Key things used for Communication

*Sattva Consulting conducted a session on **Effective Donor Communication for Fundraising** wherein the speaker **Harish Subramanian** (Founder, StudioSubu- www.studiosubu.com) provided insights into communicating the story of your organization to the funders effectively. Here are some communication materials in different formats and tools that you can leverage to create an effective narrative. We hope you find them useful!*

	What it Contains/Formats/Version	How to Create	How much time to allocate	Tools that can be used	
Photo Archieve	10-20 Great Photos	Source from team Members	4-5 Weeks	Freelancer can be hired from sites such as:	Freelancer , Fiverr , Upwork , Scoopshot
	Photos which highlight the programme	Hire a freelancer		Some websites which give access to high-quality photos without having to worry about intellectual property rights are:	Unsplash , Pixabey , Pexels , Rawpixel , Stocksnap
	On - Ground Photos(**Action Shots**)	In house partime photographer if available			
	Team Photos			These platforms have both free and premium plans.	
	Internal Planning Photos				
Print Materials	3-fold Brochure	Use Canva ,figma and other sites for preset Designs	4-6 weeks (Printing time can vary)	Platform which gives the facility of user-friendly , customizable tempelates (preset designs)	Canva, figma , postermywall , Visme , Vista Create , Adobe Spark
	Mini Pocket Booklet	Work with Freelancer		These platforms have both free and premium plans.	
	Flash Cards (Success Stories)	Work with a studio/firm			
	Annual / Impact Report				
Digital Materials	Whatsapp-ready brochure	Wix / Squarespace for website	8-10 weeks	Some free website Builders are:	Wix, Godaddy , Site123 , Strikingly , Webnodes
	PDF brochure for email viewing	Use Canva/Figma and other platforms for Social Media stuff			
	Deck for self-read / Pitching	Google/PPT Slides for Deck		Some websites for free power point tempelates:	Slidesgo , Showsheet , Slides Carnival , 24Slides , fppt.com
	Website				
	Mini Info series for Social Media			These platforms have both free and premium plans.	
	Annual / Impact Report				
Brand/Programme Videos	Brand-level info	In House	6-9 weeks	Please refer to resources mentioned above	
	Program details / specifics				
	Interviews with stakeholders				
	Interviews with beneficiaries				
	Reach + Outcomes + Impact				
Outcomes+Impact	Written stories (Short/Long)	In-house using Canva / Figma / Slides	6-8 weeks	Please refer to resources mentioned above	
	Data visualisations : (graphs / Plotters)	Use basic word doc for stories			
	Tables / spreadsheets	Outsource to a freelance designer			
	Maps	Outsource to a studio/Comms team			
	Videos				
	Photos				