



Communications has always been essential - but now it is critical. In a few short weeks, how and what we communicate has changed considerably. And so many more people are listening and reading. We are moving beyond storytelling to being more direct and authentic, maybe using stories in a different way. As many donors have been generously giving - they have also done so without any strings attached. Largely because they understand the enormity of the situation so many nonprofits are facing - and their desire to help. Lessons learned during the early weeks of COVID-19 show us how to communicate using a more authentic voice. In this Webinar, we will explore the lessons learned, how to find our authentic voice and develop communications strategy that will carry us into a brighter future.

Presenter: Sharon Danosky

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