

Communications: How Communications Are Integral to PNY's DNA

Communications are a critical tool for Philanthropy New York to advance our mission - convene and collaborate as a community; share knowledge, skills and transformative practices; and amplify the voice of the philanthropic field. Communications are interwoven into every aspect of our work and are the shared responsibility of every department and every staff member.

This section of the orientation book outlines the majority of PNY'S various communications channels and some of the ways that we communicate with our members and the broader public:

Mass Communications to Wide Audience:

- Website – Digital hub providing the PNY member community with information on programming, the latest sector specific news, and the resources and services we offer.
- The Weekly Phil – A bi-weekly newsletter delivered by email featuring Insights (opinion) pieces by members, member news, sector news, appointments and transitions within the sector.
- Insights Column - member and staff produced original editorial content
- CEO Messages – A quarterly editorial column authored by PNY's CEO detailing PNY's equity journey targeting senior leadership among members.
- Recorded programs – livestream and recorded webinars
- LinkedIn – @Philanthropy New York
- Twitter – @PhilanthropyNY

Programming Communications:

A key focus for the Communications team is to promote all PNY programming, particularly those programs that highlight equitable practice change and extend the valuable learning that takes place in PNY programming. We understand that to influence equitable practice change, both on the individual and organizational level, learnings from PNY programs need to be accessible and digestible for PNY members, including those who may not be able to attend a program at a particular time.

- Monthly and weekly programming emails to all members
- Targeted emails to issue-based working groups and networking groups
- Special email campaigns on Annual Meeting, PNY Core series and other major programming initiatives

Membership Communications:

The communications team is currently working alongside the member engagement team to redesign our current website to focus more on fostering a sense of community among our membership, revamp new member materials and the increase engagement of existing members.

- Membership renewals
- Targeted recruitment for Committees, Networks and Issue-Based Working Groups

Network / Working Group Communications:

- Invitations to the events organized by Committees, Networks and Issue-Based Working Groups
- Group listservs

Communications: The Weekly Phil

The Weekly Phil is our weekly newsletter. Responding to member feedback, the redesigned newsletter is curated to focus on member news, original content, sector news and community highlights. The primary audience for The Weekly Phil is PNY's approximately 4,500 individual members. When new staff and trustees come into member organizations, they are subscribed to The Weekly Phil by default. The newsletter is also free to any member of the public who wishes to receive our news. We are now at approximately **7,600 subscribers**, which includes hundreds of nonprofit, government and media leaders.

The Weekly Phil

Brought to you by Philanthropy New York



April 10, 2019

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Insights

[A Consequential Myth](#)

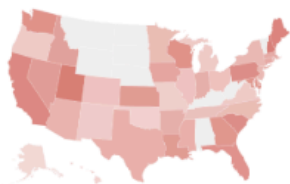
By Julie Hall

Race is a fictive idea that holds real-life consequences. As a black man, who has a six-foot-and-three-inch-tall presence, I am intimately familiar with the tangibility of the myth. Although many anthropologist and geneticists have disproved any biological basis to race, the idea still manifests itself as...



[Read More](#)

Member News



[First-of-its-kind Study From The Century Foundation: How Well Does Your State Support Integration in Charter Schools?](#)

With the enrollment flexibility and design choices available to them, charter schools have the potential to help reverse trends of school segregation...

[Read](#)

Communications: **Insights Column**

The Insights column is home to original editorial content written by our members and staff. The column is published on our website and promoted through The Weekly Phil, typically biweekly. We aim to publish a wide range of informative opinion that illuminates a broad array of operational and programmatic issues facing the philanthropic community. We encourage every staff member and every Board Member to think of themselves as curators of ideas that could be written about in Insights posts, and solicitors of writers who have good thinking to share. We consciously seek out diversity in all forms for our Insights pieces, in terms of seniority level, operational role, racial and gender identity, topical focus, etc. Here are a few examples:



[A Long Overdue Guide for New Philanthropic Organizations](#)

CEO of The Leona M. and Harry B. Helmsley Charitable Trust, Stephanie Cuskley, shares a guide for New Philanthropic Organizations.



