



# Communicating & Building Relationships

*To improve communication skills that help building good relations with funders and stakeholders*

## Before Starting

- Design a communication strategy chapter as part of your Funding Strategy. This should identify who you want to communicate with, how, when and why.
- Alternatively include the communication needs in the overall Communication Strategy of your plan (in this case make a relevant note and connection in your Funding Strategy and ensure that both strategies are inter-related).

> **To go further:**

[URBACT Stakeholders Ecosystem Map](#)

[URBACT Stakeholders Analysis Table](#)

**Specific communication skills are needed to ensure that the aspirations of a plan, the funding needs and the added value of its projects are communicated to best effect. This is particularly relevant in a funding context, when one or several projects need to attract interest and 'buy-in' from those in decision making positions.**

The aim of communicating well with stakeholders, decision makers and funders is to gain their support and to convince them about the great value of your project/s.

This tool provides the Funding Coordination Officer/Team and those who are communicating with relevant stakeholders, politicians, budget holders and funders with hyperlinks to tools that help improve their communication, lobbying and influencing skills.

## WHAT FOR?

> The aim of the task is to connect the reader to a number of effective tools to improve communication skills that can help in building of good relations with relevant funders and stakeholders.

## HOW TO USE IT?

- Step 1** Design a communication strategy or plan as part of the Funding Strategy.
- Step 2** Assess the communication skills of your team.
- Step 3** Familiarise yourself with the suggested communication tools in this guide. Select the most suitable or interesting for your team.
- Step 4** Use the hyperlinks provided and follow the guidance offered by the tools.

### External tools to improve pitching, lobbying and communication:

How to quickly and effectively describe your project:

- Creating an elevator pitch
- Pecha Kucha - This is the link to the pecha kucha website with lots of information about the technique, examples of presentations, and templates:

<https://www.pechakucha.com/>

How to make a lobbying plan to convince decisionmakers and partners about a project's value:

- <http://meam.org.uk/wp-content/uploads/2016/02/Influencing-guide-Part-1-FINAL-WEB.pdf>
- **Communication skills:** [https://www.mindtools.com/pages/main/communication\\_skills.htm](https://www.mindtools.com/pages/main/communication_skills.htm);

- Empathy Mapping can also be used to understand the needs and opinions of those involved in communication. Through open discussion this method can facilitate further insight into communication barriers and drivers.