student participation • Secure venue (<i>if you are partnering with UW you may be able to get venue and parking free from sponsors</i>) 		4 months out
<ul style="list-style-type: none"> • Finalize specifications plan • Confirm venue layout and site visit • Secure food and beverage • Develop communication plan to market event (<i>Is it a member only event, plus students?</i>) 		3 months out
<ul style="list-style-type: none"> • Open registration to IABC member and students 		2 months out
<ul style="list-style-type: none"> • Compile list of approved agencies and complete questionnaires received from United Way • Create list of agencies, their mission and top two needs – share with registered students and IABC members <ul style="list-style-type: none"> ○ Include deadline for when registered attendees need to respond with top agencies they’d like to support • Create seating chart for event 		1 month out



<ul style="list-style-type: none">Finalize master list of registered attendees and agency reps (<i>A board and staff member is best</i>)		
<ul style="list-style-type: none">Send reminder to registered attendees and agencies with location, time, date and directional informationSend invite to student or chapter member to take photos during Gift event and write story for chapter webpages (<i>Ensure you gather photo releases.</i>)		2 weeks prior
Host your Gift Event!		Event Day
<ul style="list-style-type: none">Provide survey at the event or send feedback survey to registered attendees and agenciesSend thank you emailPost story about event on chapters' webpages		Post Event <i>execute within 10 days from event</i>



Preparing for 'Your Gift'

In this section, we'll guide you in setting goals for your event, assembling a team, executing through your timeline and finding a venue and much more!

According to the American Society of Association Executives (ASAE), there are five planning phases to an event/meeting:

Process → Prepare → Plan → Program → Proceed

Phase One: Process

During this phase of planning for your Gift, define your events purpose, goals and objectives. Collect data from past Gift or past chapter events such as attendance levels, what was successful and key lessons learned. All this will help you set the path for a successful Gift event!

PURPOSE: The Gift of Communication events are designed “to share members’ communication skills with the community.”

GOAL: Support the IABC Foundation’s focus on driving communication as a force for good in business and society, under the banner of its flagship member association, IABC.

OBJECTIVES:

- Encourage IABC members and students to give a few hours of their time to share their communication expertise and goodwill at this event.
- Help local nonprofit agencies address their top communications challenges and issues
- Get members (*especially experienced ones*) more interested/engaged/involved in the chapter.
- Attract media attention; raise the profile of the chapter (and IABC) by doing good in the community.
- Raise awareness of our profession by demonstrating how communication professionals add value.

Phase Two: Prepare

During this phase of planning for your Gift, determine your Gift’s budget, revenue and resources. Coordinate site visits to potential venues to host your Gift. Depending on the venue, you may need to outline specific Event Specifications and sign contracts. Define logistical needs such as entertainment (perhaps if hosting Gift in conjunction with a chapter’s holiday event), food and beverage, plus audiovisual needs.



Drafting a Budget

Hosting a Gift event should be a minimal out-of-pocket cost to a chapter. Costs to put on a Gift event vary depending on the concept you adopt; however, most common expenses include:

- Venue rental (*partnering with UW often inspires people to donate the space*)
- Furniture rental (if venue doesn't include it)
- Food and beverage costs
- Audiovisual set up and requirements
- Onsite supplies (pens, paper, etc.)
- Signage
- Parking fees

Tips!

- Plan for taxes, service charges and gratuity
- Build a cushion
- Plan for both fixed and variable costs

Co-Chairs / Hosts:

Once your chapter board has approved the Gift event, it's ideal to appoint 1-2 people to serve as co-chairs or hosts.

Prepare your specifications plan:

Once your chapter has determined its budget for the event, start thinking about the specifications you want to make this event a success. As an example, the plan should include the following details:

- Preferred dates and estimated time
- Specific audiovisual requirements (microphone, podium, power strip, etc.)
- Specific food and beverage requirements (refreshments and/or light snacks)
- Layout space needs (is furniture provided?)

Beverage Guidelines:

- Consider length of meeting
- Assume one or two cups coffee per guest

Securing a Venue

Many Gift events can be held at various locations that offer a room with tables and chairs. Universities/colleges are a great first start when looking for a venue because they typically will donate their space or charge a minimal cost.

