

Top Nonprofits

Your Message, Your Fundraising, and More

April 28, 2022





Leading Cities, an international nonprofit organization, is a global leader in Smart City solutions, city diplomacy, and collaboration advancing sustainability and resilient city strategies and technologies to improve the quality of life in cities around the world.

Messaging & Brand Strategy Consultant

Spencer Brenneman helps mission-driven organizations reframe their focus and remaster their messaging to thrive in any environment.

Author

Do They Care? The one question all brands should ask themselves, continually. Available on amazon.com.

Former Global Head of Brand

Led the migration of the multiple Thomson and Reuters brands to create Thomson Reuters, a global \$13b information provider.

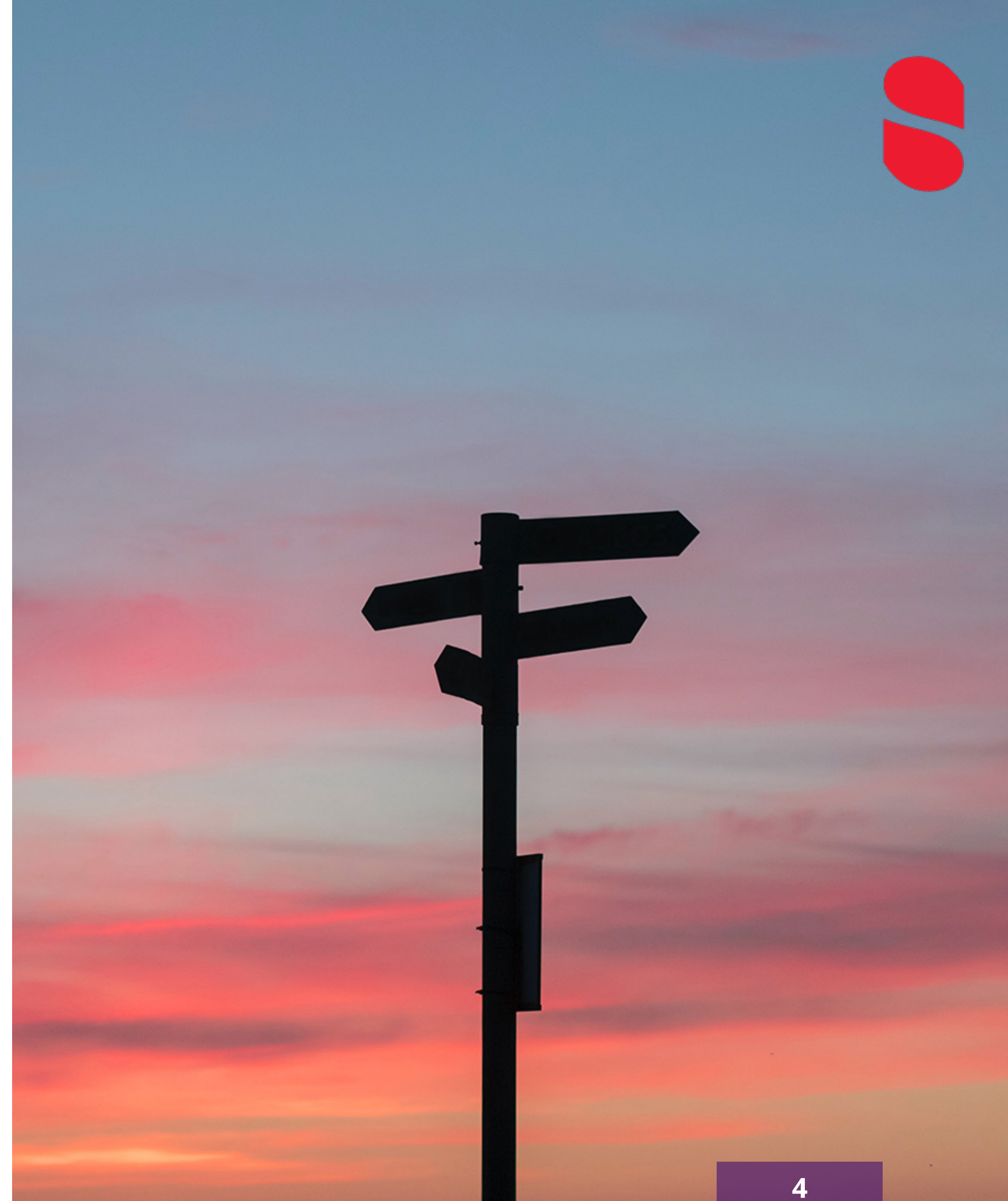
Podcast

Messaging on a Mission!
<http://messaging.show/>



Agenda

- 1 Introduction
- 2 Why messaging is so important
- 3 Ingredients of a strong message
- 4 Why messaging fails
- 5 How to tell if your message is failing you, your fundraising, and more
- 6 Discussion





Why Messaging is So Important

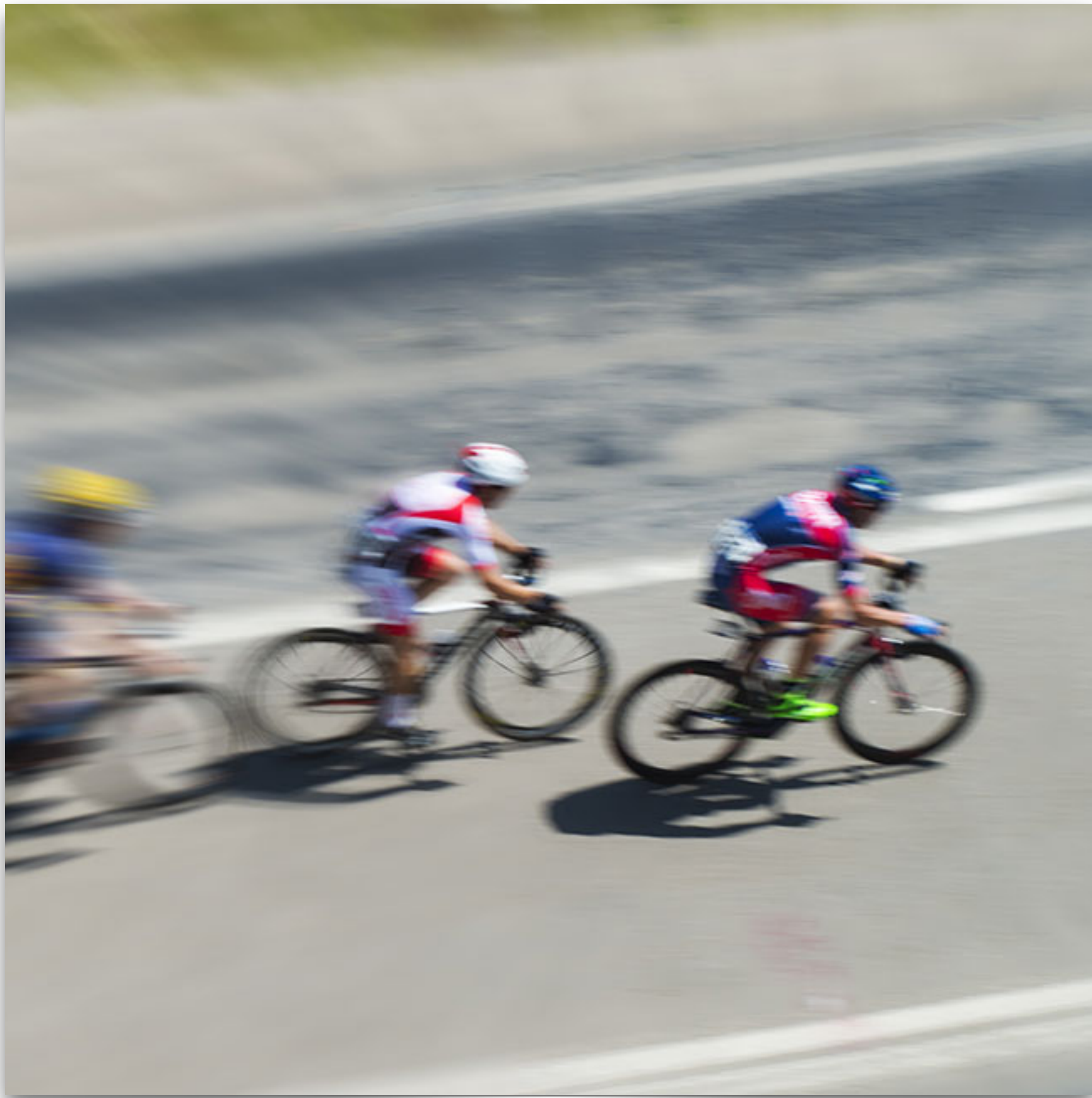
Question Time!



My organization has a clear idea of who we can help and who we cannot.

- ▶ Yes, absolutely.
- ▶ Yes, but we don't always stick to it.
- ▶ No, we try to help everyone.

Standout! You Have Competition!



Donors

- ▶ Innovation
- ▶ Impact
- ▶ Integrity

Media

- ▶ Trustworthiness
- ▶ Credibility
- ▶ Influence

Talent

- ▶ Environment
- ▶ Values
- ▶ Valued

Relationships Start with Your Message



Communication is the key to any successful relationship...especially from the start!

- ▶ Authenticity
- ▶ Credibility
- ▶ Believability

Your Message can Drive Efficiencies



No one wants to...

- ▶ Re-invent the wheel
- ▶ Debate the same topics over and over
- ▶ Do everything themselves
- ▶ Toil outside their expertise

Your Message can Bring You Focus



Your message can help you stay true to...

- ▶ What you do exactly
- ▶ What you do not do exactly
- ▶ How you do that in a way that is relevant and competitively differentiated from other options people have
- ▶ Say “no!”

And Because...



And Because...



RESULTS



And Because...



RESULTS

Fundraising



And Because...



