

Communicating Clearly in a noisy World

Dan Prater

Drury University / CASA

dprater@drury.edu

Noise

Messages



Nonprofits Competing for an audience

taxexemptworld.com - 1,594 Greene County

IRS website - 637 Springfield

All organizations have a brand identity

....A set of ideas, images, and associations we carry in our head about a product or a company.

Clarifying and communicating that brand is crucial.

1. Get the story Straight



Three core messages people should know about your organization.

Practice it Now

Pick someone near you, preferably not your coworker, and tell them in 30 seconds the three most important points - you want people to know about your organization.

Why 30 seconds? Elevator Speech

Start Internally

- define yourself, your purpose
- define your goals
- define your target audience

Right Person

at the

Right Time

in the

Right Place

in the

Right Way

Know your Target

(client, customer, etc.)

You have no chance of hitting the target if you don't know where you're aiming.

-Demographics:

Age, income, education,
residence, hobbies, spending habits



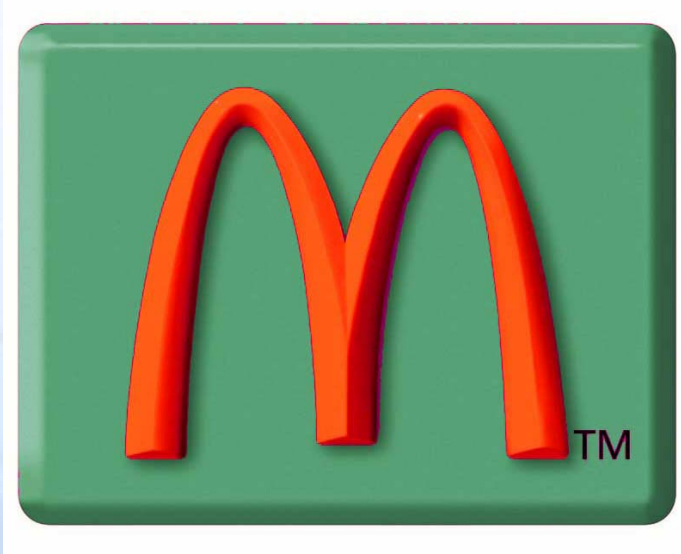
Forming a Message

When someone hears your organization's name, what do you want them to assume about you?

When someone hears your organization's name, what do you NOT want them to assume?

What is the biggest misunderstanding people have about your organization?

CLEAR, CONSISTENT, CONCISE









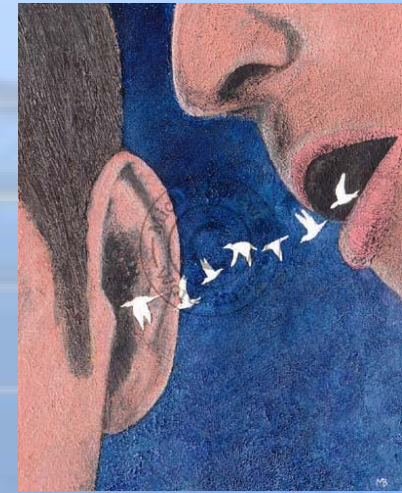
JUST DO IT!

If written by a
nonprofit executive



While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative

2. Look at your organization from your audience's point of view rather than from your own



It doesn't matter what you may want to say about your organization through brand messaging. If those messages don't resonate with the audiences you are trying to reach, they're mostly a waste of time, energy, and valuable resources.

3. Connect with People:

What they need to know is how the work you are doing is connected to them.

Why should they care?

- Tell stories about your CAUSE, not about your organization.
- Make stories simple rather than complex. Focus on positive outcomes – PEOPLE.

POEM

Plan - What do you want to achieve?

- Goals
- Why are you doing it?

Organize - How you're going to do it

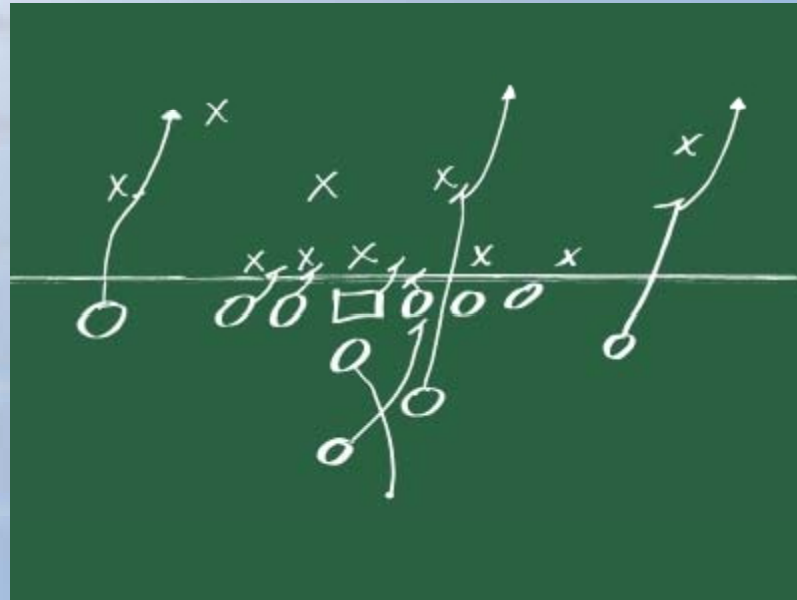
- Who/what will be needed to do it?
- When and where it will happen?

Execute (do it!)

Measure - Was it a success? What went well?

- What didn't? Should we do it again?

SUCCESSFUL COMMUNICATION ALWAYS BEGINS WITH A PLAN



Communication calendar

The calendar can contain:

1. Your annual CASA events (fundraisers, special days, Info sessions)
2. Internal publications dates (newsletter, annual report, brochures)
3. When you are going to send out press releases, editorials
4. Local, state, and federal events to note
5. Expos, Conferences, fairs, where you may want to have presence
6. If you run ads, when they will start and stop

Power of Communications

Contact me:

dprater@Drury.edu