When selecting a venue, it's important to keep the following in mind:

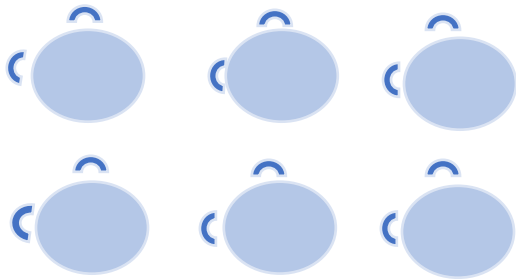
- Does the venue have sufficient space to hold your Gift event concept? (*Classic Gift gets loud and tables need to be well spaced out.*)
- Is the venue in good shape?
- Are other functions being held at the same venue and near to your Gift event?
- Is there a sound system at your venue/in your room?
- How is the lighting?
- Is the temperature at your venue/room able to be controlled?
- Are public facilities near your room?
- Is the venue accessible to disabled individuals covered by the American with Disabilities Act (US only)
- If the venue has tables/chairs, inquire how many



- Does food and beverage need to be booked through venue or do they allow outside food brought in? If so, are there certain criteria you must follow to bring in outside food?

How to 'set-up' your Gift:

The layout for your Gift depends on the concept you choose, however, within the classic concept its recommended to use Banquet Seating – 60-inch rounds with room for 6-8 people.



On top of the seating arrangement, account for other tables for registration/check-in and to hold food & beverage. Also, ask the venue to have a few extra chairs nearby just in case!

Phase Three: Plan

In this section, we'll confirm meeting details, coordinate responsibilities and roles for volunteers and stakeholders.

Who does what?!

Take time to identify how many volunteers from your chapter will be needed in the preparation for gift and onsite. Talk about who does what and clarify roles.

Execute your specifications plan

Now that your chapter has an approved budget, confirmed your specifications and secured a venue. Now it's time to start nailing down all the logistical specifics.

- Secure food & beverage orders
- Secure audio visual order (if needed)
- Confirm layout plan with venue
- Confirm date/time with venue
- Put together an onsite supplies list (pens, extra paper, signage, etc.)
- **Note:** Agency people like to attend during work hours and not after work or on weekends. They are our focus here (not us) and we need to make their needs the priority.

Tip!

Best time to host a Gift event is from 1:00pm-4:30pm on a weekday



Promoting Your ‘Gift’ - Getting the word out to your Chapter!

Phase Four: Program

In this section, you’ll draft and finalize your communications plan to publicize your Gift event! You’ll also launch the registration for the event to IABC members and students in your area.

There are various ways your chapter can promote your Gift. Recommendations include, but aren’t limited too:

- Chapter website
- Electronic newsletters
- Chapter meetings
 - Both verbal announcements and printed flyers
- Chapter social media channels [LinkedIn, Twitter, Facebook, etc.]

Tips!

- Communicate the value to IABC members to inspire them to give back to the community
- Target marketing
- Feature testimonials, pictures, or videos

Feel free to draft a communication plan that best fits the need of your chapter! Elements may include:

- Need/opportunity
- Intended audience
- Goals and objectives
- Key messages
- Strategies
- Key dates/deadlines
- Promotion Calendar: (example below)

Week Commencing	Scheduled Promotion	Notes/Responsible Party

Key Objectives to include in your messaging include:

- Support the IABC Foundation’s focus on driving communication as a force for good in business and society, under the banner of its flagship member association, IABC
- Provide IABC members with a unique opportunity to “make a difference” in a meaningful way that gives back to the community, using their professional skills
- Provide *pro bono* advice and counsel to help local nonprofits address their most pressing communication challenges, which enhances their ability to achieve their overall missions
- Provide a unique professional development opportunity by enabling our participants to apply their professional skills and experience to solving unique challenges that, for most participants, are very different from what they experience in their regular jobs.



(Optional: Its appeal spans the spectrum from entry-level to the most senior communicators. In addition, student participation is encouraged, as this is often their first exposure to “real-life” situations outside the classroom.)

- Support IABC’s advocacy efforts by publicly demonstrating the kind of work we do – the power of professional communication and the value we add to the enterprise. With strong publicity and media coverage, it’s an outstanding PR platform for the communication profession and its flagship association, IABC.



Phase Five: Proceed

Time to hold your chapters Gift event! A few days prior to your Gift event, meet with all volunteers and co-chairs for a pre-con to review timeline and confirm all is ready for a great event. Confirm times when volunteers/co-chairs need to arrive and set up venue and various other on-site, day of needs.