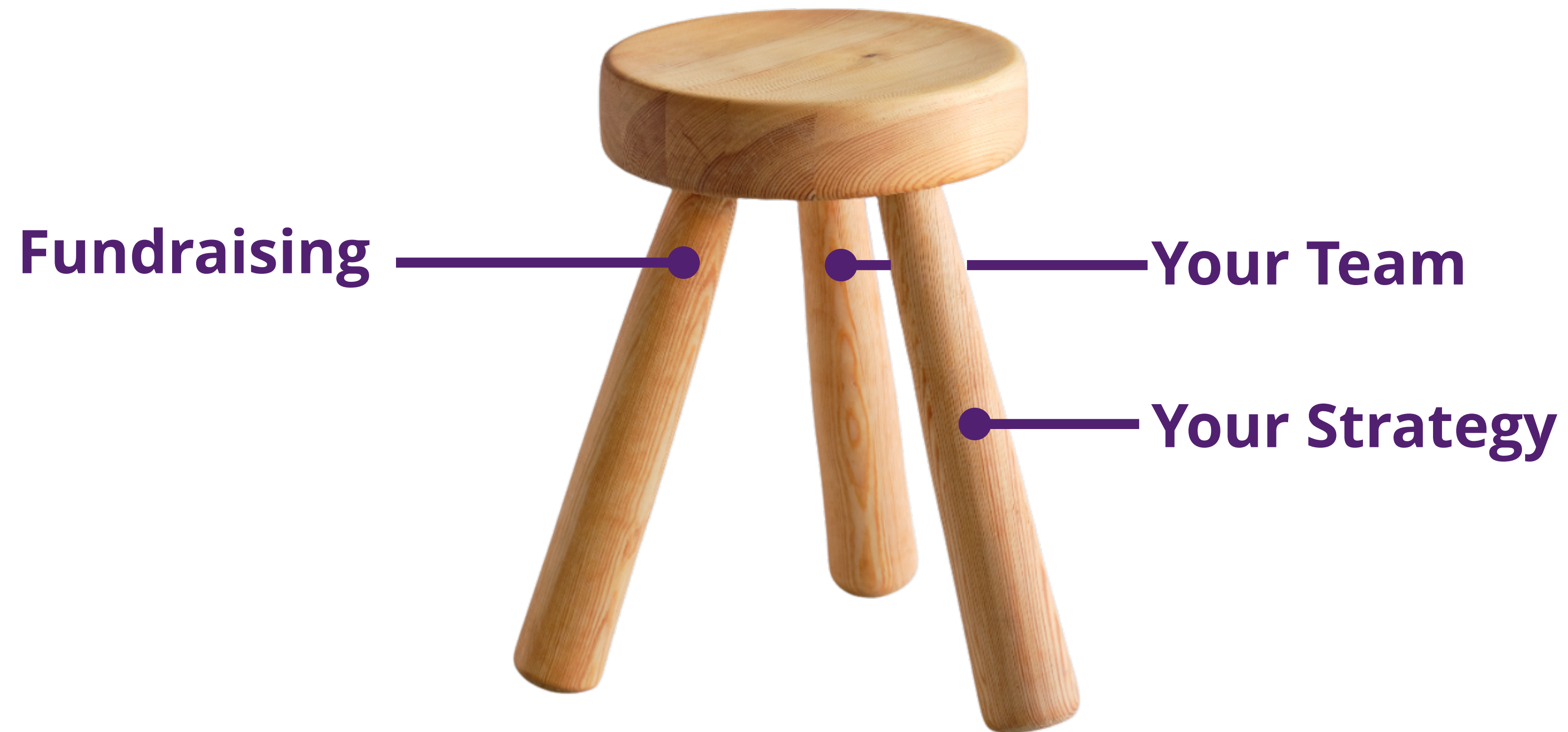
RESULTS



And Because...



RESULTS



And Because...



RESULTS

Fundraising

Your Team

Your Strategy

**YOUR MESSAGE
HOLDS IT
ALL TOGETHER**



Ingredients of a Strong Message



DIFFERENTIATION





AUTHENTICITY



DIFFERENTIATION





AUTHENTICITY



DIFFERENTIATION



EMOTION

The Messaging Framework



THE WHY **AUTHENTICITY**

WHY YOU DO WHAT YOU DO

The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?

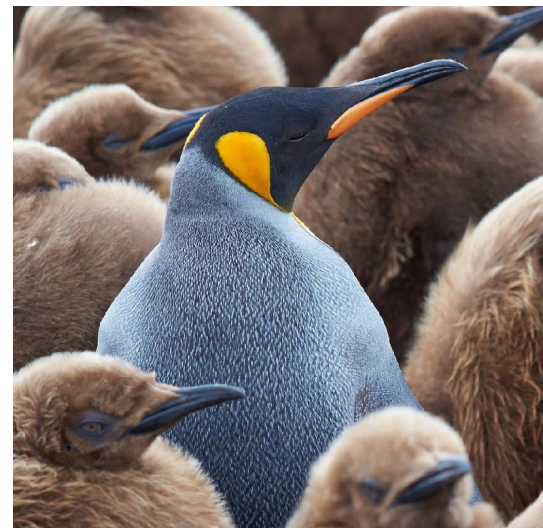
The Messaging Framework



THE WHY **AUTHENTICITY**

WHY YOU DO WHAT YOU DO

The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?



THE WHAT & HOW **DIFFERENTIATION**

WHAT YOU DO & HOW YOU DO IT DIFFERENTLY

The “What & How” differentiate you from all the other options people have.

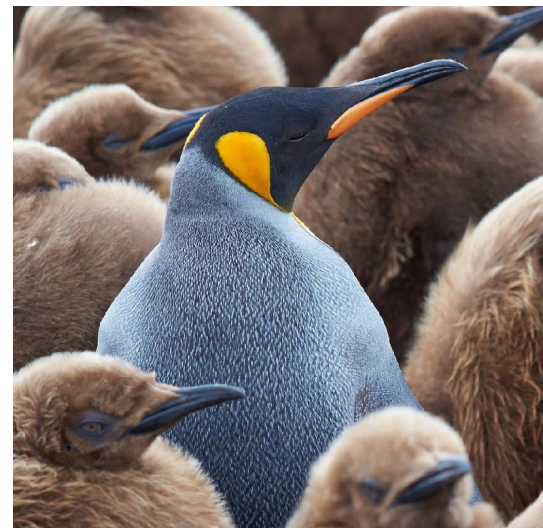
The Messaging Framework



THE WHY **AUTHENTICITY**

WHY YOU DO WHAT YOU DO

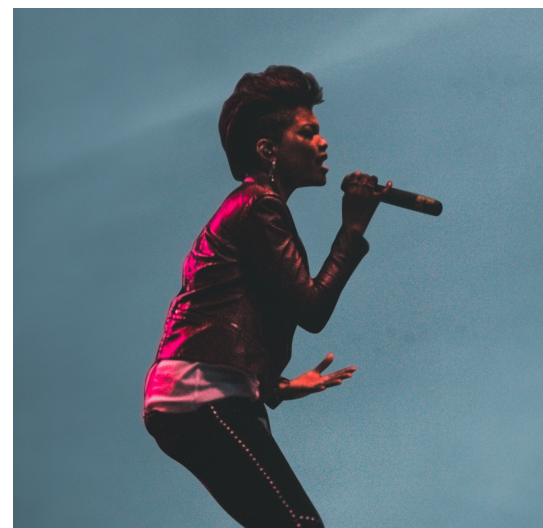
The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?



THE WHAT & HOW **DIFFERENTIATION**

WHAT YOU DO & HOW YOU DO IT DIFFERENTLY

The “What & How” differentiate you from all the other options people have.



THE WAY **EMOTION**

THE WAY YOU COME TO LIFE

The “Way” includes the unspoken messages and the emotional layers that bring power to your words.

The WHY



THE WHY AUTHENTICITY

WHY YOU DO WHAT YOU DO

The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?



An aerial photograph of the Supertrees at Gardens by the Bay in Singapore. The image shows several large, tree-like structures with intricate metal frameworks and greenery, standing amidst a dense forest of palm trees and other tropical plants. In the background, the Marina Bay Sands hotel and other city buildings are visible under a blue sky with scattered clouds. A red rectangular text box is overlaid on the lower half of the image.

Unleashing the potential of the world's cities will
drive resilience and sustainability for all.



The What & The How

THE WHY AUTHENTICITY

WHY YOU DO WHAT YOU DO

The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?

THE WHAT & HOW DIFFERENTIATION

WHAT YOU DO & HOW YOU DO IT DIFFERENTLY

The “What & How” differentiate you from all the other options people have.

THE WAY EMOTION

THE WAY YOU COME TO LIFE

The “Way” includes the unspoken messages and the emotional triggers that bring power to your words.



Sample End Result

WHAT

HOW 1

Proof Points

HOW 2

Proof Points

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

HOW 1

Proof Points

HOW 2

Proof Points

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Proof Points

HOW 2

Proof Points

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network

HOW 2

Proof Points

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

Proof Points

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

- AcceliCity
- AcceliGov

HOW 3

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

- AcceliCity
- AcceliGov

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.

Proof Points



Sample End Result

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

- AcceliCity
- AcceliGov

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.

- Leading Consulting



Sample End Result: All Together!

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges. We do that by cultivating a global network of forward thinkers, nurturing and supporting the most promising startups, and delivering advanced research and emerging trends from global experts.

Before and After



Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges. We do that by cultivating a global network of forward thinkers, nurturing and supporting the most promising startups, and delivering advanced research and emerging trends from global experts.



Before and After

Leading Cities, an international nonprofit organization, is a global leader in Smart City solutions, city diplomacy, and collaboration advancing sustainability and resilient city strategies and technologies to improve the quality of life in cities around the world.

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges. We do that by cultivating a global network of forward thinkers, nurturing and supporting the most promising startups, and delivering advanced research and emerging trends from global experts.



The What & How's Secret Super Power





The What & How's Secret Super Power

Focus!



A great idea! (Or, is it?)



A great idea! (Or, is it?)



**A
corporate
adopt-a-city
program akin to
what's done for
highways!**



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

“Does this idea further our Hows of..”



A great idea! (Or, is it?)

A large, light blue lightbulb graphic with a white base, serving as a container for text.

**A
corporate
adopt-a-city
program akin to
what's done for
highways!**

“Does this idea further our Hows of..”

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

“Does this idea further our Hows of..”

Cultivating  global network of forward
thinkers from the public, private, academic,
and nonprofit sectors.



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

“Does this idea further our Hows of..”

Cultivating  global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

“Does this idea further our Hows of..”

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

"Does this idea further our Hows of.."

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.



A great idea! (Or, is it?)

A
corporate
adopt-a-city
program akin to
what's done for
highways!

"Does this idea further our Hows of.."

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.

A great idea! (Or, is it?)

A lightbulb icon with a blue glow, representing an idea.

A
corporate
adopt-a-city
program akin to
what's done for
highways!

VERDICT:
**Not a great idea
for Leading Cities**

The WAY



THE WHY AUTHENTICITY

WHY YOU DO WHAT YOU DO

The “Why” speaks to your organization’s soul. Why are you here? Why do you care and why should anyone else?

THE WHAT & HOW DIFFERENTIATION

WHAT YOU DO & HOW YOU DO IT DIFFERENTLY

The “What & How” differentiate you from all the other options people have.

