



COMMUNICATIONS OVERVIEW

Promoting Your Partnership

Communicating effectively – within your partnership, to your organization and to the public in general – is one of the most important aspects of developing and sustaining a successful Global Partners in Care partnership. To help with this, we have developed some best practices and tools to help our partners communicate with internal and external audiences.

We will also offer a series of webinars to provide communication ideas and best practices throughout the year. We'll publicize these on our web site, through "Focus on Compassion" and via email.

In addition, GPIC staff is available to work with you one-on-one to create a comprehensive communications program tailored to your organization and partnership. Please contact Cyndy Searfoss, Partnership Director, at searfoss@globalpartnerincare.org or 574.277.4203 to arrange an initial assessment.

This document is designed to provide idea starters and share general best practices. Our webinars will dig deeper into these areas as well as using Zoom to communicate with your partner, setting up a social media plan, and promoting your partnership to internal audiences.

Global Partners in Care has created a planning document in Excel that will help partners create an outreach program to promote their partnership. This planner will help you create and calendar content, whether you're in the US or another country.

BEST PRACTICES

Have a plan

Effective communications start by knowing who your target audiences are, how you want them to engage in your vision and mission and what mediums they use to get information. We have put together an [Excel planning document](#) that can guide you through this process. It offers guidance in determining your target audiences, your message and developing an ongoing communication plan using a variety of outreach methods.

Tell a story

As you put together your materials, remember that people relate best to stories, not data. And the best stories are the ones that create an emotional response with your audience. For example, perhaps your partnership has worked together to purchase a vehicle for your international partner. This vehicle will allow them to see an additional 75 patients per week, in remote areas that were previously difficult to visit. That's great news! But even better news, is the impact this will have on the patients in those remote areas. That's the story people want to learn about.



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Ask permission of a patient to share his or her story. How has this care improved his or her quality of living? You can weave in the data about the vehicle here, too. Those facts will solidify the importance of the story you're telling.

Include a photo

In this same instance, a photo of vehicle works best when it's "on location." Show how it's being used to deliver compassionate care.

Communicate what brings us together

The words and images you use to describe your partnership and the work you carry out jointly should reflect the true meaning of partnerships. Each partner brings its strengths – and weaknesses – to the relationship; Global Partners in Care was created to help partnering organizations learn from each other and find ways to work together to bring compassionate, culturally appropriate palliative care to people in low-resource settings. Choose stories and words that reflect the bi-lateral nature of your partnership and celebrate the work you do together.