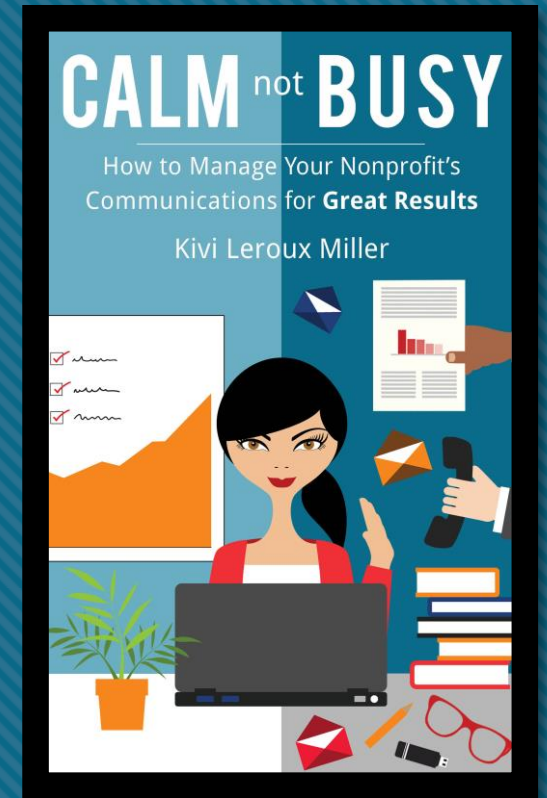


CALM not BUSY:

How to Manage Your Nonprofit's Communications for Great Results



Kivi Leroux Miller
Founder and CEO
Nonprofit Marketing Guide

#CALMnotBUSY



**You are so, so
very busy.**

It's not just you.

Everyone is
BUSY!





**Let's redefine
BUSY for what it
really is . . .**

**Because it's a
huge culture
problem for
nonprofits.**



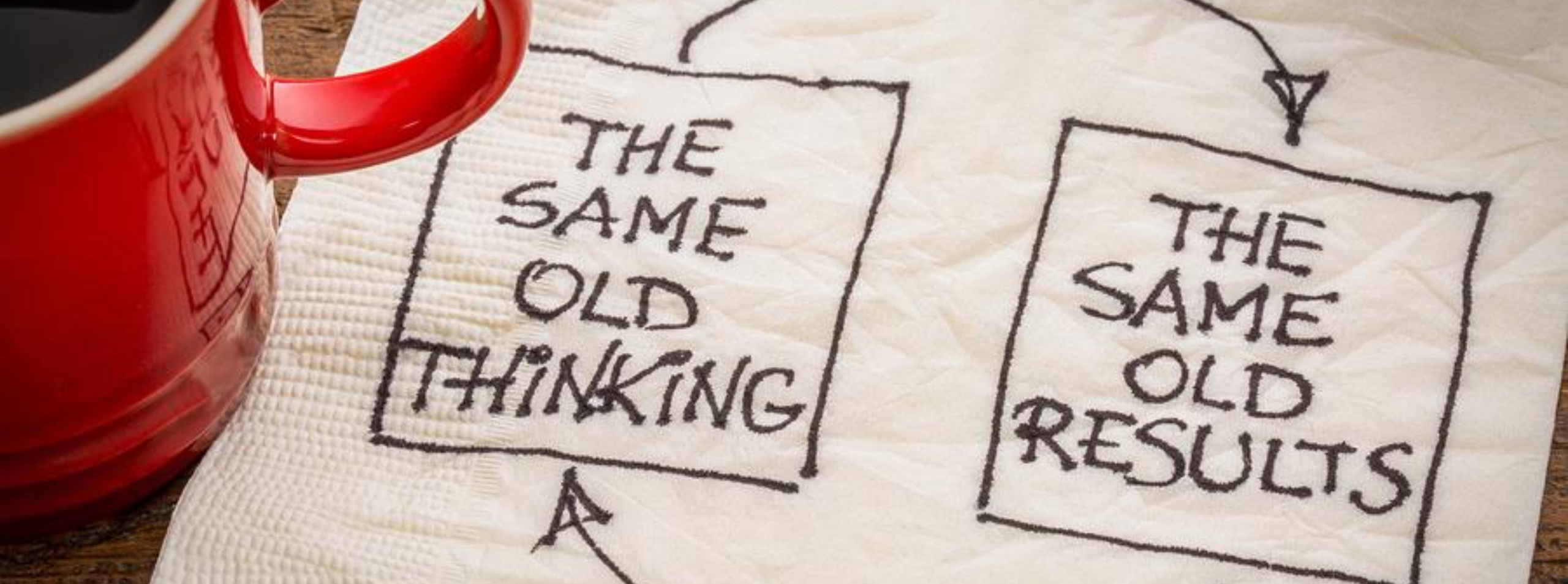
B is for Bogus.



U is for Unrealistic.



S is for Sidestepping.



Y is for Yoked.

Let's Leave
BUSY
Behind . . .

and Get CALM.





C is for Collaborative.

What Being Collaborative Looks Like

- Connecting the dots between communications and everything else
- Leading internal conversations about your communications plan
- Listening to ideas and managing what you hear
- Empowering staff and insisting on accountability
- Working through how decisions will be made
- Recognizing and resolving conflicts



A is for Agile.

What Being Agile Looks Like

- Taking responsibility for improving internal relationships
- Building trust in your competence
- Building trust in your intentions
- Stepping up and leading
- Making better decisions faster
- Expecting the unexpected
- Creating agile content



L is for Logical.

What Being Logical Looks Like

- Limiting and integrating your communications goals
- Keeping up with shifting priorities
- Learning how to say No
- Following best practices, but experimenting constantly
- Making progress on strategic goals every day



M is for Methodical.

What Being Methodical Looks Like

- Using an editorial calendar
- Creating a standard content creation, review and approval process
- Building an office culture that respects deadlines
- Simplifying communications routines so others can follow them
- Improving your personal productivity

Always Be
CALM

Collaborative, Agile,
Logical, and Methodical

not BUSY

Bogus, Unrealistic,
Sidestepping, and Yoked

#CALMnotBUSY



Buy the
book and
get your
personal
CALM
Score.