THE WAY EMOTION

THE WAY YOU COME TO LIFE

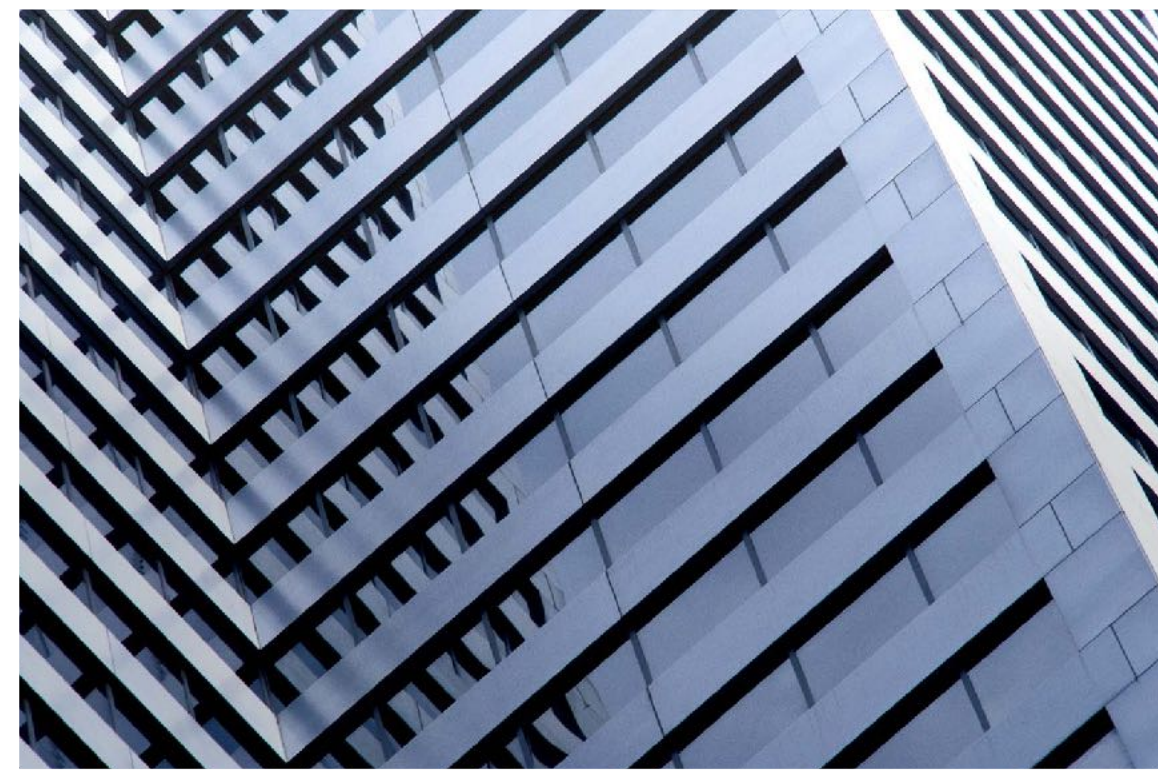
The “Way” includes the unspoken messages and the emotional triggers that bring power to your words.

The WAY Their Message Comes to Life



MEASURED

We believe that a methodical approach to innovation brings about the most transformative change.



SUPPORTIVE

We work collaboratively to mitigate the frustrations inherent to driving ambitious change.



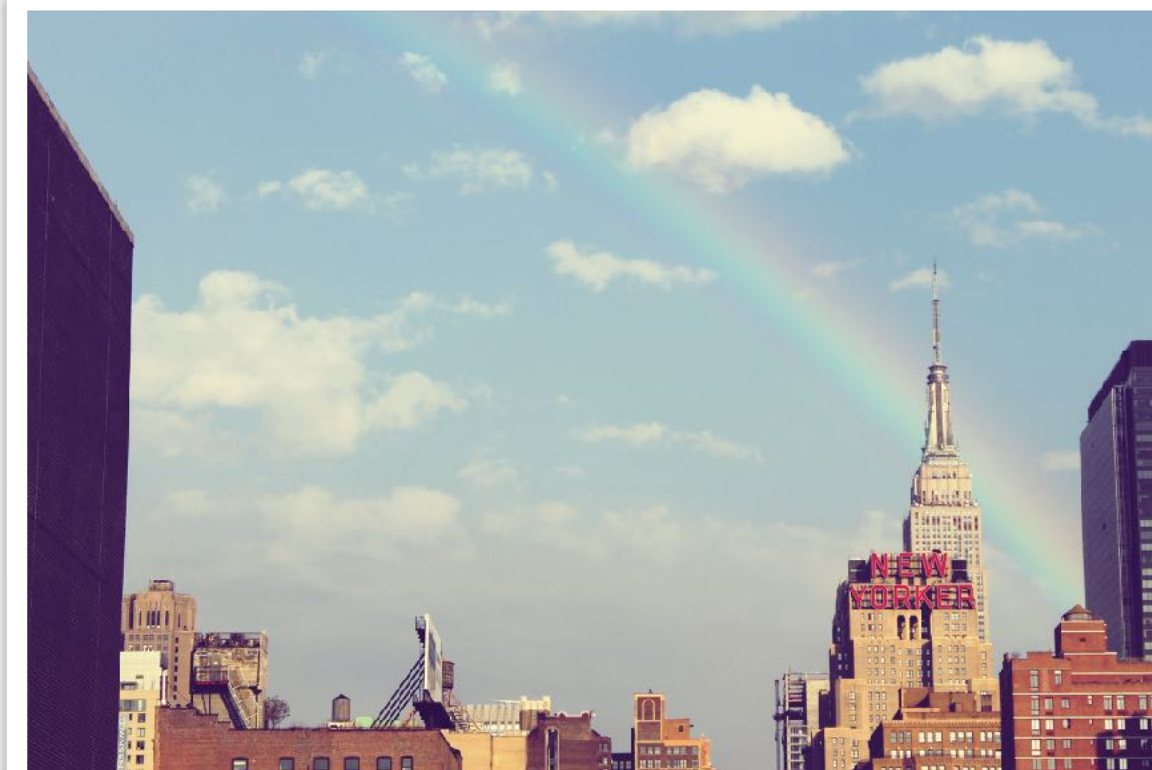
Our drive to bring about resilience and prosperity is undaunted.

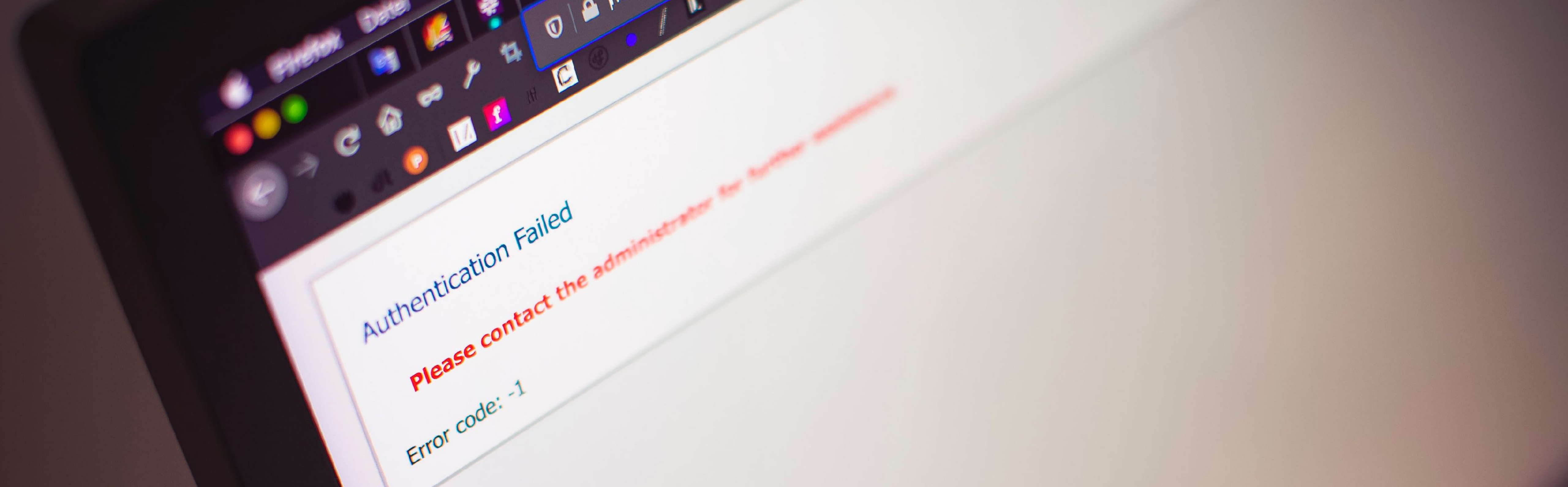


BOLD

HOPEFUL

We see a future in which cities are vibrant centers of sustainability, equity, and inclusion.





How Messaging Fails

Question Time!



When was the last time your message was updated?

- ▶ Within the last year
- ▶ Within the last three years
- ▶ Within the last five year
- ▶ Longer than five years/don't remember

Out of Date



When was the last time it was update?

- ▶ Has the world changed since then?
- ▶ Has your approach changed since then?
- ▶ Has your audience changed since then?

Is it a broken record?

- ▶ Repetition of ideas is good; repetition of the same proof points is not.

Too Much Jargon



- ✓ Language is contagious
 - What we say to each other (short-hand) ends up outside
- ✓ Not everyone lives in your world
- ✓ Jargon trips people up, slows them down

Too Much Jargon



- ✓ Language is contagious
 - What we say to each other (short-hand) ends up outside
- ✓ Not everyone lives in your world
- ✓ Jargon trips people up, slows them down

Too Broad



Trying to be all things to all people never works

- ▶ Messages have to be targeted
- ▶ Messages have to be appropriate
- ▶ Messages have to be relevant

Too Broad



Trying to be all things to all people never works

- ▶ Messages have to be targeted
- ▶ Messages have to be appropriate
- ▶ Messages have to be relevant

Massachusetts Children's
Alliance

New York State Children's
Alliance

Too Broad



Trying to be all things to all people never works

- ▶ Messages have to be targeted
- ▶ Messages have to be appropriate
- ▶ Messages have to be relevant

Massachusetts Children's
Alliance

New York State Children's
Alliance

“Membership Organizations”

Too Broad



Trying to be all things to all people never works

- ▶ Messages have to be targeted
- ▶ Messages have to be appropriate
- ▶ Messages have to be relevant

Massachusetts Children's
Alliance

New York State Children's
Alliance

“Membership Organizations”



Before and After



The New York State Children's Alliance, Inc. (NYSCA) is the membership organization representing Child Advocacy Centers (CACs) and Multidisciplinary Teams (MDTs) which provide services to abused children in 61 counties and four tribal nations throughout New York State.

The New York State Children's Alliance delivers the expertise and resources needed to care for abused children. We do that by fostering relationships and collaboration, inspiring the community to take bold actions, and equipping teams with the latest, culturally-competent, and equitable approaches to serving victims of child abuse.

No clear point



"Why are they telling me this?"

"How does this impact me?!"

"What can I do about it?"

No clear point



USE CLEAR CALLS
TO ACTION!



How to Tell if Your Message is Failing Your Fundraising and More

Question Time!



Which adjective best describes the tone of your organization's message?

- ▶ Serious
- ▶ Optimistic
- ▶ Academic
- ▶ Joyous
- ▶ We're practically robots. No personality here!

IN GENERAL

Does your message...



REFLECT YOUR PERSONALITY?

IN GENERAL

Does your message...