After the sessions, have each agency table give a three-minute presentation on what they learned and are taking away with them (*This is KEY to the Classic Gift event and MUST be included for best impact*)

Reminder!

If you've secured food and beverage, your guarantee to the venue is due 72 hours in advance.

After your 'Gift'

After your successful Gift event, it's time to do a few close up details including:

- At the event, survey registered attendees and agencies [*See appendix for an example of evaluation form that can be conducted during event or made into a post-event survey*]
- Thank you emails/notes to attendees, agencies and volunteers
 - o Include thank you to individuals or business who donated to the event
- Post follow-up story in chapter newsletter and post on website for visibility



Resources:

See what people are saying about 'Gift'!

- [IABC Chicago – Gift of Communication post event-feedback](#) [Dec. 4, 2010 event hosted]
- [IABC Minnesota - Gift of Communication testimonials](#)

United Way - <https://www.unitedway.org/>

United Way improves lives by mobilizing the caring power of communities around the world to advance the common good – through almost 1,800 United Way locations globally!

IABC Foundation – foundation@iabc.com

The evolution of this toolkit

We are so excited to launch this new toolkit for chapters to use in planning their own Gift events. This is just the starting point! We aim to continue to build this toolkit, add more concepts, tips or ideas. Do you have concept ideas or tips you'd like to share? Please reach out to Kirsten Peterson, Governance & Foundation Manager at kpeterson@iabc.com .



Frequently Asked Questions

When is the best time to schedule a Gift event?

You can run a Gift event anytime of the year! However, many chapters choose to host Gift events during the holiday season to keep with the spirit of giving. It's also when many organizations are planning for the upcoming new year and giving the Gift of Communication then is perfect for their planning.

As most holiday traditions include giving, what's better than giving the Gift of Communication! Many chapters include their Gift event in their holiday party programs – feel free to get creative and explore what works best for your chapter and community.

What is an “umbrella” organization?

An umbrella organization like United Way, is one that provides many common fundraising, strategic planning and training services for local nonprofit organizations. They are usually familiar with a broad range of local agencies and works closely with and support them.

Working with an umbrella organization – such as the United Way – makes them invaluable when planning a Gift event. They are best qualified to identify local agencies that could benefit the most from a Gift program. Partnerships with an umbrella organization also eliminates the need for your chapter to have to make the selections itself. Social Service agencies are not as well funded as educational, health or religious agencies and so are more needy.

Is the United Way our only choice as an umbrella organization?

No. We often refer to the [United Way](#) because it is arguable the largest, most widespread umbrella organization in the world. With more than a thousand local organizations in more than 40 countries, it's likely that there's a local United Way that's willing to work with you.

But you're not limited to the United Way as your only option. Many areas have other, comparable umbrella organizations that are locally based. It's up to you to decide whom you're most comfortable working with as well as who may offer you the most diverse group of agencies to invite to your Gift program. We encourage you to identify an organization that helps a broad, diverse base of agencies and is willing to work with you.

How can chapters help make a difference?

IABC chapters are premier centers of competency for effective communication practice. We are committed to improving the effectiveness of organizations.

However, although effective communication is often essential to their ability to achieve their missions and goals, many local non-profit agencies lack the resources needed to develop effective communication programs.



By identifying agencies with the most pressing communication issues, Gift of Communication becomes a way for us — at the chapter level — to share our experience and expertise and help them develop possible solutions. Our professional counsel and guidance can truly make a difference.

What's key is for each chapter to understand where the greatest communication issues are and identify how their members can best help. This is usually much easier to accomplish when it's done jointly with a local umbrella organization, such as the United Way, that's familiar with the spectrum of local nonprofit organizations and their needs.

How much time in advance should we start to plan our Gift event?

We suggest starting to make your timeline and plans 3-4 months in advance. See suggested timeline above!



Supporting the Global Standard

IABC has identified six core principles as the foundation of our profession. Gift of Communication demonstrates, reinforces and nurtures these principles in our participants.

Analysis. A critical component of this program is the need for communicators to analyze the nonprofits' communication challenges, which are traditionally very different from those most of our members encounter in their daily corporate, education and government environments. Participating in Gift of Communication provides a powerful exercise in not only addressing specific challenges, but also helping to promote the organization effectively. Our analytical skills are honed by addressing an extremely broad set of challenges.

