EXPANDING IMPACT

Driving Change Through Campaigns and Communications

Turning purpose into awareness, engagement, and action.

In Bermuda's nonprofit sector, service delivery changes lives and strong communications help those services reach further. Thoughtful campaigns can raise awareness, shift attitudes, inspire action, and strengthen communities.

Here's how to build more effective communications and campaigns for impact:

1 UNDERSTAND YOUR ISSUE AND CONTEXT

Meaningful change starts with understanding both the issue and the environment around it.

- Explore root causes alongside public awareness and perceptions
- Identify behaviours, barriers, and misconceptions
- Ask: What do people know, believe, or do about this issue?
- Consider where communication and engagement can make a difference
- Collaborate with partners — change is collective

✓ ***A clear understanding of your context strengthens every campaign.***

2 DESIGN CAMPAIGNS FOR AWARENESS, ENGAGEMENT & ACTION

Every effective campaign starts with a clear goal for change.

- Define your goal: awareness, attitude shift, behaviour change, or advocacy
- Identify your target audiences — public, service users, supporters, or stakeholders
- Clarify what you want people to think, feel, or do
- Set measurable outcomes (reach, engagement, participation, action)
- Choose strategies — content, events, partnerships, or media

✓ ***When purpose and planning align, campaigns move from ideas to impact.***

3 COMMUNICATE CLEARLY, STRATEGICALLY & ETHICALLY

Data informs — stories inspire.

- Align message, medium, and audience for maximum impact
- Use storytelling to connect: Hook – Belief – Problem – Solution – Impact
- Centre dignity and agency; avoid exploitation or tokenism
- Use visuals, testimonials, and local voices to bring issues to life
- Tailor messages for different audiences and platforms

✓ ***Strong, ethical communication builds trust, understanding, and momentum.***

4 ENGAGE AUDIENCES, SUPPORTERS & STAKEHOLDERS

Strong campaigns are built on connection.

- Map key audiences — public, donors, media, community leaders, policymakers
- Understand what motivates each group
- Use clear calls to action: What, Why, and How
- Build relationships, not just visibility
- Where relevant, ensure compliance with Bermuda's Charities Act 2014

✓ ***Engagement turns awareness into participation and support.***

5 IMPLEMENT, LEARN & ADAPT

Campaigns are not one-off efforts — they evolve over time.

- Develop a clear implementation plan and roles
- Maintain consistent communication with your audience
- Track results — reach, engagement, participation, and service uptake
- Gather feedback and capture stories of impact
- Use data to refine and strengthen your approach

✓ ***Every campaign is an opportunity to learn and improve.***

TAKEAWAY

Effective communications turn awareness into action.

When nonprofits connect meaningfully with their audiences, they build understanding, inspire participation, and strengthen their impact. Campaigns don't just inform — they mobilize.

And when needed, they can also support broader advocacy efforts.

Nonprofit Alliance OF BERMUDA

Learn more at nonprofitalliance.bm