**REFLECT YOUR
PERSONALITY?**



**MAKE SENSE TO
EVERYONE?**

IN GENERAL

Does your message...



**REFLECT YOUR
PERSONALITY?**



**MAKE SENSE TO
EVERYONE?**



**DIFFERENTIATE
YOUR WORK?**

IN GENERAL

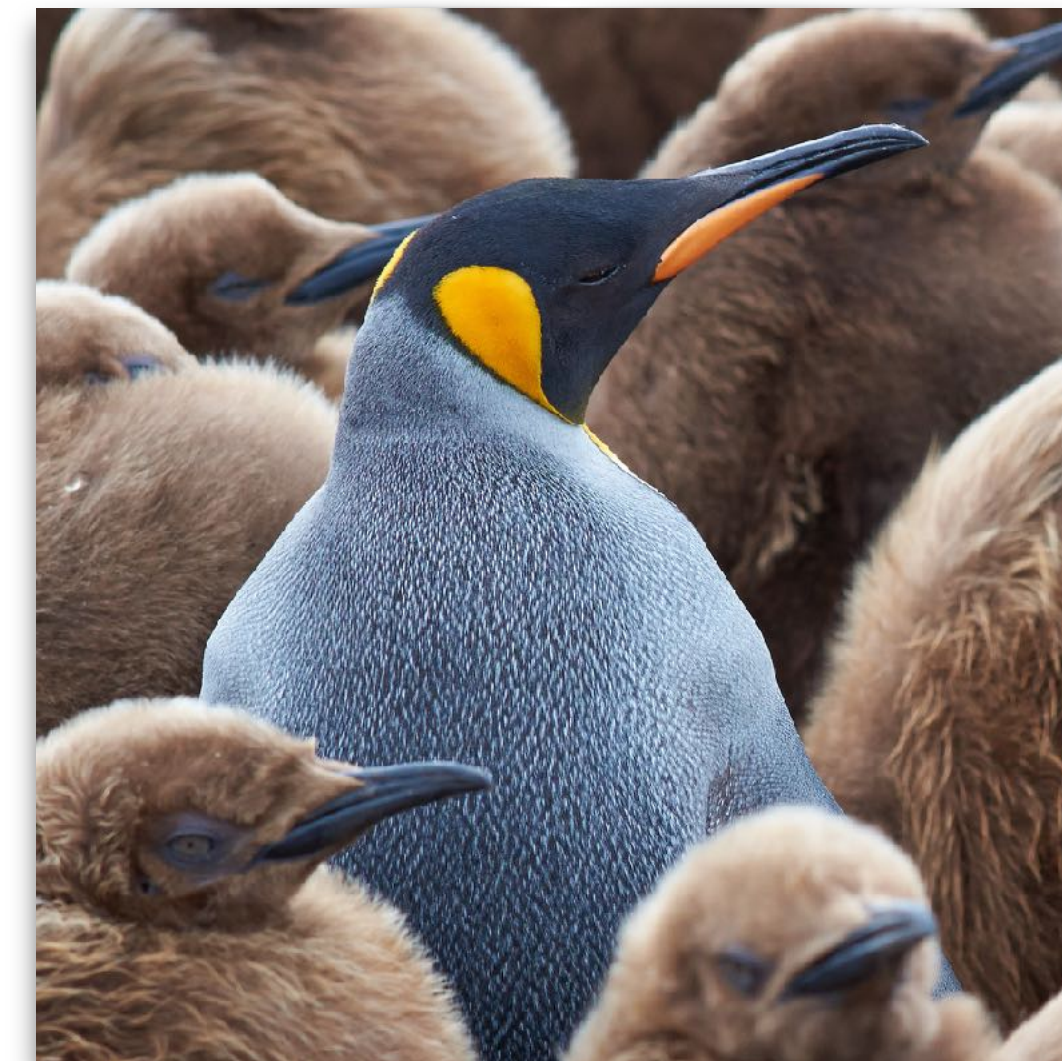
Does your message...



**REFLECT YOUR
PERSONALITY?**



**MAKE SENSE TO
EVERYONE?**



**DIFFERENTIATE
YOUR WORK?**



**CONNECT TO A
HIGHER IDEAL?**

IN GENERAL

Reflect Your Personality



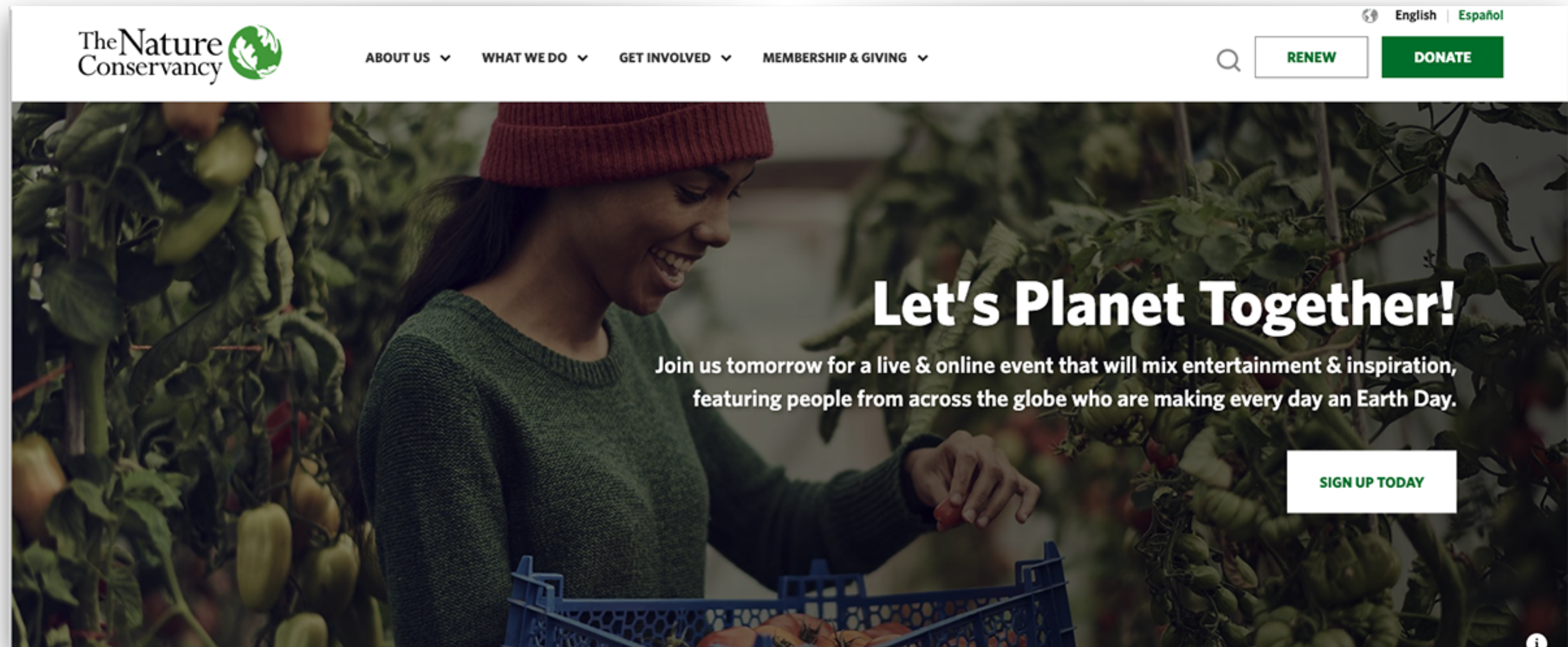
**REFLECT YOUR
PERSONALITY?**

Your organization should have a personality:

- ✓ Words
- ✓ Imagery
- ✓ Tone-of-Voice

IN GENERAL

Reflect Your Personality

A screenshot of The Nature Conservancy website banner. The banner features a woman in a green sweater and a red beanie smiling while holding a tomato in a blue crate, surrounded by tomato plants. The text "Let's Planet Together!" is prominently displayed in white. Below it, a smaller line of text reads: "Join us tomorrow for a live & online event that will mix entertainment & inspiration, featuring people from across the globe who are making every day an Earth Day." A white button with green text "SIGN UP TODAY" is located in the bottom right. The website header includes the logo, navigation links (ABOUT US, WHAT WE DO, GET INVOLVED, MEMBERSHIP & GIVING), a search icon, and buttons for "RENEW" and "DONATE". Language options "English" and "Español" are also visible.

The Nature Conservancy

ABOUT US ▾ WHAT WE DO ▾ GET INVOLVED ▾ MEMBERSHIP & GIVING ▾

English | Español

RENEW DONATE

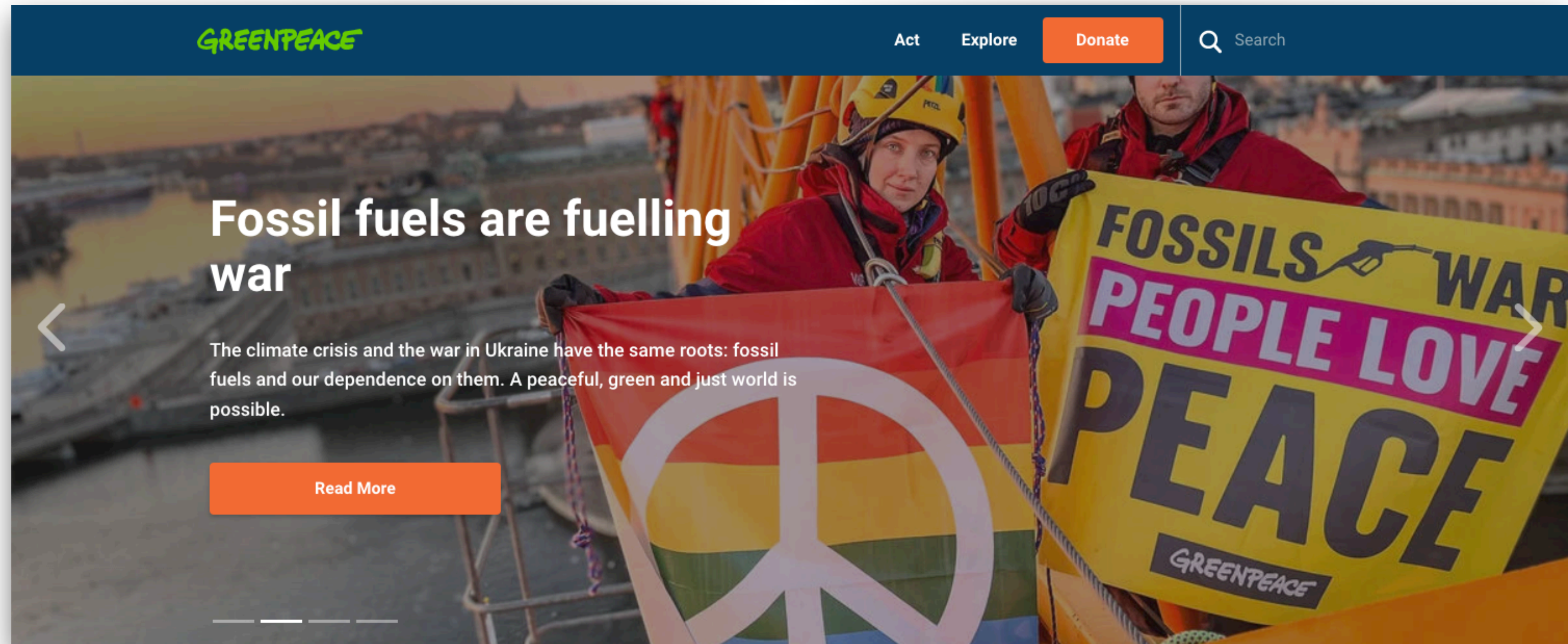
Let's Planet Together!

