



SCP Communications Resources

Books

Goodman, Andy. "Free Range Thinking." Web. 11 April 2016. Free Range Thinking is a free, monthly online journal on public interest communications from The Goodman Center.

www.thegoodmancenter.com/resources/newsletters/

Heath, C. and Dan Heath. Made to Stick: Why Some Ideas Survive and Others Die. New York: Random House, 2007. Print.

Digital Resources

Fenton Communications. "Clear, Simple, Concise Messages." NOW HEAR THIS: The 9 Laws of Successful Advocacy Communications. 2009. Web. 11 April 2016. This chapter includes excellent examples of effective messaging. www.nae.edu/File.aspx?id=21570

FrameWorks Institute. "Five Minute Refresher Course in Framing." 2001. Web. 11 April 2016. The Frameworks Institute offers excellent resources on the concepts of framing and messaging, including a FAQ section on their website, an interactive online game, toolkits, and e-courses including the Five Minute Refresher Course in Framing.

www.frameworksinstitute.org

"Gateway to Health Communication & Social Marketing Practice." CDC National Center for Health Marketing. Web. 11 April 2016. This is a very helpful resource to help build health communication or social marketing campaigns and programs. It includes tips for analyzing and segmenting an audience, choosing appropriate channels and tools, evaluating the success of your messages and campaigns, and much more. www.cdc.gov/healthcommunication/

Harvard Family Research Project. "The ABCs of Strategic Communications." The Evaluation Exchange. 2001. Web. 11 April 2016. This blog post, based on The Jossey-Bass Guide to Strategic Communications for Nonprofits, written by Kathy Bonk, Henry Griggs and Emily Tynes in 1999, provides the basic steps in creating a strategic communications plan. <http://www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/strategic-communications/the-abcs-of-strategic-communications>

The John A. Hartford Foundation. "Drive Change." MakingChange365. Web. 11 April 2016. This online resource from The John A. Hartford Foundation Change AGENTS initiative provides valuable information about the steps needed to implement change, including communications, in the health care arena, particularly around the care of older adults. mc365.jhartfound.org/drive-organizational-change/

Schwartz, Nancy. "Nonprofit Marketing Plan." Web. 11 April 2016. This is a complete guide to creating an initial marketing plan for your organization in five hours. gettingattention.org/nonprofit-marketing/nonprofit-marketing-plan-template.html

"Smart Chart 3.0." Spitfire Strategies. Web. 11 April 2016. "Smart Chart 3.0: An Even More Effective Tool to Help Nonprofits Make Smart Communications Choices" builds off its original Smart Chart. The guide includes lots of hands-on planning exercises and helpful tips and tools. www.spitfirestrategies.com/tools/#tab1

"Template for a Strategic Communications Plan." W.K. Kellogg Foundation. 2006. Web. 11 April 2016. This template walks the reader through the steps of creating a strategic communications plan. www.wkkf.org/resource-directory/resource/2006/01/template-for-strategic-communications-plan