



Setting Up Your Office Communications

E-bulletins and Faxes

The suggestions for newsletters above can be extended to e-bulletins and faxes. However, given the gifts of electronic format, the most successful e-bulletins summarize the key points of information per topic, and then hyperlink to more detail on the website. It is advisable to keep e-bulletins to one page (one screen page).

PowerPoint Presentations

Anyone who has attempted to create a PowerPoint presentation knows that it can turn into writing that novel in our soul. It is so easy to fall prey to tangents. A template that girdles what your message is, why it is so, how it impacts your audience, the call to action and a summary of the key points can help not only the presenter but the audience too.

Website

Our work with a wide range of nonprofit organizations has repeatedly identified a common complaint about websites: “not easy enough to navigate”. The “one click from the home page” rule is a worthy goal though not always possible. While this subject is an article unto itself, suffice to suggest that your website visitors will appreciate your using a “familiar” template so that they can easily navigate their way to the information that they need.

Event Announcements

By using an event announcement template, you ensure that salient information is not inadvertently omitted. The information provided should include:

- Name of event
- Date and time
- Location and directions
- Person in charge and contact phone numbers
- Content/program with time schedule
- Registration costs and instructions (see details in next section of this article)
- Cancellation policy
- Sponsor recognition



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Registration Forms

Registration forms are popular templates in the nonprofit world. Organizations who ask for membership numbers need not require the registrant to complete all their coordinate details since that information is on file however this approach is not often used. Typically a registration form template includes:

- Registration event information (Event description, date, location, etc.)
- Name, title, organization, address, phone, fax and e-mail address of registrant including boxes to tick for () Mr. () Ms. and if appropriate boxes to tick for designations (e.g. Dr. or CAE)
- Box to tick for cost acknowledgement followed by listing of applicable taxes or other fees; box to record total cost
- Cancellation policy information

It is advisable to schedule a review of your templates to ensure they are the best they can be. Surfing other organizations' websites will offer you many examples to consider.

We hope this article has been useful and invite your suggestions or comments.