Context. Participants in these events are expected to understand these nonprofits' overall cultures, audiences and objectives. For example: unlike most corporate and government organizations, most of the nonprofits we work with at Gift operate with extremely small budgets and, to a large extent, they are staffed primarily by volunteers. This limits their ability to do many of the things we might consider easy to implement in our everyday jobs. So it's important for our participants to quickly gain a strong understanding of how these agencies function.

Strategy. In the course of a Gift of Communication event, IABC members must identify opportunities and suggest tactics that will help their nonprofits address their communication challenges while supporting their overall mission and objectives. This requires intellectual dexterity and discipline, especially because of the compressed timeframe.

Engagement. Unlike their traditional work environments, in this unique event, communicators must prepare the agency representatives, who will be the ones tasked with engaging their many constituencies. We can help the nonprofits clearly identify and understand their various stakeholders, but we have to guide them through the many considerations and processes that will enable them to foster and nourish the relationships that are essential for the agencies' success.

Consistency. Our participants will have to counsel the agencies on the importance of weaving consistent themes and messages throughout all their communications and other activities. That's especially challenging for organizations with minuscule budgets; our challenge is to help them find the most cost-effective solutions that will support consistency across the entire agency.

Ethics. Most nonprofits must inspire exceptionally high levels of trust and confidence to continue receiving financial and other support from the public. That's why every facet of their communications must reflect the highest ethical standards and behavior. Every strategy and tactic we explore or recommend must dovetail with that added objective to embody sensitivity, respect and honesty.



APPENDIX A: Gift Evaluation/Survey Example



IABC [Chapter Name] Gift of Communication
[Date]

Evaluation/Survey

1. Did today's event meet your expectations? (please circle, 1 being not satisfied at all and 5 being very satisfied)

1 2 3 4 5

2. What did you like most about today's event and why? (please elaborate)

3. Was there anything that you didn't enjoy about today's event?

4. How can we make this event even better next time?

5. Are you a(n).....please circle...

IABC Member

United Way Staff

Agency Rep: _____ (what agency/Staff or Board)

Student : _____ (what school)

6. Please rate the following... (1 being not satisfied at all and 5 being very satisfied)

IABC Donated Snack/Refreshments 1 2 3 4 5 N/A

Location: [Venue Name] 1 2 3 4 5

**Thank you for participating in IABC [Chapter Name]
Gift of Communication Event!**



Appendix B: Example of Agency Invitation



International Association
of Business Communicators
Foundation

{insert United Way logo}

The International Association of Business Communicators Foundation (IABC)
[Name of IABC Chapter]

and

United Way of [Name of City]
are pleased to host

“A Gift of Communication”

[Day, Month Date, Year]

1:30 p.m. registration 2:00–4:30 p.m. work session 4:30-5:00 Windup/Networking

[Location (*address, name, room, etc.*)]

- As our **“Holiday Gift” to United Way and the Community**, IABC members will help agencies achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of communication.
- Agencies will be offered a **free private 150-minute session** with IABC communications professionals.
- Participants (one staff member and one board member) from your agency will be expected to provide your Mission and your “top two communications questions” prior to the session.
- IABC members are skilled in helping people and organizations:
 1. Make business sense of communications
 2. Think strategically about communications
 3. Measure and clarify the value of communication
 4. Build better relationships with stakeholders
- Could your organization benefit from this unique opportunity? Don’t know where to begin to improve your communications? Come out and participate!

Participation will be limited to [number] United Way agencies.

To register:

Please complete attached questionnaire by [Date] and forward it to [POC at United Way]

Meeting Location Generously Sponsored by [Name]



Appendix C: Example of Agency Questionnaire



International Association
of Business Communicators
Foundation

{insert United Way logo}

The International Association of Business Communicators Foundation (IABC)

[Name of IABC Chapter]

and

United Way of [Name of City]

are pleased to host

“A Gift of Communication”

[Day, Month Date, Year]

1:30 p.m. registration 2:00–4:30 p.m. work session 4:30-5:00 Windup/Networking

[Location (address, name, room, etc.)]

As our “Holiday Gift” to the United Way and the Community, IABC members will donate 2.5 hours of their time to help organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of business communication. Students from [Name of University/College] Communications programs will also help.

