

# Diversity in Donors and Volunteers Communication Plan - American Red Cross

**References**

- [Lippman, S. & Berman, 2008](#) - The Impact of Communication on Organizational Change

**Principles for Communicating Change**

- **Define leaders** who are able to identify, assess, and discuss and discuss the need for change
- **Engage** leaders to participate with the organization in the change process
- **Identify** individuals who are willing to take on the role of change agent
- **People need to** understand the change, its why, its benefits, and its impact on the organization
- **It will be important to** maintain visibility of the communication plan, and to keep the message consistent for all stakeholders and for the organization

**Diversity Communication Plan**

- Pre-approval Phase
  - Sell top management
  - Highlight the need and importance of diversity in donors and volunteers
  - Cite past issues with disaster scenarios
  - Break down the change into smaller steps to make it more manageable
- Developing the need for change Phase
  - Develop a full picture of the current standing of the organization including the current donor pool composition, as well as volunteer makeup
  - Draw parallels to communities in need
  - Verify understanding with employees and current volunteers and develop process with the help of those that will implement it (Lippman, Deszsa, & Cynthia, 2012)

**Diversity Communication Plan**

- **Midpoint** change Phase
  - Inform employees, employees, and management of progress in the change program and take a look at the organization
  - **Reduce** barriers that may hinder progress and identify important roles and changes in structure and processes to facilitate work and donation
- **Confirming** the change Phase
  - Share success stories with donors, volunteers, and employees to celebrate their efforts (Lippman, Deszsa, & Cynthia, 2012)
  - Prepare for the next change program of the organization

**Principles for Communicating Change**

- **Align** messages through multiple media and channels to reach all stakeholders
- **Communicate** through multiple channels to reach all stakeholders
- **Use** the same communication at the same time and place to ensure consistency
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- **Use** the same communication at the same time and place to ensure consistency

**Principles for Communicating Change**

- **Maximize** the authority, status of management and knowledge superiority
- **It is** better from the top, it is more believable and gets more attention
- **Immediate** supervisors have relationships of trust and understanding with subordinates that can be useful (Lippman, Deszsa, & Cynthia, 2012)
- **People** expect to receive important information from their immediate superior
- **Supervision** can be instrumental in the role collection process due to the trust relationship

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**References**

- Cohen, J. G., & Ledford, L. (2014). The importance of communication in organizational change.

**Principles for Communicating Change**

- Donor leaders who want to benefit society, religious, and charitable organizations should communicate proactively with their stakeholders about the changes that are being implemented. Individuals and organizations should be involved in the process of change.
- People tend to resist change, but it is only a matter of time before they will accept it. It is important to maintain visibility of the communication plan and to keep the message consistent for all stakeholders and for the organization's mission.

**Diversity Communication Plan**

- Pre-approval Phase
  - Sell top management
  - Highlight the need and importance of diversity in donors and volunteers
  - Cite past issues with disaster scenarios
  - Break down the change into smaller steps to make it more manageable
- Developing the need for change Phase
  - Develop a full picture of the current standing of the organization including the current donor pool composition, as well as volunteer makeup
  - Draw parallels to communities in need
  - Verify understanding with employees and current volunteers and develop process with the help of those that will implement it (Lupfer, Desza, & Cynthia, 2012)

**Diversity Communication Plan**

- Midpoint Change Phase
  - Inform employees, employees, and management of progress as the change program is rolled out
  - Clarify important roles and changes in structure and processes in the culture and direction
  - Confirm the change phase
  - Share success stories with donors, volunteers, and stakeholders to celebrate their efforts (Lupfer, Desza, & Cynthia, 2012)

**Principles for Communicating Change**

- Multiple messages through multiple media and multiple channels are necessary to reach all stakeholders
- Consistent messages across all media and channels are necessary to reach all stakeholders
- Consistent messages across all media and channels are necessary to reach all stakeholders
- Consistent messages across all media and channels are necessary to reach all stakeholders

**Principles for Communicating Change**

- Maintain low authority, close of management and knowledge superiority
- If it comes from the top, it is more believable and gets more attention
- Immediate supervisors have relationships of trust and understanding with subordinates that can be useful (Lupfer, Desza, & Cynthia, 2012)
- People expect to receive incentive information from their immediate superior
- Supervision can be instrumental in the role collection process due to the trust relationship