Join us tomorrow for a live & online event that will mix entertainment & inspiration, featuring people from across the globe who are making every day an Earth Day.

SIGN UP TODAY

IN GENERAL

Reflect Your Personality



IN GENERAL

Make Sense to Everyone



**MAKE SENSE TO
EVERYONE?**

Test it out with:

- ✓ Your accountant
- ✓ Web developer
- ✓ UPS carrier
- ✓ Anyone not in your world

Make Sense to Everyone



New Harvest 2022 June 9 and 10 in NYC

NEW HARVEST

Who We Are

Mission

Values

Strategies for Impact

Giving Community

Leaders in Research

Search

Donate

Menu

New Harvest is a nonprofit research institute that supports open, public cultured meat research. Founded in 2004, we are the world's longest-running organization dedicated to advancing the field of cellular agriculture.

Mission

Our mission is to maximize the positive impact of cellular agriculture.

This means we don't just want to build the field, we want to build it with integrity. [Read why we changed our mission here.](#)





Make Sense to Everyone



New Harvest 2022 June 9 and 10 in NYC

NEW HARVEST

[Who We Are](#)

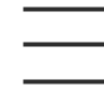
[Mission](#)

[Values](#)

[Strategies for Impact](#)

[Giving Community](#)

Leaders in Research

 [Donate](#) 

“New Harvest is a nonprofit research institute that supports open, public cultured meat research. Founded in 2004, we are the world's longest-running organization dedicated to advancing the field of cellular agriculture.

Our mission is to maximize the positive impact of cellular agriculture.”

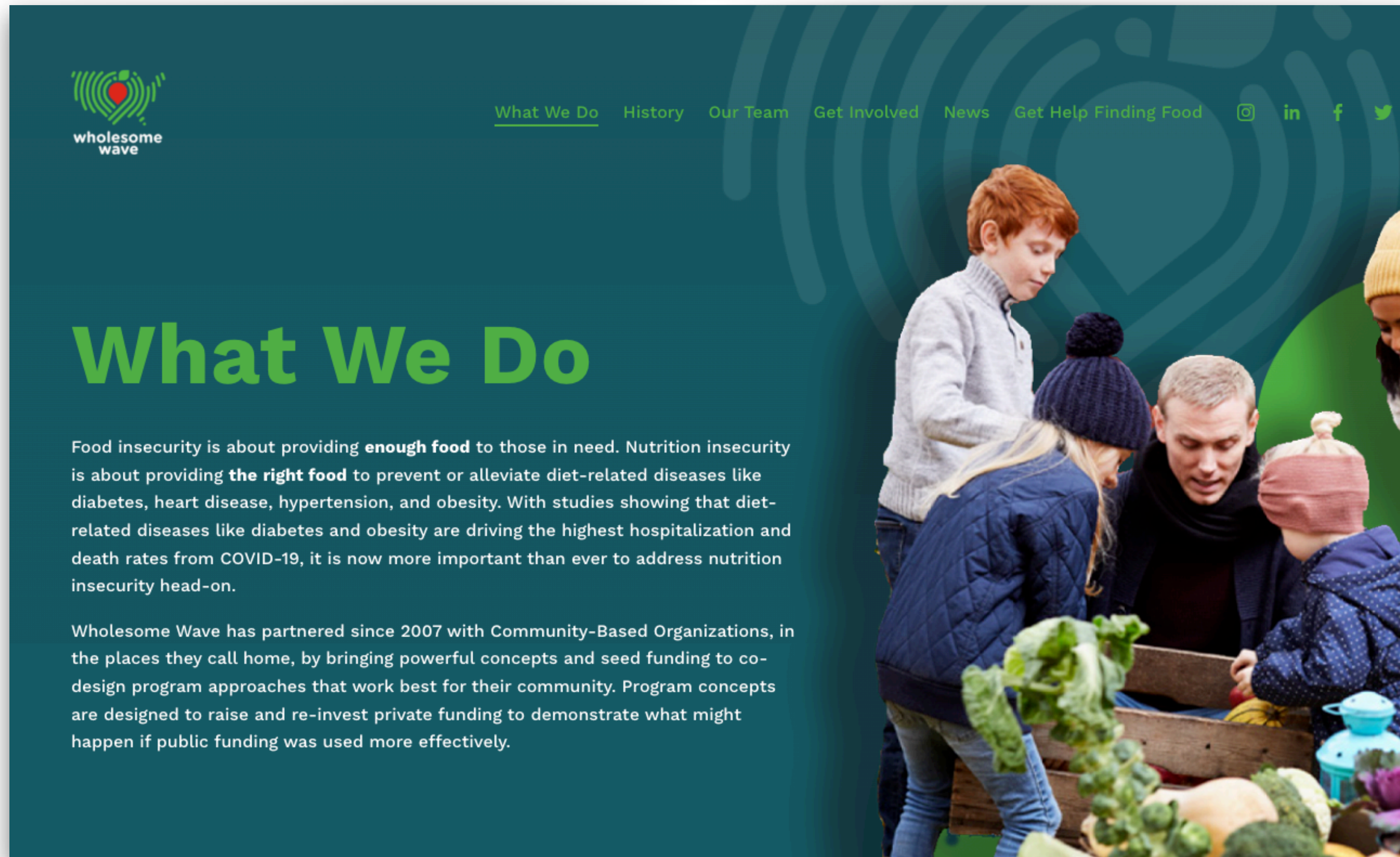
Mission

Our mission is to maximize the positive impact of cellular agriculture.

This means we don't just want to build the field, we want to build it with integrity. [Read why we changed our mission here.](#)



Make Sense to Everyone

A screenshot of the Wholesome Wave website. The background is a dark teal color with a faint, large, light green heart shape. On the right side, there is a photograph of a diverse group of people, including children and adults, gathered around a wooden crate filled with fresh vegetables like leafy greens and squash. In the top left corner, the Wholesome Wave logo is displayed, featuring a green heart with radiating lines and the text "wholesome wave" below it. In the top right corner, a navigation menu is visible with links: "What We Do", "History", "Our Team", "Get Involved", "News", and "Get Help Finding Food". To the right of these links are social media icons for Instagram, LinkedIn, Facebook, and Twitter. The main heading "What We Do" is written in a large, bold, light green font. Below this heading, there are two paragraphs of white text. The first paragraph defines food and nutrition insecurity. The second paragraph describes Wholesome Wave's partnership with community-based organizations since 2007.

Make Sense to Everyone



The screenshot shows the Wholesome Wave website. The header includes the logo and navigation links: What We Do, History, Our Team, Get Involved, News, and Get Help Finding Food. The main heading is 'What We Do'. The text describes food insecurity and nutrition insecurity, and mentions a partnership with Community-Based Organizations since 2007. A photo of people at a farmers market is visible at the bottom right of the webpage.

wholesome wave

[What We Do](#) [History](#) [Our Team](#) [Get Involved](#) [News](#) [Get Help Finding Food](#) [Instagram](#) [LinkedIn](#) [Facebook](#) [Twitter](#)

What We Do

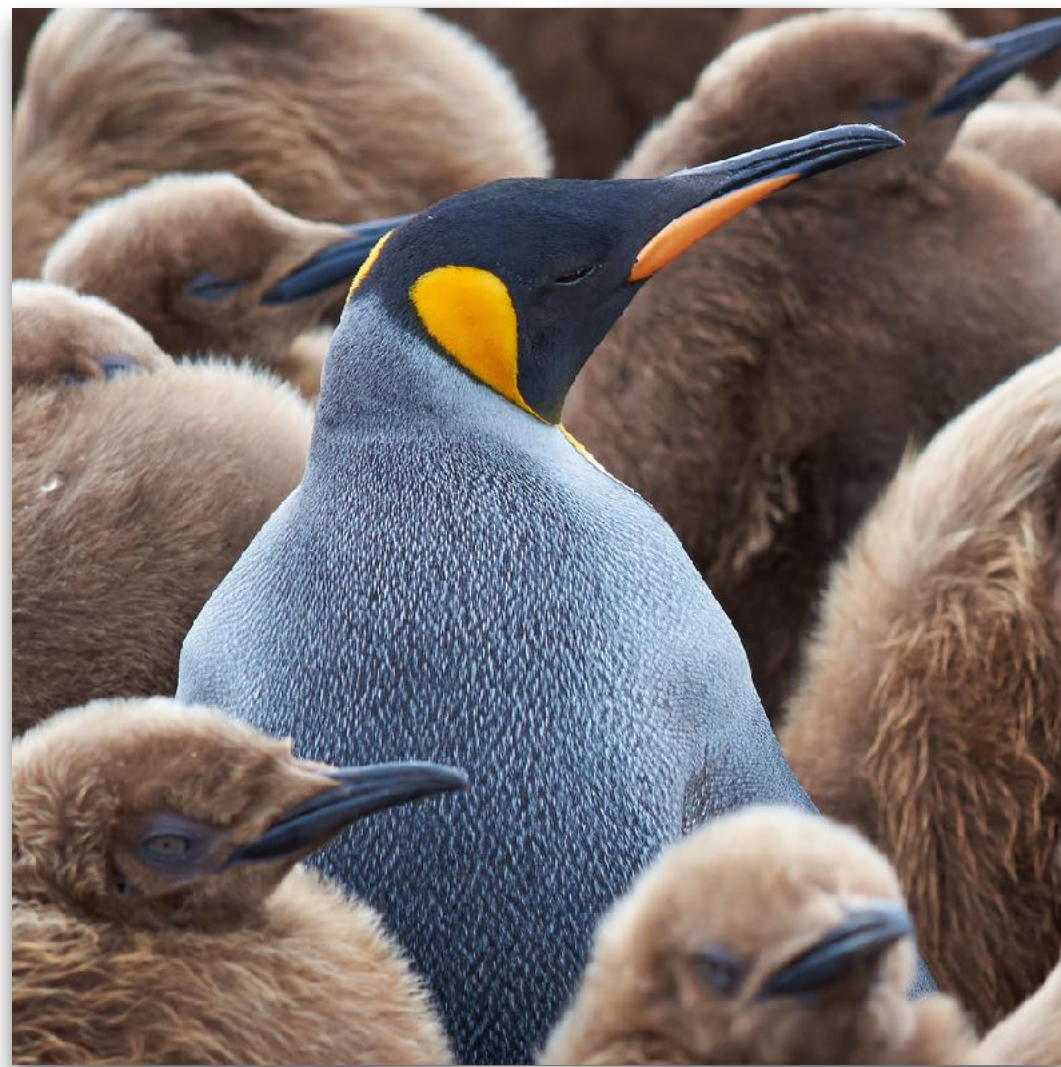
Food insecurity is about providing **enough food** to those in need. Nutrition insecurity is about providing **the right food** to prevent or alleviate diet-related diseases like diabetes, heart disease, hypertension, and obesity. With studies showing that diet-related diseases like diabetes and obesity are driving the highest hospitalization and death rates from COVID-19, it is now more important than ever to address food insecurity head-on.

