

Communications³⁶⁰ Audit

Alignment • Reach • Integration • Impact

***A 360-Degree Communications Audit and Application of
Communications Best Practices for Organizations***

**McGill
+ Partners**

Strategy | Branding | Communications

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The **Communications³⁶⁰ Audit** is a comprehensive audit, best-practices benchmarking, and strategic and operational improvement process to **align and integrate your communications initiatives and achieve optimal communications reach and impact.**

Developed by McGill + Partners – since 1986 a leading strategy, communications, and branding consultancy to more than 250 non-profit organizations, associations, institutions, charities, and commercial enterprises – the **Communications³⁶⁰ Audit** utilizes progressive steps to **develop a performance-based communications strategy and implement operational best practices.**

The **Communications³⁶⁰ Audit**, which is highly collaborative and participatory to **build consensus among key stakeholders**, will assure that your communications initiatives are:

✓	Aligned with organizational mission and marketing objectives
✓	Built upon best practices of communications platform use and integration
✓	Properly targeted to reach, engage, and impact key constituencies
✓	Positioned to deliver relevant, valuable, and compelling content
✓	Monetized and optimized for revenue and financial performance

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Process Steps

- McGill + Partners **Communications³⁶⁰ Audit** program includes seven collaborative and progressive steps:

1 – Audit of Communications and Alignment to Organizational Objectives

- The **audit process** begins with an assessment of current communications initiatives utilized by your organization across all platforms (digital, print, events, and social).
- This step utilizes a **discovery phase** keynoted by a comprehensive interview process which includes one-on-one discussions with all appropriate management, staff, and key stakeholders. During the discovery process, research, competitive data, marketing and financial reports, and related documentation are also reviewed. The discovery phase provides a valuable information base for the entire process.
- Collaboratively with your team, we develop a comprehensive understanding of your organizational mission, objectives, brand values, and advocacy activities – and then assess and audit current **communications alignment** to organizational strategy.

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Process Steps
2 – Best Practices Benchmarking

- During this phase, McGill + Partners **benchmarks your organization's communications activities** against, and in comparison to, strategic and operational best practices across the association/non-profit sector.
 - The information gathered during the discovery and subsequent phases of the audit, together with **McGill + Partners' database** of association/non-profit communications norms, provides the basis for the benchmarking process.
 - The process **explores your communications' operational and financial performance** in comparison to like organizations and assesses what commercial best practices may be applied to enhance your effectiveness.
 - The benchmarking process **identifies prospective areas of operational, efficiency, and financial improvements** applicable to your communications.

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Process Steps
3 – Constituent Ranking, Desired Impact Definition

- This audit step explores the questions: “Who are the **constituencies** (members, donors, thought-leaders, influencers, policy-makers, regulators, funding sources, media, business partners, et. al.) to be engaged?” And, “How do we provide tangible brand values to each of these constituencies and influence and impact their actions?”
- The **importance of each constituency** is defined using interlocking perspectives on:
 - What constituencies should be included in **outreach** efforts to advance organizational mission and advocacy objectives.
 - What constituent groups will benefit from, value, and be **impacted** by content and information provided by your organization’s communications.
 - What **strategic membership and marketing objectives** can be achieved.
 - What monetization and **revenue-expansion** opportunities exist.

