

Communication Strategy Builder

Nonprofit, NGO & Social Sector

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a communication strategy — audiences (donors, community, public, government), key messages, channels (website, social, email, media) and a content plan — with ethics (dignity of beneficiaries, no poverty porn). Use this to tell your story and grow support. Portray beneficiaries with dignity and consent. For a posting calendar use the Social Media Content Planner.

Purpose of this tool & output

Tell your story and grow support

How the output is used

Use the builder to tell your story and grow support across channels.

Important cautions

AI-generated strategy; portray beneficiaries with dignity and consent.

Companion documents

- Social Media Content Planner
- Impact Storytelling Kit
- Website Content Writer
- Newsletter Builder
- Awareness Campaign Plan
- Donor Communication Templates

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.