**CARD Team Helpful Resources**

[www.knowhownonprofit.org](http://www.knowhownonprofit.org) (particularly the “Campaigns and Awareness” tab)

[www.thefundraisingauthority.com](http://www.thefundraisingauthority.com)

[www.fundraisingcoach.com](http://www.fundraisingcoach.com)

<http://ctb.ku.edu/en> Building Community Toolbox- excellent resources on how to people to care and get involved with our mission

<https://www.networkforgood.com/nonprofitblog/developing-nonprofit-pr-plan/> (the “Guides and Templates” Section and the Blog both have really useful info)

<https://hub.globalccsinstitute.com/publications/communication-and-engagement-toolkit-ccs-projects/establishing-communication-and> (great template)

<https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action> TED Talk with great ideas on how we can inspire others to join our mission and care about what we do (about 17 minutes)

<https://www.ted.com/talks/derek_sivers_how_to_start_a_movement> (only 3 mins)

Pretty much any TED talk on public speaking strategies is handy to watch if you have the time:

* Nancy Duarte: The secret structure of great talks
* Kare Anderson: Be an opportunity maker
* <https://www.ted.com/playlists/367/when_you_re_having_a_hard_time>
* Julian Treasure: How to speak so that people want to listen

On Pinterest and Google try the following searches:

* Communication Strategies
* Content PR
* Public Relations Tips
* Non-profit Strategies
* Donor Cultivation
* Donor Prospecting
* Donor Stewardship