

Communications Overview

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.

Overview of PNY'S communications tools and how we use them to connect with our primary audience (staff at current member organizations) and secondary audiences.

Tool	Audience(s)	Description
Website	Current and prospective members General public Job seekers	Digital hub providing the PNY member community with information on programming, the latest sector specific news, and the resources and services we offer. <i>* We are in the process of redesigning our website and will re-launch at end of 2025 or early 2026.</i>
The Weekly Phil	Current members Non-member funders Nonprofit policy partners	A bi-weekly e-newsletter featuring Insights (opinion) pieces by members, member news, curated sector news, appointments and transitions within the sector. ~5,000 member subscribers and ~3,000 non-member subscribers (nonprofit staff, job seekers, PSO partners)
Program marketing	Current and prospective members	Monthly calendars, promotion of series, signature programs, cohort programs, etc.
Editorial Content - Insights - Program Insights - CEO Messages - Op-eds	Current members Peer PSOs	<ul style="list-style-type: none"> - Insights: Member and staff produced original content; increasing focus on telling the story of equity-centered change. - Program Insights: Program recaps/take-aways that aim to extend the learning from PNY program beyond the room. - CEO Messages: Thought leadership from CEO with focus on narrating PNY's own equity journey. - Op-eds: Occasionally pen to support policy priorities
Policy Corner	Current members	2x/year email with policy analysis and resources on a timely topic aligned with our policy priorities.
LinkedIn	Staff at large foundations (50+) Peer PSOs Current and prospective members	Comms team has enhanced PNY's LinkedIn presence in recent years to elevate programs/program insights that exemplify the conversations PNY seeks to lead. @Philanthropy New York
Group listservs		We run email listservs for most PNY networks and working groups to create opportunities for group members to be in touch with each other directly. (Some are more active than others.)
Membership		Annual membership renewal communications to billing contact for each member organization