# Diversity Communication Plan

- Pre-approval Phase
  - Sell top management
  - Highlight the need and importance of diversity in donors and volunteers
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  - Break down the change into smaller steps to make it more manageable
- Developing the need for change Phase
  - Develop a full picture of the current standing of the organization including the current donor pool composition, as well as volunteer makeup
  - Draw parallels to communities in need
  - Verify understanding with employees and current volunteers and develop process with the help of those that will implement it (Tupper, Deszca, & Cynthia, 2012)

# Diversity Communication Plan

- Midstream change Phase
  - Inform volunteers, employees, and managers of progress as the change progresses and takes hold of the organization
  - Obtain feedback from key stakeholders and important figures in the change process
  - Clarify important roles and changes in procedures and processes in recruitment and donation
- Confirming the change Phase
  - Share success stories with donors, volunteers, and stakeholders to celebrate them (Tupper, Deszca, & Cynthia, 2012)
  - Prepare for the next change required of the organization

## Principles for Communicating Change

- Multiple messages through multiple media have a better chance of retention with donors and volunteers
  - Outreach through social media, television commercials, posters in local health centers and missions
- Face-to-face communication is the most effective method; however it is more costly. It decreases the chance of miscommunication between parties (Tupper, Deszca, & Cynthia, 2012)
  - Technology makes face-to-face communication possible over distances with teleconferencing and video calls

# Principles for Communicating Change

- Maintain line authority, chain of management and knowledge superiority
  - If it comes from the top, it is more believable and gets more attention
- Immediate supervisors have relationships of trust and understanding with subordinates that can be useful (Tupper, Deszca, & Cynthia, 2012)
  - People expect to receive important information from their immediate superior
  - Supervisors can be instrumental in the data collection process due to the trust relationship

# Principles for Communicating Change

- Opinion leaders can be useful in keeping donors, volunteers, and stakeholders on the same page
  - Opinion leaders can be persuasive with their peers and encourage others to accept changes in an organization such as new training and recruitment methods aimed at drawing in a more diverse donor and volunteer pool
- People tend to retain information that is only relevant to their position as an individual and discard other unimportant data (Tupper, Deszca, & Cynthia, 2012)
  - It will be important to maintain relevancy - the communication plan will need to keep to general information for most stakeholders and tailored for specific individuals when required.



# References

- Tupper, C., Deszca, G., & Cynthia, I. (2012). *Organizational change: An action-oriented toolkit* (2nd ed.). Thousand Oaks, CA: Sage.



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**References**

- [Lippman, S. & Berman, 2008](#) - The Impact of Communication on Organizational Change

**Principles for Communicating Change**

- Donor leaders who want to benefit society, religiously, and globally are in the unique position of being able to partner with the secular nonprofit sector to create changes in our culture, individuals, and our world.
- People tend to resist change, but it only is when it is not their own choice and they do not have a part in it (Lippman, Berman, & Gyntha, 2012).
- It will be important to include feedback, the communication plan will need to have a way to get information from stakeholders and for the plan to be adjusted when needed.

**Diversity Communication Plan**

- Pre-approval Phase
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- Developing the need for change Phase
  - Develop a full picture of the current standing of the organization including the current donor pool composition, as well as volunteer makeup
  - Draw parallels to communities in need
  - Verify understanding with employees and current volunteers and develop process with the help of those that will implement it (Lippman, Desza, & Gyntha, 2012)

**Diversity Communication Plan**

- Midpoint Change Phase
  - Inform employees, employees, and management of progress as the change program is taken hold of the organization
  - Make sure to have key stakeholders and all groups agree to the change process
  - Clarify important roles and changes in structure and processes to restructure and sustain
- Concluding the change Phase
  - Share success stories with donors, volunteers, and stakeholders to celebrate their efforts (Lippman, Desza, & Gyntha, 2012)
  - Prepare for the next change program of the organization

**Principles for Communicating Change**

- Multiple messages through multiple media and multiple channels will reach more stakeholders
- Inform through social media, website, newsletters, posters or email newsletters
- Face to face communication is the most effective method to ensure understanding and buy-in (Lippman, Desza, & Gyntha, 2012)
- Technology allows for the creation of personalized messages, which can be used to reach individuals.

**Principles for Communicating Change**

- Obtain low authority, close of management and knowledge superiority
- If it comes from the top, it is more believable and gets more attention
- Immediate supervisors have relationships of trust and understanding with subordinates that can be useful (Lippman, Desza, & Gyntha, 2012)
- People expect to receive important information from their immediate superior
- Supervision can be instrumental in the role collection process due to the trust relationship.