Wholesome Wave has partnered since 2007 with Community-Based Organizations in the places they call home, by bringing powerful concepts and seed funding to co-design program approaches that work best for their community. Program concepts are designed to raise and re-invest private funding to demonstrate what might happen if public funding was used more effectively.

“Food insecurity is about providing enough food to those in need. Nutrition insecurity is about providing the right food to prevent or alleviate diet-related diseases...

Program concepts are designed to raise and re-invest private funding to demonstrate what might happen if public funding was used more effectively.”

Differentiate Your Work



**DIFFERENTIATE
YOUR WORK?**

Why should someone support you and not another organization serving a similar cause?

- ▶ It's not about better than, necessarily
- ▶ Think as broadly as possible: How else are the same people being served?

Differentiate Your Work



“We are the only nonprofit in the area that works solely with homeless and near-homeless youth. There are other shelters, etc., but we serve younger, more vulnerable demographic that may not feel safe staying in an adult shelter or may need temporary help finding housing, getting a driver’s license or even just a warm meal.”

Connect to a Higher Ideal



**CONNECT TO A
HIGHER IDEAL?**

What and how matter, but why is most important.

Why should anyone...

- ✓ Give you money
- ✓ Show up to work
- ✓ Believe what you're saying

Connect to a Higher Ideal



**CONNECT TO A
HIGHER IDEAL?**

What and how matter, but why is most important.

Why should anyone...

- ✓ Give you money
- ✓ Show up to work
- ✓ Believe what you're saying

People don't buy what you do, they buy why you do it. What you do simply proves what you believe.

—Simon Sinek

IN GENERAL

Connect to a Higher Ideal



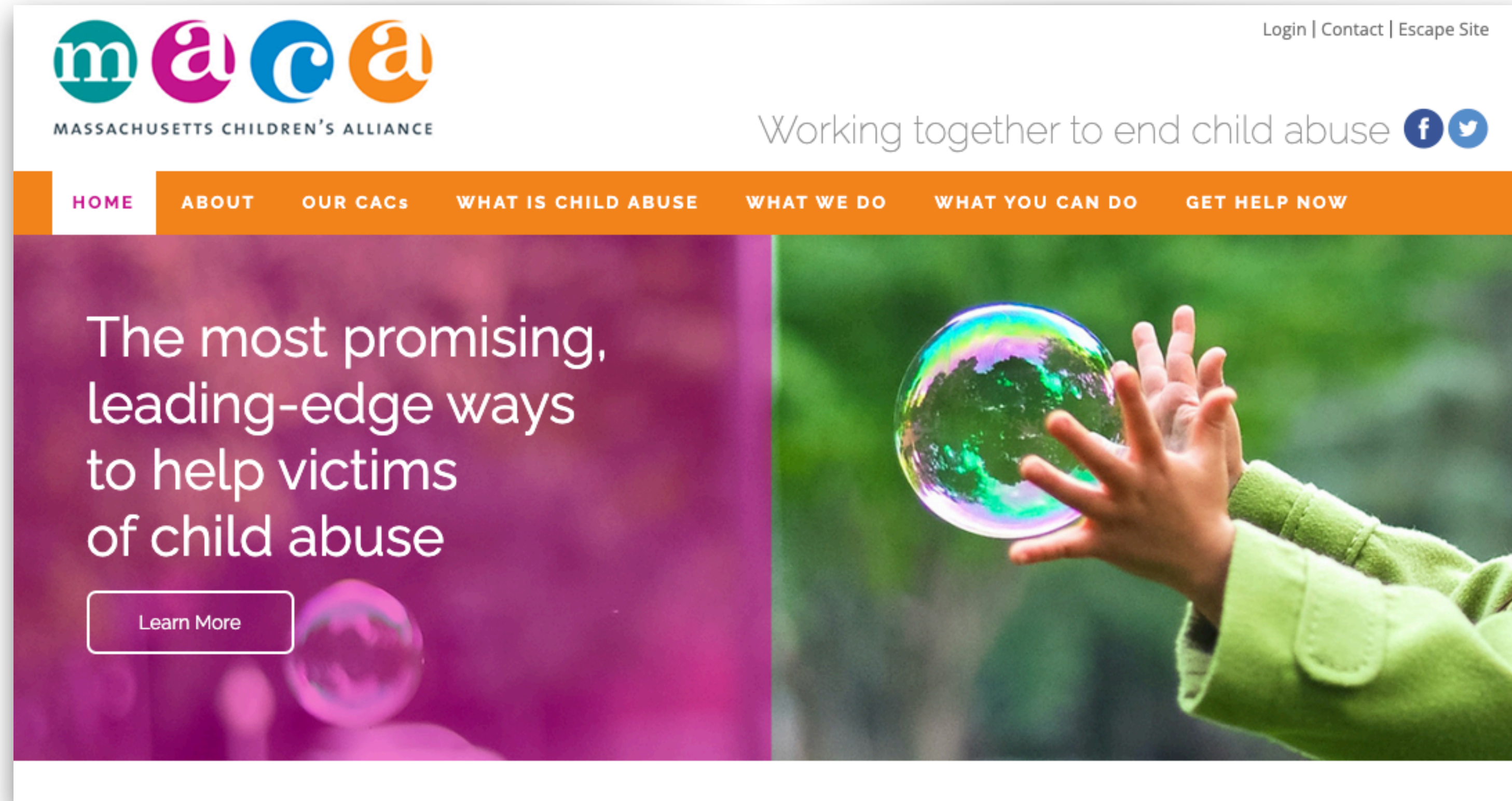
LeadingCities

A photograph of a person with a backpack standing on a rooftop, looking out over a dense city skyline (likely New York City) with a body of water in the background. The image is framed with a curved top-right corner.

Driving resilience and sustainability for all by unleashing the potential of the world's cities.

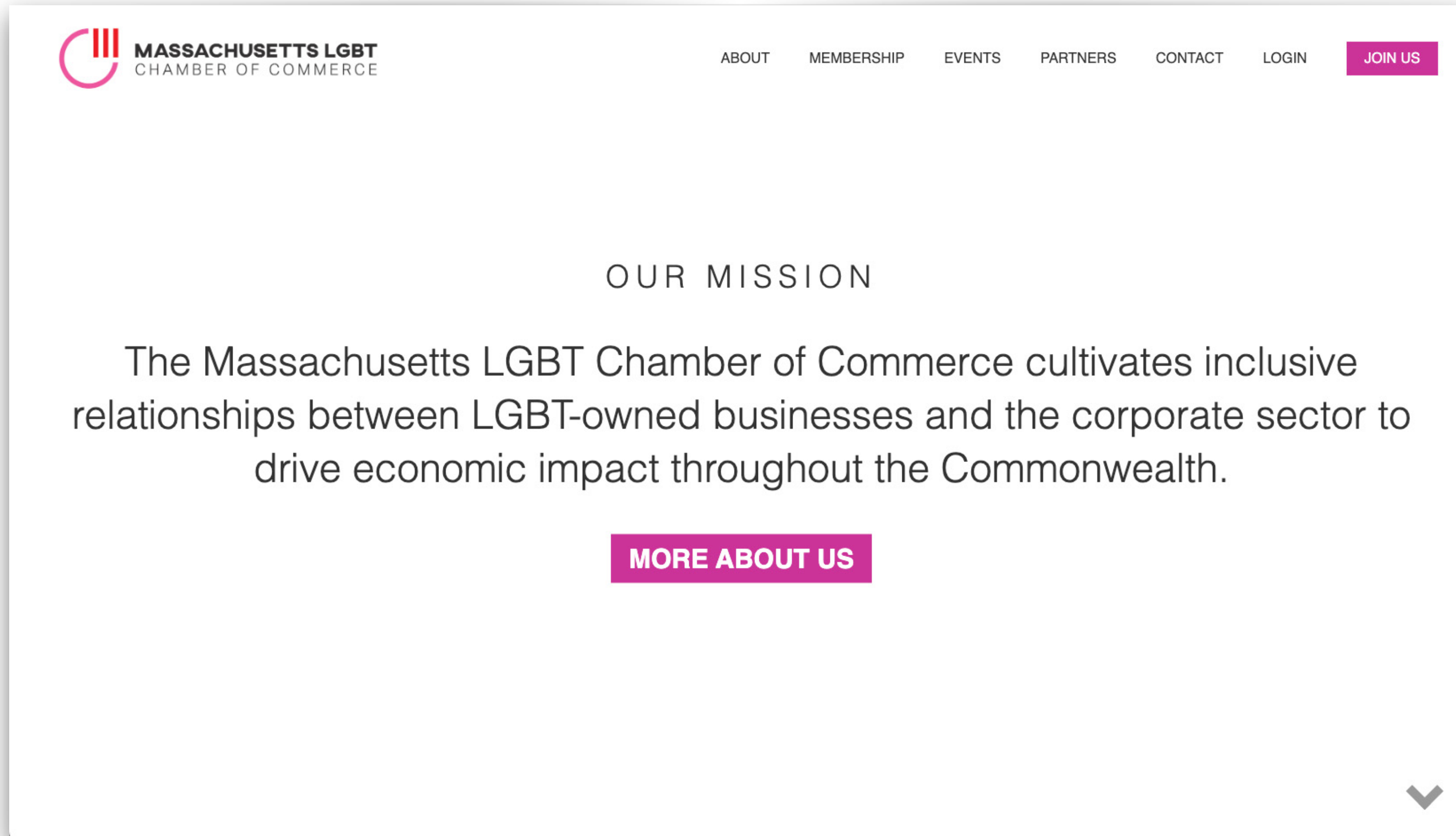
IN GENERAL

Connect to a Higher Ideal



IN GENERAL

Connect to a Higher Ideal

A screenshot of the Massachusetts LGBT Chamber of Commerce website. The header features the organization's logo on the left and a navigation menu on the right with links for ABOUT, MEMBERSHIP, EVENTS, PARTNERS, CONTACT, LOGIN, and a prominent JOIN US button. The main content area is titled OUR MISSION and contains a paragraph about cultivating inclusive relationships between LGBT-owned businesses and the corporate sector. A MORE ABOUT US button is centered below the text. A small downward-pointing chevron is located in the bottom right corner of the website preview.

