

Integrating Communications Activities in your Program Design and Budget for CFP 2024

Refugee 613 | January 2024

{ REFUGEE } 613

LAND ACKNOWLEDGEMENT

The land on which we conduct much of our work is the unceded, unsurrendered territory of the Algonquin Anishinaabe people.

The Algonquin peoples have lived on Turtle Island since time immemorial as the stewards and rightful owners of this land. We are grateful to be present on their territory and recognize that Refugee 613 is an organization assisting people in resettling on stolen land across Turtle Island.

We are committed to continually exploring how our organization can better support First Nations, Inuit, and Métis communities and their rights.

AGENDA

- Check-in
- A bit about us
- Strategic Communication: definitions, examples
- Communication activities
- Communication expenses
- Discussion





OUR VISION

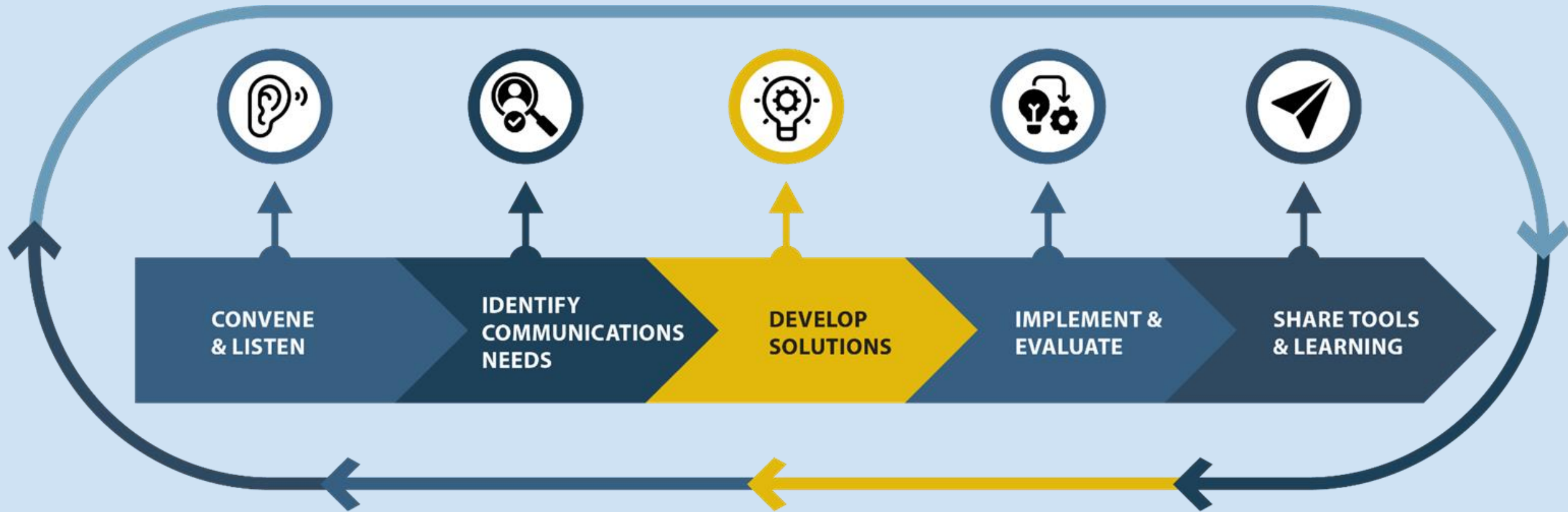
Everyone thrives in a welcoming world

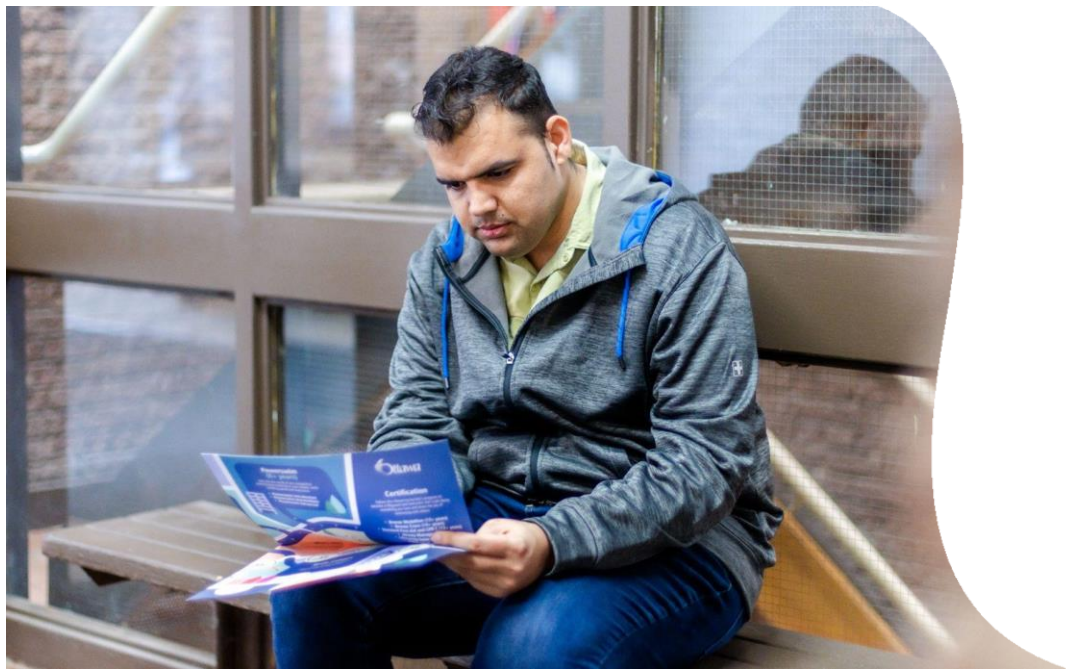
OUR MISSION

Refugee 613 is an agile and innovative communications hub that informs, connects and inspires people to welcome refugees and build strong communities.



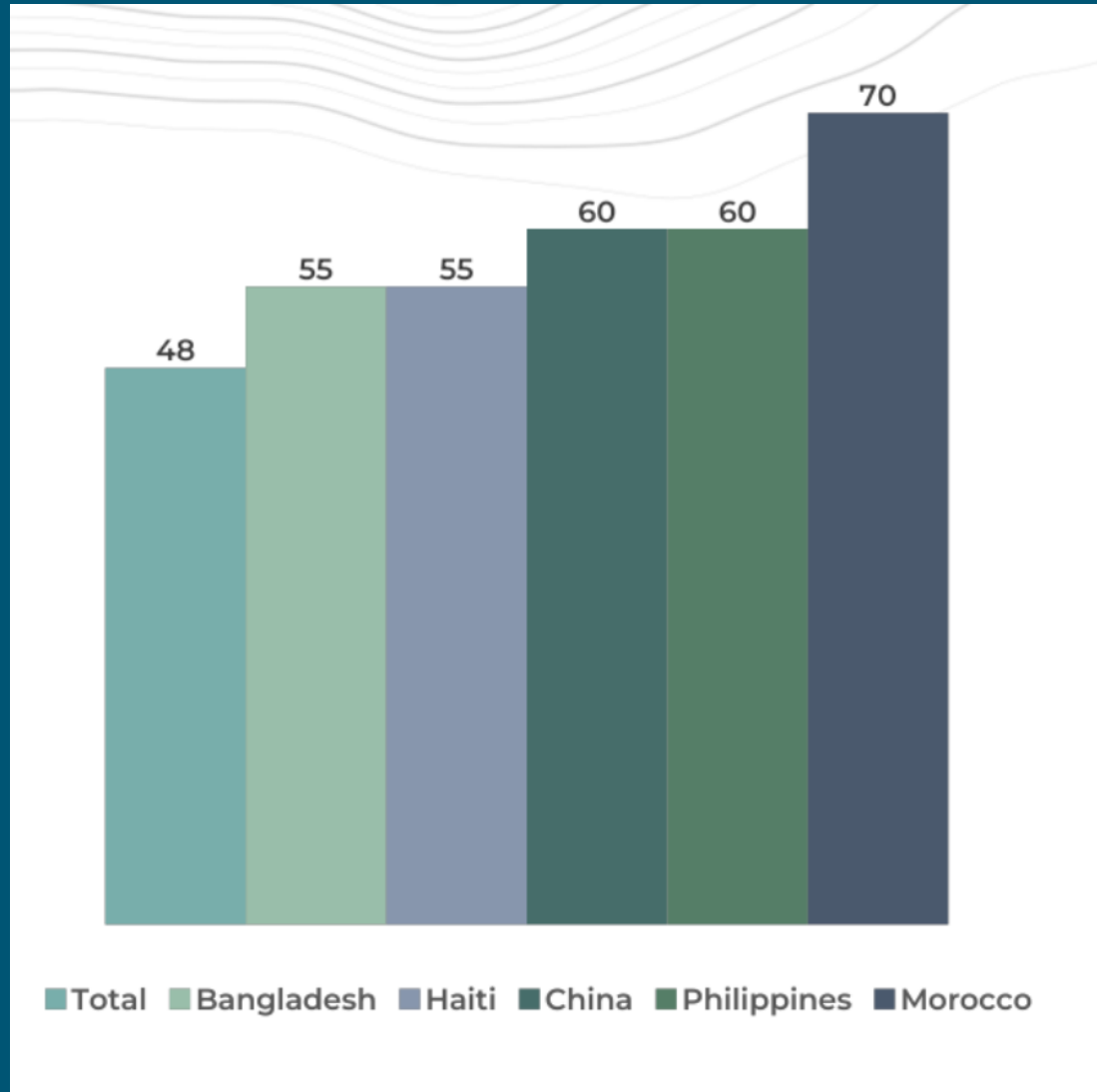
We close gaps in the newcomer integration experience





