

Cultivating Leadership in Breed Organizations Module 6 Resources

Defining Organizational Communication

<https://www.wework.com/ideas/professional-development/management-leadership/the-importance-of-organizational-communication>

Communications Planning Steps

<https://www.funraise.org/blog/communications-planning-101-what-every-nonprofit-needs-to-know>

Nonprofit Communications Definitions and Must-Haves

<https://prosper-strategies.com/nonprofit-storytelling-marketing-communications/>

Guide to Strong Nonprofit Communications

<https://gettingattention.org/nonprofit-communications/>

SWOT Analysis Templates

<https://blog.hubspot.com/marketing/swot-analysis>

SMART Goals Template

<https://blog.hubspot.com/marketing/how-to-write-a-smart-goal-template>

“How to Create a Social Media Policy for your Organization”

<https://www.surveyanballotsystems.com/blog/best-practices/how-to-create-a-social-media-policy-for-your-member-organization/>

Social Media Policy examples

<https://everyonesocial.com/blog/need-sample-social-media-policies-here-are-7-to-inspire-yours/>

Email Marketing Software for Nonprofits Comparison

<https://nonprofit-apps.com/best-email-marketing-software-for-nonprofits/>

Search Engine Optimization for Farmers Webinar

<https://www.foodanimalconcernstrust.org/webinar-archive/seo-for-farm-websites>

Free SEO Tools for Nonprofits

<http://globalowls.com/seo-tools-nonprofits>

American Highland Cattle Association Trifold and Rack Cards

https://highlandcattleusa.org/content/AHCA-trifold_final.pdf

<https://highlandcattleusa.org/MarketingRequest.aspx#gsc.tab=0>