Two members of your organization should attend (**senior management and a board member**). In order to prepare for this event and make the most of the time available for your consultation, we are asking that you to provide the following information **by no later than [Date (at least 4 weeks in advance)]**

Agency Name: _____

Names/e-mails of those attending: _____

**We recommend arranging alternates in case someone is unable to attend last minute.*

- Provide your Mission and/or brief description of what your agency does.
- Who do you send your message to at the present time?
- What communication tools do you have? (*Please bring samples of your literature or other projects/publications/websites etc. that you need help with*)
- Who do you **want** to hear your message?
- What are your communication goals?
- How do you measure your effectiveness?
- What is the size of your operating budget and staff?
- What are the “top two” communications issues that you would like to discuss at this event?

Agency representatives are encouraged to stay after the Work Session and network with the IABC members. The venue and refreshments are generously sponsored by [name of donor, if applicable].

Please forward your answers to these questions to [United Way POC] on or before **[Date]** so that we may make the appropriate match to the volunteer IABC communications consultants that are participating.

[insert United Way POC information here – include email and phone]



Appendix D: Example of Student Invite



{insert United Way logo}

The International Association of Business Communicators Foundation (IABC)
[Name of IABC Chapter]
and
United Way of [Name of City]

Are pleased to invite Communication students to attend

“A Gift of Communication”

[Day, Month Date, Year]

1:30 p.m. registration 2:00–4:30 p.m. work session 4:30-5:00 Windup/Networking

[Location (address, name, room, etc.)]

As IABC [chapter name]’s **“Holiday Gift” to United Way and the Community**, IABC members and students will help [number of] United Way agencies achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of communication at the “Gift of Communication”.

There, agencies will be offered a **free private 3.5-hour session** with IABC communications professionals, as well as a select number of [name of university/college] students who pre-register.

Agency participants (one staff member, one board member preferably) will be expected to provide their Mission and “top two communications questions” prior to the session. A list of participating agencies and their information will be provided to students when they register, prior to the event. Students will be asked to choose the top three agencies they want to work with and we will do our best to match you up.

There will be [number of...] agency tables set up at the event. Ideally, there will be 2 agency representatives, 2 IABC members and two students per table.

To register on a first come first served basis please contact:
[Chapter POC for event – name and email]

Meeting Location Generously Sponsored by [Name]



Appendix E: Example of Agency Listing



{insert United Way logo}

**IABC [chapter name] is “Giving the Gift” in [city] on [Day, Month Date, time frame]
THANK YOU for participating this year!**

As IABC [chapter name]’s **Holiday Gift to United Way and the Community**, IABC members and students will help [number of..] United Way agencies achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of communication at the “Gift of Communication”.

At this year’s event, [number of] local agencies will have a **free private 3.5-hour session** with IABC communications professionals, as well as a select number of communication students (*if applicable*).

See the list of participating agencies below and their information (Mission and “top two communications questions”). **Please choose the top three agencies you want to work with** and we will do our best to match you up. We will provide background information on your agency prior to the session so you can prepare.

There will be specific agency tables set up at the event. Ideally, there will be 2 agency representatives (one staff member, one board member), 2 IABC members and two students per agency table. There is no cost to anyone to attend this event, just bring your skills and your enthusiasm! It’s a wonderful chance to use your skills to do good in the community!

Please send your agency choices to [IABC chapter POC information for event – name and email]

- **[[Name of Agency]:**
 1. Mission:
 2. Top two communication issues:
 1. [issue #1]
 2. [issue #2]

- **[[Name of Agency]:**
 1. Mission:
 2. Top two communication issues:
 1. [issue #1]
 2. [issue #2]

- **[[Name of Agency]:**
 1. Mission:
 2. Top two communication issues:
 1. [issue #1]
 2. [issue #2]

So forth...



Appendix F: Example of Onsite Schedule



IABC [year] Gift of Communication Schedule

[Date], at [Location]

1:00pm	Registration/Networking
1:15pm	Introductions (IABC & United Way)
1:30pm	Session begins
3:15pm	Break
4:00pm	Session Ends and brief description on table reports
4:10-4:20pm	Table Reports (<i>each table will give a three-minute report on their session</i>)
4:20pm	Conclusion and Thank you' s

At the conclusion of the session, we ask that you please fill out the survey on your table. This information helps IABC make Gift of Communication even better!

Thanks to [venue donor] for sponsoring the venue and to IABC for providing the snacks and refreshments (*if applicable*)!

Thank you for your participation!