MASSACHUSETTS LGBT
CHAMBER OF COMMERCE

ABOUT MEMBERSHIP EVENTS PARTNERS CONTACT LOGIN **JOIN US**

OUR MISSION

The Massachusetts LGBT Chamber of Commerce cultivates inclusive relationships between LGBT-owned businesses and the corporate sector to drive economic impact throughout the Commonwealth.

MORE ABOUT US

IN GENERAL

Connect to a Higher Ideal

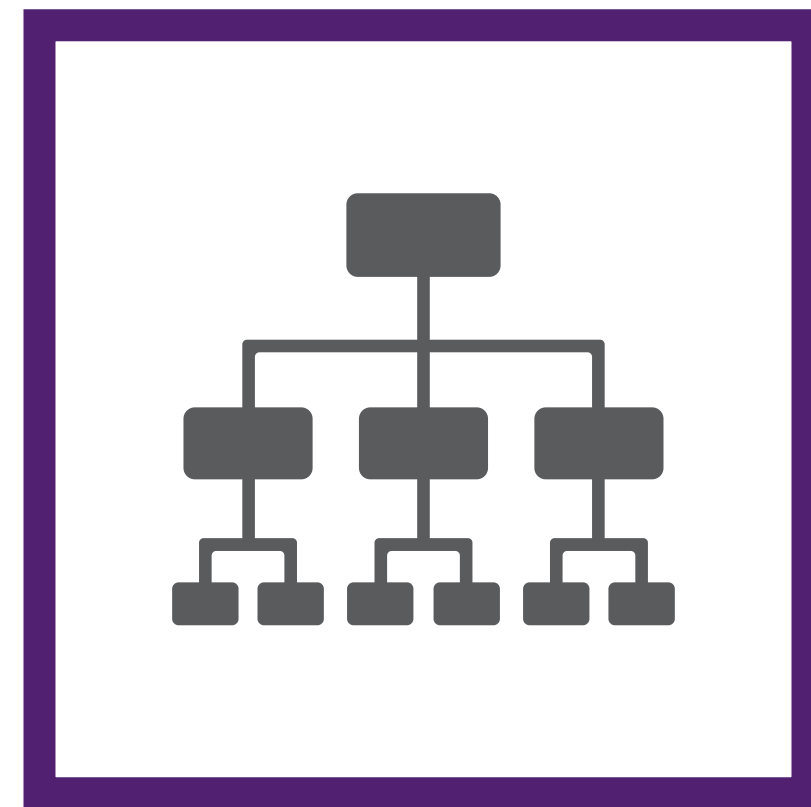


The screenshot shows the homepage of the 'PRIDE IN OUR WORKPLACE' website. The header includes the organization's logo and a navigation menu with links for 'About', 'Grants', 'Events', 'Knowledge Base', and 'Contact', each followed by a dropdown arrow. Social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube are also present. The main visual is a photograph of three people in a collaborative office setting. Overlaid on this image is the text 'Lead with Pride' in a large, white, sans-serif font. Below this, in a smaller white font, is the text 'New England's Premier Organization Championing LGBTQ+ Workplace Diversity, Equity, and Inclusion'. Two purple buttons with white text, 'Learn More' and 'Get Involved', are positioned below the descriptive text. At the bottom of the page, a white section contains the heading 'Amplifying LGBTQ+ Voices to Drive Positive Change' and a paragraph of text: 'Pride in Our Workplace provides *all* LGBTQ+ professionals with ways to amplify their voices and create thriving workplace cultures. By centering the LGBTQ+ perspective within our most important conversations, we help LGBTQ+ professionals and allied businesses to drive positive change.'

Let's Get Specific



FUNDRAISING



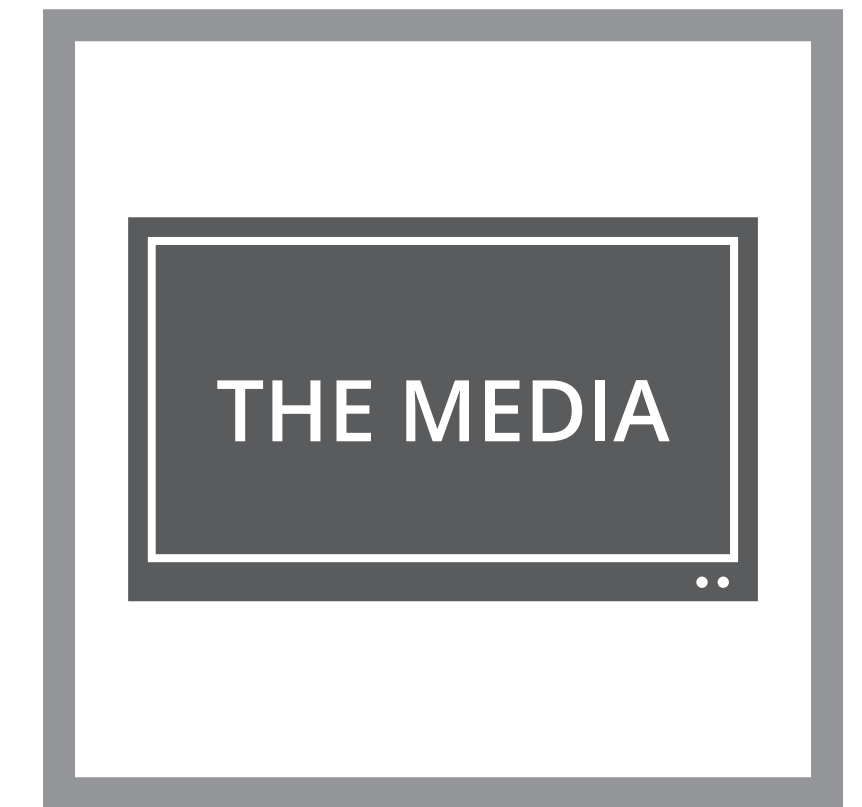
**TALENT
MANAGEMENT**



**OVERALL
EFFICIENCY**

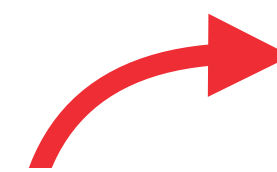


**DECISION
MAKING**



**MEDIA
RELATIONS**

Look for the
downloadable
guide.



Download

Raise Funds More Confidently



Benchmarking

Research

A/B Testing

Messaging Audit

Compare:

- ✓ Year-on-year results
- ✓ Campaign results

Raise Funds More Confidently



Benchmarking

Research

A/B Testing

Messaging Audit

Survey your donor base:

- ✓ Do they understand your message?
- ✓ Do they find it relevant?
- ✓ Do they find it compelling?
- ✓ Do they support similar organizations over yours?



Side Chat on...

RESEARCH





Side Chat on...

RESEARCH



Side Chat on...

RESEARCH

Another Reason Why Research Rocks



Side Chat on...

RESEARCH

**Hire a
Firm**



Side Chat on...

RESEARCH

DIY



Side Chat on...

RESEARCH

Host a Group



Raise Funds More Confidently



Benchmarking

Research

A/B Testing

Messaging Audit

Experiment with your message:

- ✓ Break you mailing list into two groups
- ✓ Pick one major theme to change
- ✓ Share that with one half
- ✓ Send the other half your current message

Raise Funds More Confidently



Benchmarking

Research

A/B Testing

Messaging Audit

Review your top five competitors:

- ✓ Positioning
- ✓ Audience
- ✓ Overall clarity
- ✓ Calls to action
- ✓ Tone of voice, and
- ✓ Social media presence

Attracting & Retaining the Best Talent



Research

Messaging Audit

Exit Interviews

Survey your current employees:

- ✓ Do they understand your message?
- ✓ Does it align with reality?
- ✓ Does it motivate them to do their best?
- ✓ Do they recommend working here to others?

Attracting & Retaining the Best Talent



Research

Messaging Audit

Exit Interviews

Review your top five competitors:

- ✓ Positioning as an employer
- ✓ Audience
- ✓ Overall clarity
- ✓ Calls to action
- ✓ Tone of voice, and
- ✓ Social media presence

Attracting & Retaining the Best Talent



Research

Messaging Audit

Exit Interviews

Ask exiting employees:

- ✓ Did they understand your message?
- ✓ Did it align with reality?
- ✓ Were they able to explain it others?
- ✓ Ask them to contrast the positive aspects of their new organization with yours



Work Smarter, Not Harder

**Messaging
database**

Style guide

Wheel-
reinvention

- ✓ Do you have a central repository for commonly-used content?
 - Boilerplates
 - Calls to action
- ✓ Spell out what's modifiable and what's not
- ✓ Catalog FAQs



Work Smarter, Not Harder

Messaging
database

Style guide

Wheel-
reinvention

Make decisions and stick to them:

- ✓ Oxford comma?
- ✓ “And” or “&”
- ✓ Acronyms
- ✓ Tone-of-voice guidelines

Work Smarter, Not Harder



Messaging
database
Style guide
**Wheel-
reinvention**

Survey your colleagues:

- ✓ Do they feel as if they're frequently reinventing the wheel?
- ✓ Where do they see the biggest bottlenecks?
 - Are those related to decision making?



Yes, No, but not Maybe

Guiding Principles

Arguments

Do you have guiding principles for decision making?

- ✓ Does your message align with them?
- ✓ Does everyone understand and support them?



Yes, No, but not Maybe

Guiding
Principles
Arguments

Survey your colleagues:

- ✓ Do they feel as there is too much bickering about how to execute on your mission?
- ✓ Are their philosophical differences getting in the way of decision-making?

Getting Your Message Out for Free



Research

Ask

Messaging Audit

Who's getting the attention you want?

- ✓ What makes you more qualified to serve as a resource than they?
- ✓ Does their point-of-view differ significantly from yours?



Getting Your Message Out for Free

Research

Ask

Messaging Audit

Get to know your media contacts:

- ✓ Invite them for a tour (virtual or otherwise)
- ✓ Ask them what they look for in a media source
- ✓ Invite them to everything

Getting Your Message Out for Free



Research

Ask

Messaging Audit

Conduct a messaging audit on them (or include them in your broader one):

- ✓ What are they saying that is particularly appealing to the media?



As We Close

Remember...



