Knowledge Work and Your Organization's Research

Sharing Insights for Greater Impact | bbcon 2025

The ability to generate, synthesize, and share first-party research is a core skill for organizations seeking to amplify their impact. This handout distills best practices from the field and offers actionable steps to help you share your findings for the benefit of your organization and the broader community.

Understand Your Audience

Identify Who Benefits: Consider who will find your information most valuable. Are you speaking to peer organizations, those at an earlier stage in their journey, or groups focused on a specific impact area? Think broadly—tips on grantmaking, leadership development, or operational improvement can often be applied across missions and sectors.

Tailor the Message: Frame your research and insights so your intended audience can easily see the relevance to their context. Use language, examples, and data points that resonate with their needs and realities.

Be Clear on What You Want to Share

Highlight Learnings and Actionables: Describe your pain points, your process to data making, and what you discovered. But don't stop there. Explain how your findings can help others solve problems, innovate, or avoid pitfalls. Suggest key questions organizations should ask themselves or next steps they might take inspired by your experience.

Choose Effective Formats: Decide how to present your research—whether through written reports, blog posts, infographics, webinars, or slide decks. Consider what visuals, charts, or case studies will help clarify your message and make your findings more memorable.

KNOWLEDGE DESIGNS TO CHANGE LLC

Collaboration Case Study

Check out all the resources we put together with Angela Frusciante on knowledge work. This collaboration spanned white papers, webinars, blog posts and tip sheets, highlighting her expertise to the Blackbaud Grantmaking community.

Visit https://kd2change.com/resources/knowledge-and-grantmaking-series/ or scan the QR code.

Ways to Share What You've Learned

From your organization's channels to leveraging relationships with associations and vendors, there are a variety of ways you can use to share the findings from your knowledge work.

OWNED RESOURCES

Maximize your own communication channels: Publish on your organization's blog, website, or host topic-driven webinars to reach your core supporters directly. Have a distribution strategy for the channels you use. Putting it on your website doesn't meany anyone will find it. Work with your marketing team to get it added to your newsletter and social channels as well.

INDUSTRY ASSOCIATIONS

Connect with associations you're a member of. Many, like Exponent Philanthropy, Grantmakers for Effective Organizations, and PEAK Grantmaking, actively highlight member work in newsletters, partner resource hubs, or webinars. Reach out to propose written submissions or offer to join discussion panels.

INDUSTRY PUBLICATIONS

Here are a few industry publications that are open to outside contributions. Be sure to read their guidelines to make sure your topic is a good fit.

- **Stanford Social Innovation Review:**
  Guidelines: https://ssir.org/about/submission-guidelines
- **Alliance Magazine:**
  Guidelines: https://www.alliancemagazine.org/submissions-guidelines/
- **Grantmakers in Health**
  Guidelines: https://www.gih.org/articles-publications/editorial-guide/

TECHNOLOGY PARTNERS

Explore collaborations with your vendors and technology partners. For instance, Blackbaud's blog and thought leadership webinar series are always seeking fresh insights from the field. These platforms can help you reach a wider network.

INDUSTRY PODCASTS

Pitch your research to relevant podcasts. Listen to previous episodes first to ensure your content aligns with their focus and guest profile.

Tips for Pitching Your Research

Know the Outlet:

Read, listen to, or attend the outlet's content to understand their style, audience, and the types of stories they feature. Make sure your research or perspective aligns with their interests and mission.

Respect Exclusivity

Most outlets require original submissions—don't post content elsewhere prior to publication. However, you can typically re-share the piece on your own blog after it goes live with the publisher.

Collaborate With Editors

Work closely with editors or coordinators to refine your topic, strengthen your argument, and home in on what will resonate most with their readers or listeners.

Revisit and Repurpose

Don't let your hard work end with one blog post or webinar. Repurpose your findings into social media posts, website graphics, infographics, or follow-up pieces for future newsletters and blogs. Enlist your favorite AI assistant to help turn dense reports into accessible content for a variety of platforms and audiences.

Remember: Thoughtful knowledge work and intentional sharing not only strengthen your organization's practice but elevate the whole field of philanthropy. Thank you for being part of the collective effort to move our sector forward!

Ready to Share Your Voice?

If you'd like to contribute to the Blackbaud Engage blog or join a thought leadership webinar series, reach out to Carrie Watkins at carrie.watkins@blackbaud.com for more information.

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.