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Process Steps

4 – Audit of Content Requirements

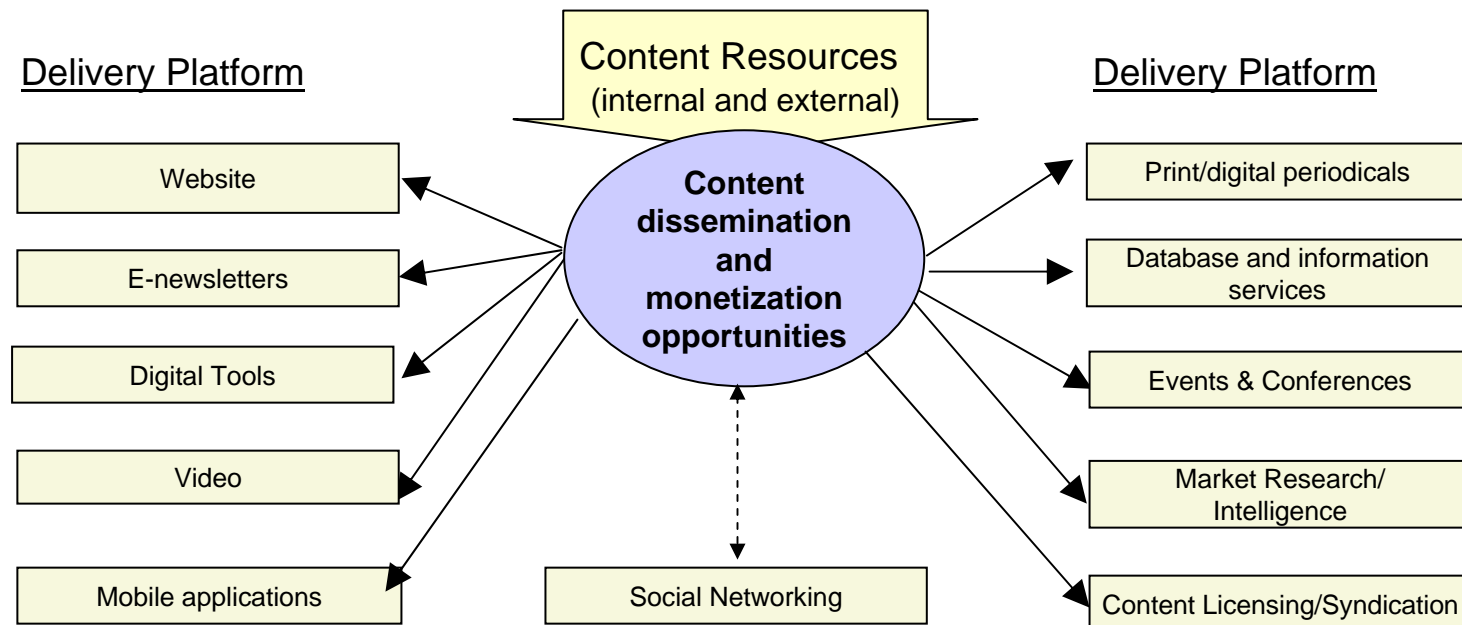
- This audit step defines the specific **information and content** that is sought by, instructive to, and compelling for each constituency. Areas of exploration include:
 - What specific content categories and types of information, data, and insights will most **attract, inform, and engage the targeted key constituencies**.
 - As constituents potentially look to the organization for news, policy or advocacy perspectives, professional or personal advancement insights, sector, marketing, technology expertise, or emerging research findings, how do we **prioritize and balance the range of content delivered**.
 - What is the **proper level of content depth and complexity** that will both connect with and best serve the information needs of constituent groups.
 - What **editorial and graphic styles** assure that content is accessible and compelling, supports branding, and positively impacts target audiences.

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Process Steps
5 – Delivery Platform Integration

- A strategic basis of the **Communications³⁶⁰ Audit** is the “Platform-Neutral Paradigm,” which emphasizes a hub of content delivered via the communication platforms best suited to reach specific audiences and deliver targeted content, representing a powerful approach for **enhanced content delivery and expansion of revenue performance**.



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Process Steps

5 – Delivery-Platform Integration

- Employing the platform-neutral paradigm, we collaboratively explore:
 - From the full range of communications tools – website, e-newsletter, webcast, video, social networks, print periodicals, books, events, and symposiums, et. al. – what **strategic deployment will most effectively deliver content to, engage, and impact** specific constituents.
 - How can we **integrate digital, social, mobile, print, and event-based content** to maximize audience engagement across delivery platforms.
 - What methodologies do we deploy to **build a monetized platform of integrated marketing solutions** for advertisers, sponsors, and business partners.

