



OSHKI-GIIZHIG INC

COMMUNICATION STRATEGY

UNOFFICIAL DOCUMENT FOR PORTFOLIO PURPOSES ONLY

MARCH 23, 2025
OSHKI-GIIZHIG INC

Overview

Vision

A healthy community built on Indigenous journeys towards wellness.

Mission

This Indigenous-based organization will walk beside, advocate for, and support people affected by FASD and/or other disorders. Strengthened by cultural practices and traditional teachings, support will assist in restoring balance to individuals and the community affected by trauma and violence.

Guiding principals

Our organization is guided by the Seven Sacred Teachings: work in progress (will make our own Oshki-Giizhig edition)

Love: Eagle

Respect: Buffalo

Courage: Bear

Honesty: Sabe (Sasquatch)

Wisdom: Beaver

Humility: Wolf

Truth: Turtle

Introduction

This communication strategy for Oshki-Giizhig outlines the general objectives the organization wants to achieve both short-term and long-term, as well as an overview of the target audiences it aims to reach, why Oshki-Giizhig wants to communicate with them, and how we plan to do so. Below is an overview of the communication channels and materials we will use to achieve our goals and objectives:

- Social media platforms – Instagram, Facebook, LinkedIn
- Government of Canada website and Indeed (*job postings*)
- Career fairs
- Oshki-Giizhig website
- Newsletters
- Annual reports
- Feedback forums – Survey Monkey, Google Docs, Doodle
- Email, fax, and video call applications (*direct communication*)
- Letters
- Media (*news, stories, journalists*)
- Networking (*attending events, lunch dates, calls, etc.*)
- Texting and phone calls
- Telling stories

This document may be used by any internal member at Oshki-Giizhig for guidance on how to deliver any messages on behalf of the organization. This strategy will work as a roadmap, and will act as a foundation for all future communication initiatives.

Internal communications approach (based on Strategic priority 3 – organizational sustainability – putting people first)

A human-centered approach prioritizing the well-being of employees, participants, board members, Elders, and Knowledge Keepers. This involves creating a supportive work culture that values diversity, inclusion, and transparency, and provides growth opportunities and work-life balance. By focusing on people, this approach fosters commitment, productivity, innovation, and resilience for long-term.

Our internal communications plan will cover the following factors:

- Leadership communication
- Peer / employee communication
- Crisis communications
- Peer communication
- Two-way communication
- Information sharing

External communications approach

Key stakeholders – donors, government, funders, the FASD and Indigenous community, potential employees – and Oshki-Giizhig are interconnected and interdependent of each other.

Building/maintaining relationships, connecting, and keeping everyone updated and informed of all Oshki-Giizhig is accomplishing, will be essential to meeting the needs of participants and the community effectively.

Content pillars

Education and awareness

- Oshki-Giizhig's story
- Organizational background
- Day-to-day activities
- Resources
- Curriculum

Culture and tradition / health and wellness

- Storytelling
- Cultural activities
- Traditional teachings

Entertainment and celebration

- Organizational successes
- Staff and participant spotlights/success stories
- Events

Indigenous rights / community

- Ally successes
- Advocacy
- Collaborations

SWOT Analysis

This situation analysis will identify the internal and external factors that we want to focus on, consider, and mitigate, while developing future communications plans.

Strengths

- We are Indigenous based and focus on the 7 Sacred teachings and holistic methods—sets us apart from other organization with similar missions
- We have a strong, understanding team with lived experience
- Employees are regularly engaging with email and our social media pages

Weaknesses

- What exactly we do is not clear to the public.
- We have a lot of employees who aren't regularly connecting with one another due to working from home, outreach work, timetables, etc.

Opportunities

- With all the active discussion about the Landfill, Every Child Matters, and a culturally competent provincial government, there is more light on Indigenous issues than ever before
- Zero strict communications efforts in place, making it easy for us to develop our own
- Every staff has their own work phone

Threats

- Culturally incompetent organizations providing supports to Indigenous Peoples
- Difficulty finding support workers as they are in high demand, and fear, and stigma around both Indigenous peoples and those with intellectual disabilities.
- Discrimination

Key Publics

Primary Publics

Sponsors/donors: current and potential
Current team (employees and board of directors):
Potential employees:

Secondary Publics

Government
Participants
FASD community
Indigenous community
Downtown and surrounding area residents

Communication Goals and objectives

(Based on priority #3 from the Oshki-Giizhig Strategic Plan 2023-2028)

- Foster on-going relationships with our funders, stakeholders, and the community we serve, through regular meetings, consultations, and events. This will provide opportunities to share updates, gather feedback, and build trust and understanding.
- Provide regular updates on our programs, services, and outcomes to our funders, stakeholders, and the community we serve. This will include sharing data, stories, and testimonials that demonstrate the impact of our work.
- Solicit feedback from our funders, stakeholders, and the community we serve, to ensure that our programs and services are meeting their needs and expectations. We will use this feedback to continuously improve and enhance our programs.
- Build partnerships based on shared values with other organizations and stakeholders that share the organization's values and commitment to transparency, communication, and collaboration. Work collaboratively to develop programs and services that meet the unique needs of participants, and to build a network of support for Indigenous communities.

