

Advocacy Communications International, Inc.

Peace X Peace



Strategic Communications Planning, International Awareness and Branding Initiative

[Peace X Peace](#) (pronounced “peace by peace”) is an Internet-based, international women’s peace organization that empowers women to establish sustainable peace—locally and globally—through connection, dialogue, recognition, and education. The mission of Peace X Peace is to improve the status of women and build sustainable peace.

The Challenge

Peace X Peace commissioned Advocacy Communications International (ACII) to launch an international awareness campaign.

The communication goals were to:

- Affirm and expand awareness among the news media, partner organizations and major financial donors that Peace X Peace is a successful and strongly supported new, nonprofit, international women’s peace organization
- Increase membership
- Increase subscribers to Peace X Peace online publications
- Raise awareness among target audiences about the unique tool Peace X Peace offers for direct communication, connectivity and action for the global proliferation of sustainable peace
- Ensure the overall language and key messages in all Peace X Peace communications are readily understood and appealing to women from diverse religions and ethnicities, in particular, non-native English speakers
- Increase the efficiency and user/member experience of Peace X Peace online activities including
- Ensure Peace X Peace is attractive to women of all ethnicities and income levels around the world

Strategies:

- Upgrade Communications Function – Create a strong foundation that can support a robust communications function by creating a detailed strategic communications plan and by establishing new communications tools and processes
- Messaging - Enhance the organization's external image and messaging so it better connects with target audiences and motivates them to take desired actions, such as membership, volunteering and financial donations
- Planning - Outline a steady “drumbeat” of ongoing, activities designed to connect with all target audiences
- Outreach - Subsequently, focus upon implementing strategic outreach activities utilizing all the new communications tools and processes
- Two-Phased Process -
 - Phase 1: Focus on branding and the creation of core communication tools and processes.
 - Phase 2: Focus on utilizing the new tools and processes to carry out tactics designed to achieve organizational goals
- Evaluation – Regularly evaluate all activities to ascertain lessons-learned and make any necessary adjustments to better guarantee success

Key Tactics

- Communications Audit – Interview selected staff, board members, individual members and major donors. Review all existing plans, activities, materials (print and electronic) and lessons-learned about past communications activities
- Branding - Re-brand the organization
- Planning - Create a detailed strategic communications outreach plan
- New Core Materials – Rewrite and redesign all electronic and print communications materials, (for example, the website) to improve functionality, reflect the new brand and new key messages as well as attract and retain new members and donors
- Publicity – increase news media attention in the U.S. and abroad
- Speakers Bureau – Identify staff and member spokespersons and launch a regular schedule of presentations before target audiences