Strategic Communication for Settlement Service Delivery

- Approximately half of Newcomers are not aware of the government-funded settlement services available to them



Source: Media Technology Monitor (MTM)

Ask Yourself:

- What **information** will my **clients** need for this program to be successful?
- What **resources** do **I** need to include in my CFP application **now** to make sure I can meet those needs in **2025**?

- Define communication for our purposes
- Why communications matter to the success of your project
- What can be considered communications activities under the CFP
- How to “audit” your program design to flag communications work
- How to describe communications activities
- How to budget for communications activities

STRATEGIC COMMUNICATION...

... is the purposeful use of communication by an organization to fulfill its mission or goals.



Strategic Communication in the Settlement Context

- **Settlement info delivery** – sharing information related to immigration and integration needs directly with your clients. Sharing a policy change on citizenship, advice for a job search or the new address for the language assessment centre.
- **Service promotion** – making sure potential clients know about your service, how it can benefit them and most of all, how they can get it. Eg “We have nutrition coaching workshops for new parents - call this number to register.”

Strategic Communication in the Settlement Context

- **Policy development** – Influencing policy for the benefit of newcomers by talking to sector allies, government policy makers and politicians. Eg, writing and releasing a report on barriers to healthcare for trans newcomers, or meeting with your MP to discuss credential recognition
- **Advocating for your client's direct needs** – with other service providers, with businesses, with government, etc.
- **Stakeholder management** – building or maintaining relationships with external partners (allies, service providers, volunteers, funders, community groups) for the benefit of newcomers. Eg, persuading employers to join a collaborative initiative.

Strategic Communication in the Settlement Context

- **Marketing** – building the public profile of your organization
- **Fundraising** – encouraging people to donate to your organization

Strategic Communication in the Settlement Context ... **but not the CFP!**

- ~~Marketing~~ – building the public profile of your organization
- ~~Fundraising~~ – encouraging people to donate to your organization

NOTE: IRCC **does** permit the use of Admin funds for internal marketing staff promoting your program

Communication Activities

- Creation of informational resources (infographics, fact sheets, guides)
- Promotional materials (posters, brochures)
- Social media and web sites
- Events (info sessions, workshops, community gatherings, etc)
- Newsletters
- More?



Communication Activities

- Evaluations of your outreach or information resources
- Digital messaging groups or services
- Focus groups with your audience(s)
- ****Communications strategy development****



How will you implement these activities?

Don't assume comms tasks will just "happen"! They take time and skill and you need to plan and budget for them.

Plan for communication tasks when deciding how to staff your project.

- Draft a bullet-point list of communication tasks (eg writing, design, outreach, stakeholder management, social media management)
- Estimate the hours per week they will require
- Do they add up to a FT or PT job?
- Should you add some duties to one position and some to another?



Sample titles for communications roles

Tailor your staff titles to your project activities.

Outreach//Community Engagement Coordinator

- builds relationships with partners and community
- service promotion and strategy development
- newsletters, meeting coordination, reports

Communications Officer

- develops and implements communications plan
- writes, edits and produces information resources
- works with graphic/web designer, photographer, printer
- manages social media accounts

Events and Communications Coordinator

- Planning, logistics and promotions for project-specific events



Building Your Budget: Disclaimer!