Objectives

Short term

- Increase social media following and interactions
- Increase staffing to catch up to growth of Oshki-Giizhig and high referral numbers
- Increase SEO (search engine optimization)

Medium

- Gain trust and credibility
- Increase funding and resources for the organization
- Increase awareness and recognition of Oshki-Giizhig among the FASD community

Long term

- Foster on-going relationships
 - Current and potential relationships with funders, stakeholders, and the community we serve
- Position Oshki-Giizhig as a trailblazer in Indigenous ways of healing
- Position Oshki-Giizhig as an impactful presence in the FASD community
- Work toward reconciliation and decolonization

Strategies

- Build an internal communication plan to increase workplace productivity and keep employees informed and connected.
- Actively develop external communication plans relevant to our communication goals.
- Create brand guidelines, giving Oshki-Giizhig a brand identity and tone of voice that our audience can recognize across all platform. These will keep our organization's message consistent and cohesive among all communication channels.
- Produce a social media content calendar for 2025, adhering to our communication goals stated above and the soon-to-be external communications plan for promotion and awareness.
- Reconstruct and categorize stakeholder lists – media, partners, employees, participants, communities, donors etc. – to ensure we're organized and updated.

Key messages

We are a culturally safe place for the FASD community

We are working to address systemic barriers and inequalities that have led to poor health outcomes among Indigenous Peoples and the FASD community.

We understand and acknowledge the historical trauma and ongoing impacts of colonization

We care about recognizing and honouring the knowledge, values, and practices of Indigenous Peoples

We are actively working to heal and empower individuals, families, and communities.

We celebrate the strength and resilience of our community.

We want to develop a safe, healthy community.

Collaborations and partnerships

Partnership models

Corporate sponsorships: a business sponsors programs or events for Oshki-Giizhig

Direct donations: a business directly donates to Oshki-Giizhig, financial or in-kind donations --- items like food, clothing, supplies, and services

Volunteer programs: businesses send employees to work at Oshki-Giizhig and contribute a skill or time

Workplace giving: business collects employee donations on behalf of Oshki-Giizhig (potential for donation match)

Corporate partner fundraising: a fundraising campaign run by a business on behalf of Oshki-Giizhig

Corporations / businesses / organizations, who contribute to Oshki-Giizhig through donations, sponsorships, acknowledgments, and other methods, should have similar values and missions as our organization. These relationships should be mutually beneficial and result in a positive relationship between the giver and receiver.

Ideally, though these partnerships we hope to become more visible among our community, reach more people, and increase resources.

Through collaborating with Oshki-Giizhig, these corporations / businesses / organizations can potentially gain some of – but not limited to -- the following: a positive reputation, increased sales, advertising opportunities, employee morale, positive brand association, or data to show their shareholders how they reach their corporate responsibility practices.

APPENDICES

Donation Letter Template



Phone # 431-323-3845
Fax # 1-844-270-1941
Email: info@oshki-giizhig.org
www.oshki-giizhig.org
230 Princess St., Winnipeg, MB R3B

Call for (donation)

Hello Friends,

Oshki-Giizhig Inc. is a charitable organization dedicated to supporting individuals in the community, helping them live fuller lives. Over the years, this organization has excelled in providing Indigenous-based community supports to adults with FASD and other cognitive disabilities.

OPTION 1

We're excited to share that we've [mention something positive here about why we require this donation]

To ensure that everyone can participate and make the most of this opportunity, we are reaching out for your support. If you are able, we kindly ask for donations of the following items:

- **Items**

OPTION 2

Our participants, many of whom [describe specific challenges of your participants], may face barriers that prevent them from having these important [items needed and why]. To make this happen, we need your help.

Your donation, no matter the size, will directly benefit our participants by enabling them to enjoy the (whatever it is) [the impact this donation will make]. By donating, you will be playing a vital role in supporting [relate to donation] for individuals with disabilities and together we can collectively work towards a stronger community, ensuring that all our participants have access to the resources they need.

We humbly appreciate any support you can offer. If you have any questions, please do not hesitate to contact our (position or title and person) at (enter email) and feel free to visit our website www.oshki-giizhig.org for more information about our organization.

Miigwetch,

Eric Friesen, M.A. (he/him)
Executive Director, Oshki-Giizhig Inc.

Pitch Template



Phone # 431-323-3845
Fax # 1-844-270-1941
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www.oshki-giizhig.org
230 Princess St., Winnipeg, MB R3B

SUBJECT: [One line that efficiently articulates the story's appeal to the audience]

Dear (name)

[A hook – one to four sentences that provide a compelling angle and details on what makes the story interesting or exciting]

[A sentence that clearly describes what you would like to happen (an interview, coverage, a visit) and when.]

[A short paragraph that positions the story in terms of how it fits in with the reporter's work and values, how it will be good for targeted audiences to hear about, and what you can offer to make the situation work.]

[A sentence that states what will happen next, following this pitch. Promise to follow up to discuss the opportunity with a date and time.]

[A sincere sign off sentence]

{Signature block – full name, title, number, email address]

Things to consider

- **Elements of news:** human interest, impact, timeliness, currency, proximity.
- **Which public/audience you want to know about it.**
- **Reporter/media outlet may target different publics.**
- **Previous reporting done by the reporter/media outlet:** tone of voice, content.
- **What else you have to offer to this reporter**