CALM not BUSY: How to Manage Your Nonprofit’s Communications for Great Results

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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.