- Our advice is based on reading the Budget Submission guidelines from the Settlement Program, including Service Delivery Innovation (SDI).
- The Refugee Assistance Program has specific budget guidance, so if you are applying under RAP, please consult the CFP guidance.

****Everyone should refer to the Budget Submission guidelines themselves as you build your budget, to confirm our interpretation and get more specifics on eligible costs!****

Building Your Budget: Staffing



Salaries, Wages and Benefits	
Exampes of positions/titles	Include roles needed to support the project's communication activitites, whether they are FT or PT
Ex.: Outreach Coordinator (1 FTE \$XXh x 35h/w x 52w)	Valuable role for connecting with client group, stakeholders, volunteers to promote the service, esp to marginalized communities
Ex. Communications Coordinator (1 FTE \$XXh x 35h/w x 52w)	Responsible for communications/knowledge mobilization plan & tasks, such as writing/editing/producing newsletters/webinars/reports, writing/scheduling social media, liaising with graphic designers and printers, etc.
Ex Events and Communications Assistant (1 FTE \$XXh x 35h/w x 52w)	Responsible for executing on events and supporting light comms duties, eg posting to social media

Building Your Budget: Delivery Assistance



Delivery Assistance Tools and Materials	Costs that support direct service delivery to clients and/ or the delivery of indirect service activities
Printed material program promotional handouts/ flyers	When you know you'll be connecting with your audience in person - still very effective!
Fees for purchasing copyright images/ resources	Can be less expensive than hiring a photographer but images are less tailored to your program
Conferences and Workshops	Costs related to the organization of external events and workshops or participating in conferences
Speaker honoraria	To ensure speakers are compensated for their time
Logistics and venue	For raising awareness and registration in your program
Food and/ or refreshments for larger one-time events	For raising awareness and registration in your program
Conference registration/travel	To promote your work to sector and other stakeholders, especially if knowledge mobilization is a project goal
Publicity	Costs related to publicity, purchase of promotional items and promoting your program/ service
Paid social media ads/ posts	Buying ads on Facebook, Instagram, YouTube to promote your program
Paid ads on local TV/ Radio	Buying ads on legacy media to promote your program

Building Your Budget: Professional Fees



Professional and Consultant Fees	Costs that support direct program/ project activities
Honoraria for focus group participants	Ensuring people with lived experience are compensated for their time
Translation/interpretation (including community reviewers)	Using a service or a freelance translator, plus paying community members to review translation
Graphic and web design	Hiring a skilled graphic designer when the job requires more than a staff member using Canva
Video production	Hiring a videographer, video editor or a motion graphics designer
Photography	Hiring a photographer to produce original images if needed
Web/ Social Media/ digital analyst	External consultants to develop the Google analytics or other dashboard so you can measure online impact
Communications consultant (eg Refugee 613!)	External support for creating strategy to promote your program, especially when you don't have comms staff
Audience Research	External consultants to run surveys/focus groups to understand how your audiences want to hear from you or what they think of your comms products
Evaluation	Project evaluation

How Refugee 613 can support you

- Coaching sessions for small projects or questions
- Communications workshops
- Communication planning for your organization or your project
- info@refugee613.ca



Stay in Touch!



Email:

info@refugee613.ca



Website:

www.refugee613.ca/



LinkedIn:

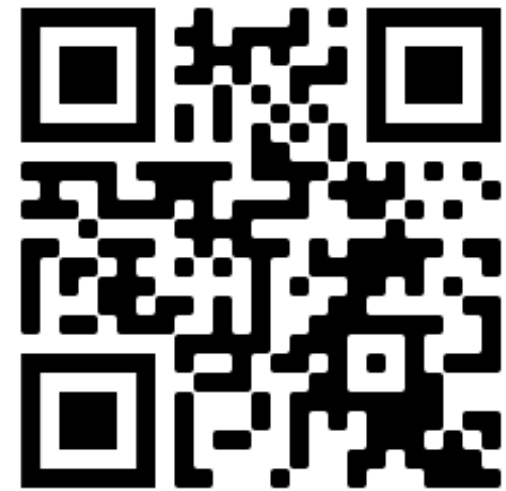
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Thank you !