ADM CREATIVE MEDIA · FREE TOOL

Comms health check

6 questions to test whether your comms are keeping up with your programme

Take 10 minutes with your team. Tick one box for each question. Be honest; this is for you.

The website test

Could a new partner quickly understand what you do and why it matters from your website?

Quick fix: one plain sentence on your homepage: who you help, how, and what changes.

☐ Yes ☐ Partly ☐ Not yet

The story test

When did you last share a story from the field, rather than an announcement?

Quick fix: collect one field story a month: a person, a moment, a change.

☐ Yes ☐ Partly ☐ Not yet

The funder test

If a funder asked for three examples of change this quarter, could you find them within a day?

Quick fix: keep a simple evidence log: date, what changed, the proof, where it's stored.

☐ Yes ☐ Partly ☐ Not yet

The consent test

Do you have written consent for the photos and stories you use?

Quick fix: a short consent form for every photo and story, saying how it may be used.

☐ Yes ☐ Partly ☐ Not yet

The audience test

Does your team agree on who your three most important audiences are?

Quick fix: list your top three audiences and what each needs to hear from you.

☐ Yes ☐ Partly ☐ Not yet

The one-story test

Do your reports, website and social media tell the same story?

Quick fix: write one core message and check each channel against it.

☐ Yes ☐ Partly ☐ Not yet

Your next step: pick one "not yet". Fix it this quarter.

Start with the funder test or the consent test if you report to donors; those two protect you most.