BUILDING GRANTEE COMMUNICATIONS CAPACITY *that sticks*

THE CHALLENGE:

GRANTEE PARTNERS WANTED MORE TOOLS, TRAINING, AND OPPORTUNITIES TO TELL THEIR STORIES.

WHO WE ARE

HEADWATERS FOUNDATION
missoula · MT

A PRIVATE FOUNDATION BASED IN MISSOULA, MONTANA, WORKING SIDE-BY-SIDE WITH WESTERN MONTANANS TO IMPROVE THE HEALTH OF COMMUNITIES.

WHAT ONE MONTANA FOUNDATION LEARNED BY GOING BEYOND GRANTMAKING.

WHAT WE TRIED

PROVIDING RESOURCES TO MAKE THEIR CASE FOR SUPPORT

RESEARCH + INFORMATION GETS PACKAGED INTO SHARABLE RESOURCES

AMPLIFYING PARTNER VOICES

RADIO
BLOGS
MEDIA COVERAGE
PODCASTS
"A NEW ANGLE"

13 PODCAST EPISODES

BUILDING MESSAGING SKILLS TOGETHER

- OFFERING TRAINING
- LEARNING SIDE-BY-SIDE
- FOLLOW-UP FUNDING + SUPPORT

NARRATIVE CHANGE ACTION LAB

HELPING PARTNERS TELL STORIES WITH VIDEO

- NONPROFITS + LOCAL FILM MAKERS
- VIDEO PRODUCTION TRAINING

CO-PRODUCED A VIDEO SERIES W/ STORIES FOR ACTION ABOUT FOOD INSECURITY IN RURAL MT

SHARING EXPERTISE

OPENING DOORS + SHARING THE MIC

- INVITING GRANTEES TO SHARE STORIES + EXPERTISE WITH FUNDERS
- SHIFT PHILANTHROPY TO BETTER SUPPORT NONPROFITS

WHAT WE LEARNED

ASK BEFORE YOU OFFER

Listen to what partners need

see partners have different needs

FOLLOW-UP WITH SUPPORT

Don't provide training then walk away

Make tools easy to use

RELATIONSHIPS CREATE OPPORTUNITIES

The biggest barrier can be not having a seat at the table

SCAN TO READ THE FULL STORY