[A Consequential Myth?](#)

Jule Hall, Unit for Gender Racial and Ethnic Justice, Ford Foundation says a more thorough discussion of the “Stand Your Ground” law needs to be had in a racial equity lens.



[Infrastructure Design as Innovation](#)

A. Nicole Campbell, CEO, Build Up Advisory Group, writes, “the foundations that are the bravest, the most visionary, and become trailblazers in the philanthropic sector, take great care to design the most thorough organizational infrastructures.”




[Fear, Hope and Hunger: Inside the Crisis at the Southern Border](#)

Alexandra Rojas, Senior Advisor, Tides Foundation writes about her experience travelling to Honduras, Juarez, and El Paso with a delegation led by the Center for Democracy in the Americas and National Immigration Forum.

Communications: Monthly & Weekly Program Emails

Members are heavily invested in the educational resources and programming that Philanthropy New York provides. Every Tuesday we send out a weekly programs email highlighting the programs coming up in the following week. The last Tuesday before a new month we send out a monthly program email that highlights all PNY programming planned for the next month.


Monthly Email

View email in browser

MONTHLY PROGRAMS CALENDAR

May 2020

FEATURED PROGRAMS



Humanizing Immigration: A Conversation in Three Parts
May 14, 2020 | 2:00 - 3:30 p.m.

[Register](#)

Philanthropy New York is located at 320 East 43rd Street. Please be sure to check our [calendar of events](#) for meeting locations and details.

UPCOMING PROGRAMS

May 1
10am - 11:30am

Applied Financial Analysis for Program Officers: A Three Part Series - via Zoom

In the final workshop, participants will be invited to apply what they've learned and consider how they might strengthen their own financial review processes, evaluate their indirect cost policies, and structure grants to more effectively support grantee financial resilience in the long-term.

****This is a cohort-based series and we are no longer taking registrations.****

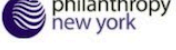
May 1
2:30pm - 3:30pm

COVID-19 Weekly PNY Member Webinar - Sustainability & Survivability of the Nonprofit Community

The last few weeks of March brought important policy changes for the nonprofit sector, but there is still much to be done to ensure the sustainability of these providers, which make up approximately 50% of New York City's social service spending.

[Register](#)


Weekly Email

View email in browser

NEXT WEEK AT PHILANTHROPY NEW YORK

January 27 - 31

FEATURED PROGRAMS



Legal Series - Self-Dealing (Family Foundations & Family Offices)
Thursday, January 30, 2020 | 9 - 11 a.m.

[Register](#)

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UPCOMING PROGRAMS

Tuesday, January 28
9am - 12pm

Harassment and Anti-Discrimination Training

In 2018, both New York State and New York City passed laws intended to combat workplace sexual harassment. All employers are required to adopt a written sexual harassment prevention policy, including a complaint form, and provide annual sexual harassment training for every employee.

[Register](#)

Tuesday, January 28
1pm - 2pm

Young Leaders Breakfast Club Info Session - Webinar 1

YLBC creates a space for participants to build relationships across a diverse community of professionals, work on personal and collective learning agendas, and practice leadership skills. This webinar will provide more information about the program, what we look for in candidates, and how to apply.

[Register](#)

Communications: **CEO Messages**

Typically, Philanthropy New York's CEO writes a quarterly message to members, reflecting on issues in the field and previewing organizational priorities. Kathryn's CEO messages are an opportunity to introduce her to the wider PNY community, communicate her goals and vision for the organization and share work underway. In 2023, our goal is to give members a sense of how Kathryn as a leader is keeping PNY's values and commitment to racial equity front and center.

Communications: **Social Media**

As society collectively continues to move more online PNY has, in previous years, identified a need to increase our digital presence to meet the needs of our membership. The Communications team is enhancing PNY's social presence to focus on elevating programs/program insights that exemplify the conversations PNY seeks to lead.

PNY maintains a LinkedIn account **@Philanthropy New York** and Twitter account **@PhilanthropyNY**. We have seen significant growth in both the size and amount of engagement on both platforms over the last year and continue to focus on growing our reach and influence on both.