

SRLN Brief: Communications Resources (SRLN 2015)



A communications strategy, which is central to any project's success, not only charts communications with internal and external customers, but also serves as an important driver for the metrics collected to measure success. [Voices for Civil Justice](#) has developed a [media toolkit for advocates](#), as well as advice on how to simplify your message. Spitfire Strategies has an easy to use interactive planning tool called [Smart Chart](#) that is designed for non-profits as they develop communication strategies.

Last updated on July 22, 2020.

Year published: 2015

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