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Process Steps
6 – Revenue Optimization

- During this step, we focus on the **revenue-generating opportunities** and means to monetize the organization's communications and media initiatives. Informed by emerging trends and best practices, areas of explored opportunity include:
 - Maximizing business partner and **advertiser-driven revenue** sources across platforms, including all digital platforms, and how to integrate print + electronic advertising programs, sponsorships, and events.
 - Communications-driven membership development, retention, and revenue initiatives resulting in **enhancing member engagement and lifetime values**.
 - **Energizing donor**, fundraising, gift-giving activity levels.
 - **Brand extensions** via syndication, content licensing, events, rich data, marketing intelligence, and ancillary products and services.

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Process Steps
7 – Strategic and Operational Recommendations

- The final phase is the development by McGill + Partners of **strategic and operational communications recommendations** for your organization.
 - Development of these comprehensive recommendations is informed by insights gained during the discovery phase, communications audit findings, best practices review – and the invaluable **collaborative thinking conducted between your team and McGill + Partners.**
 - To that we add our extensive knowledge of current and emerging Communications Audit applications – and **our extensive experience and expertise in developing effective strategic communications solutions.**
 - The resulting recommendations will be delivered by McGill + Partners in a **written Final Report** and in an **on-site presentation** to assure a full, energetic discussion and exchange of information.

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The Communications³⁶⁰ Audit Deliverable

- The **Communications³⁶⁰ Audit deliverable** – its tangible value proposition to your organization – is the collaborative creation and expert identification of a **best-practices-based, effective, and comprehensive communications strategy and operational solution** to assure your organization's communications initiatives are:
 - ✓ **Aligned with organizational mission** and marketing objectives
 - ✓ Built upon **best practices of communications platform use and integration**
 - ✓ Properly **targeted to reach and engage** key constituencies
 - ✓ Positioned to deliver **relevant, valuable, and compelling content**
 - ✓ Monetized and **optimized for revenue and financial performance**

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About McGill + Partners Consulting

- McGill + Partners has, since 1986, **served more than 250 association, non-profit, charitable, and commercial enterprises.** To optimize communications initiatives, we have supported – at strategic and implementation levels – leading entities including:

- Access Intelligence
- Aircraft Owners and Pilots Association
- American Association for the Advancement of Science
- American Association of Community Colleges
- American Diabetes Association
- American Library Association
- American Society of Association Executives
- APICS, The Association for Operations Management
- Bank Administration Institute
- Carnegie Endowment for International Peace
- Children's Hospital Boston
- Christian Science Monitor
- Congressional Quarterly
- Consumers Union
- Council for Advancement and Support of Education
- Crain Communications
- CTIA – The Wireless Association
- Council on Foundations
- Educate
- Forrester Research
- Health Affairs
- The Himalayan Institute
- Journal of Bone and Joint Surgery
- Lutheran Services in America
- Massachusetts Institute of Technology
- National Fire Protection Association
- National Restaurant Association
- Nature Conservancy
- New England Journal of Medicine
- Robert Wood Johnson Foundation
- Rogers Media (Canada)
- Scholastic
- Society of American Florists
- State of Arizona (Arizona Highways)
- Vendome Group
- World Bank

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The McGill + Partners Team

- McGill + Partners brings to each engagement, an experienced team of innovative professionals with **collective expertise across strategic, communications, and branding disciplines**. McGill + Partners' senior leadership includes:

- **Frank McGill, Founding Partner**, has served in senior publishing, editorial, marketing, and media management positions, founded two national magazines, was Publisher and CEO of a national consumer magazine, and was a principal in a cable television start-up. Since founding the McGill + Partners consultancy, he has developed innovative, effective strategic communications and branding solutions for many of the country's leading associations and non-profit organizations. Mr. McGill is a graduate of Villanova University.

- **Gary Dolzall, Partner & Managing Director**, delivers expertise in strategic planning, integrated-platform communications solutions, marketing and branding, revenue development, and operations. Mr. Dolzall was an early practitioner of integrated media; as a Publisher he developed a branded digital + print platform ranking among the top 10 U.S. media-based brands in audience size. His tenure at McGill + Partners has included strategic and operational consulting to a variety of association, non-profit, and commercial enterprises. He is a graduate of the Indiana University School of Journalism.

- McGill + Partners professionals are members of the American Society of Association Executives (ASAE) and Association Media & Publishing/SNAP



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