

**3D Project Objectives**

**Strategies & Tactics**

**Outcomes & Measurement**

**To equip foundations to engage trustees as champions for their work**

- Strategy A:** Recruit up to 15 CMF member foundations to participate in 3D pilot
  - Identify foundations engaged in strategic grantmaking to rebuild the state's economy
  - Engage leading foundation communication officers in project design and planning
  - Promote 3D to targeted foundations via CMF publications, conference sessions and meetings (Board of Trustees, Public Policy Committee, OFL Advisory Committee, Communications Marketing Advisory Committee and invitational)
- Strategy B:** Develop messages about foundations' unique contributions to rebuilding Michigan's economy
  - Interview 2-3 trustees per participating foundation
  - Survey foundation leaders to gather stories and data about their work
  - Draft a message framework and key messages based on interview and survey findings
  - Refine messages in collaboration with foundation communications officers and senior leaders
  - Test messages via a focus group with foundation trustees and CEOs
  - Finalize message kit

Participating foundations will increase their use of trustees as champions in communicating about contributions to rebuilding Michigan's economy.

**Measurement:** Pre and post-pilot interviews with trustees and debriefings

**To test a new process of deploying messages to influential leaders in Michigan's private, public and nonprofit sectors and higher education**

- Strategy A:** Have foundation trustees use messages with influentials in their professional and social networks
  - Train trustees directly or via foundation staff liaison
  - Monitor trustee experiences via periodic calls from foundation staff liaison
  - Track trustee activities, experiences via online tracker
- Strategy B:** Have foundations use messages in communications targeted to influentials
  - Conduct pre-pilot message audit
  - Ask for commitments to use the messages
  - Provide coaching on use of messages as needed
  - Provide via CMF opportunities for foundation leaders to speak, be interviewed, comment on blogs, etc.
  - Collect artifacts and experiences via online tracker
- Strategy C:** Use messages in CMF communications targeted to influentials
  - Collect data and stories about foundations work to rebuild state's economy through (K-16 Education, Work Force/Economic Development, Health, Land Use/Environment, Early Childhood Development)
  - Use messages in Op Eds, blogs, CMF NewsWire, print and e-news-letters, michiganfoundations.org
  - Use messages at CMF events (i.e. Public Policy Briefings)
  - Use messages in speeches, conference presentations, media interviews
  - Publish first State of Philanthropy Report

Participating foundation trustees will be better equipped to communicate their foundation's contributions to rebuilding Michigan's economy.

**Measurement:** Pre and post-pilot interviews with trustees and online activity tracker

**To refine and share model**

- Strategy A:** Assess the impact of pilot on CMF and participating foundations' communications methods
  - Analyze online tracker of trustee, foundation and CMF activities
  - Conduct post-pilot message audit of participating foundations
  - Conduct follow-up interviews with trustees and foundation leaders
- Strategy B:** Develop model for ongoing use by CMF
  - Conduct planning meeting with participating foundations
  - Document final model
  - Incorporate model into routine CMF communications
- Strategy C:** Promote adoption/adaptation of model to regional association network
  - Pilot model in regional associations with similar issues and different capacities (IN and WI)  
\*supported by grant from Forum of Regional Association of Grantmakers
  - Assess pilot
  - Share model with regional association network
  - Provide technical assistance upon request

CMF and participating foundations will use a more unified set of messages to communicate with influential audiences about Michigan foundations' unique value in rebuilding Michigan's economy.

**Measurement:** Pre and post-pilot message audits and online activity tracker.