RESULTS

Fundraising

Your Team

Your Strategy

**YOUR MESSAGE
HOLDS IT
ALL TOGETHER**

Your Message Must



**REFLECT YOUR
PERSONALITY**

Your Message Must



**REFLECT YOUR
PERSONALITY**



**MAKE SENSE TO
EVERYONE**

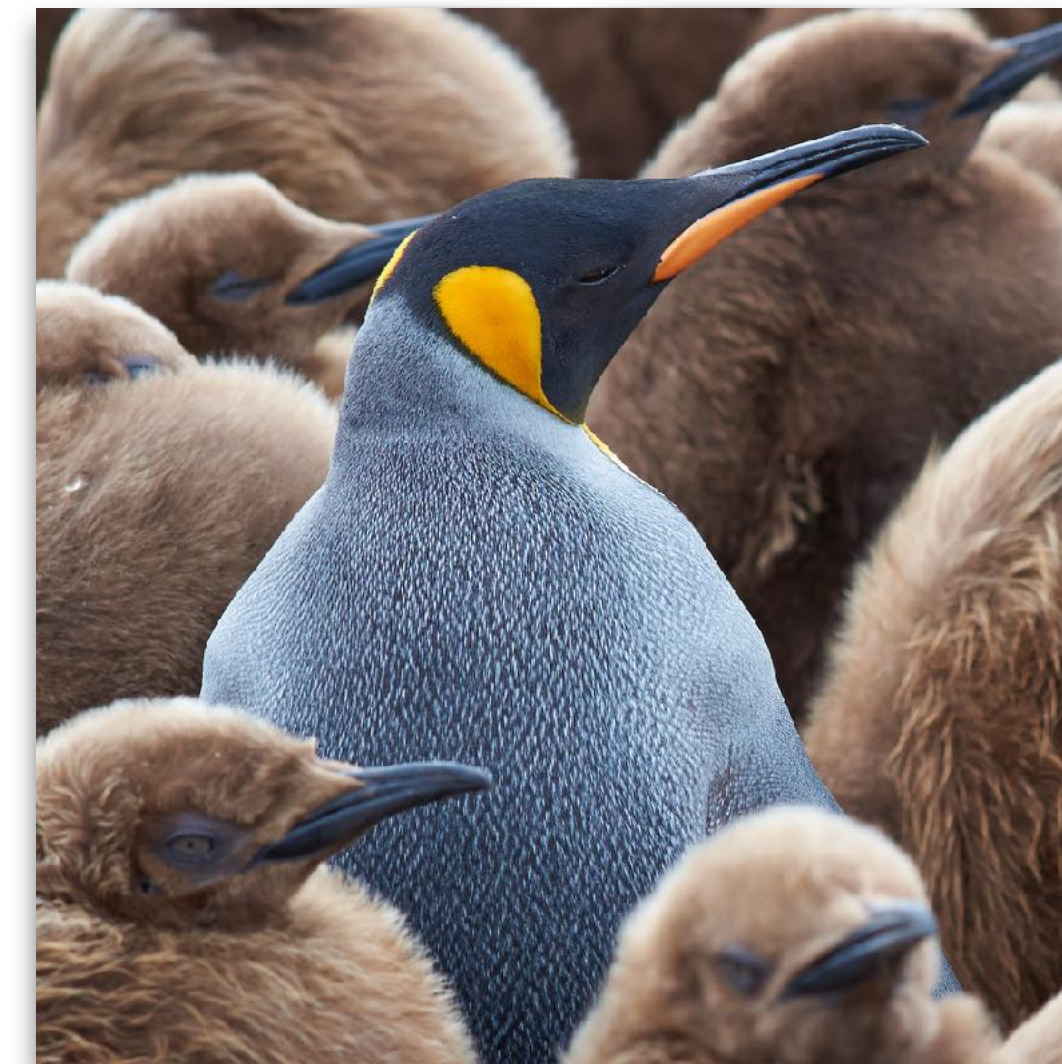
Your Message Must



**REFLECT YOUR
PERSONALITY**



**MAKE SENSE TO
EVERYONE**



**DIFFERENTIATE
YOUR WORK**

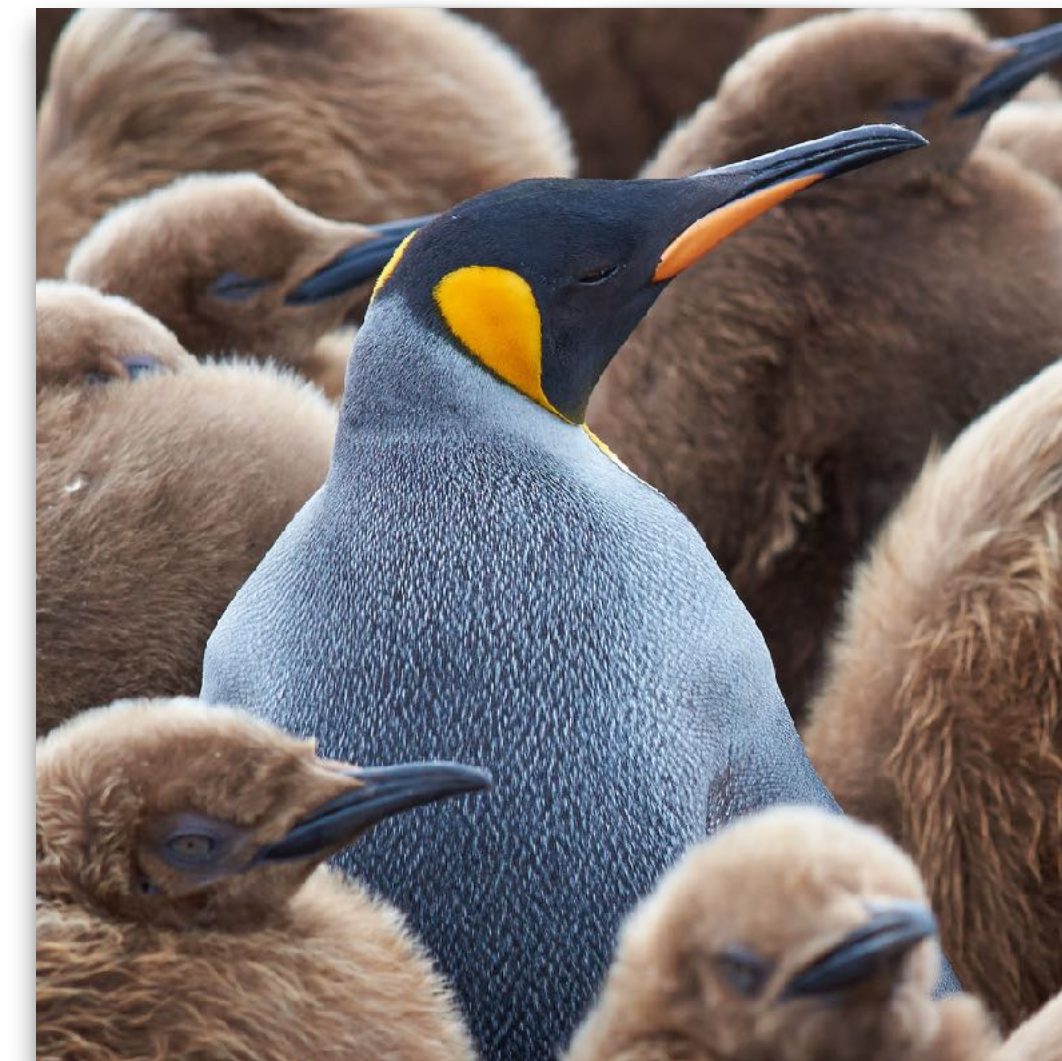
Your Message Must



**REFLECT YOUR
PERSONALITY**



**MAKE SENSE TO
EVERYONE**



**DIFFERENTIATE
YOUR WORK**



**CONNECT TO A
HIGHER IDEAL**

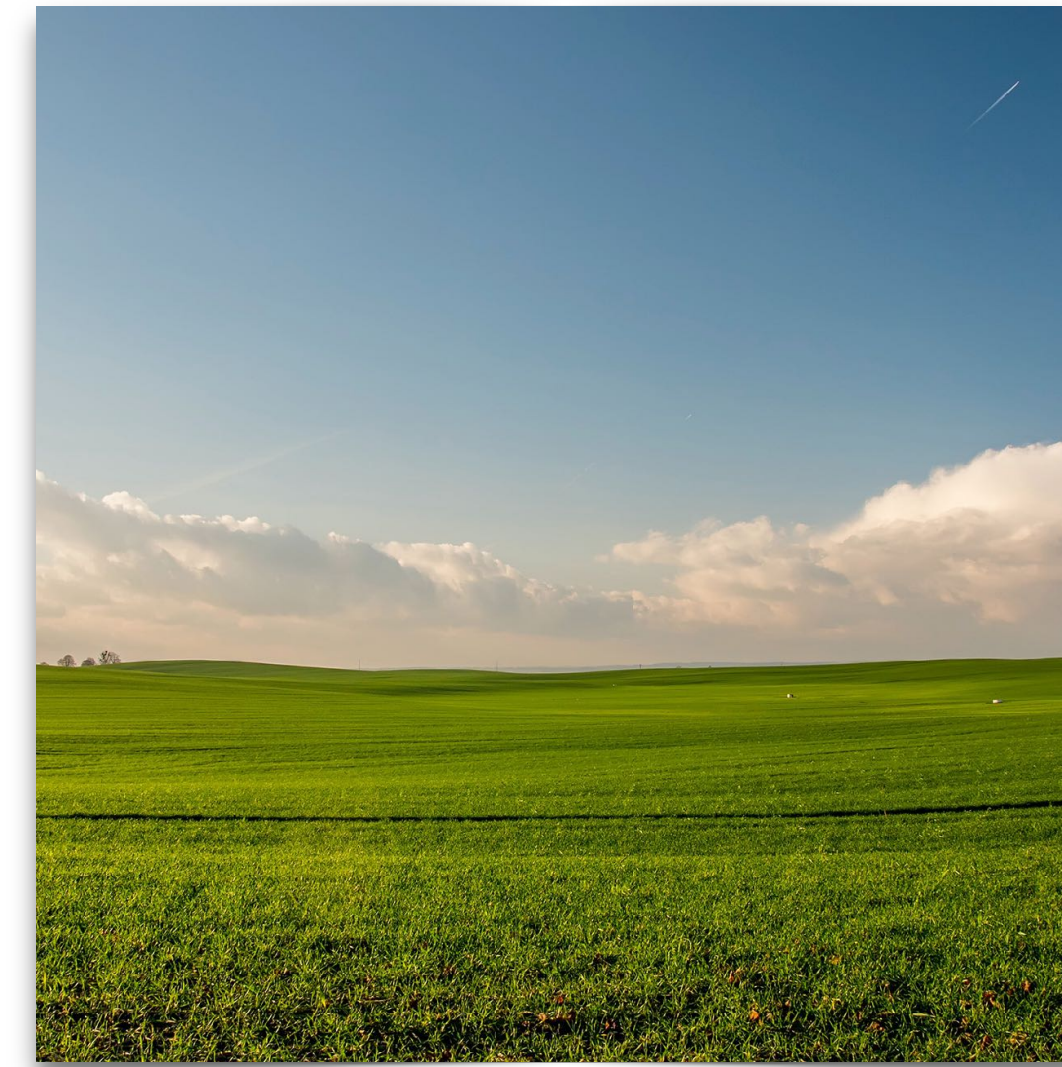
Your Message Must



**STAY
FRESH**



**AVOID
JARGON**

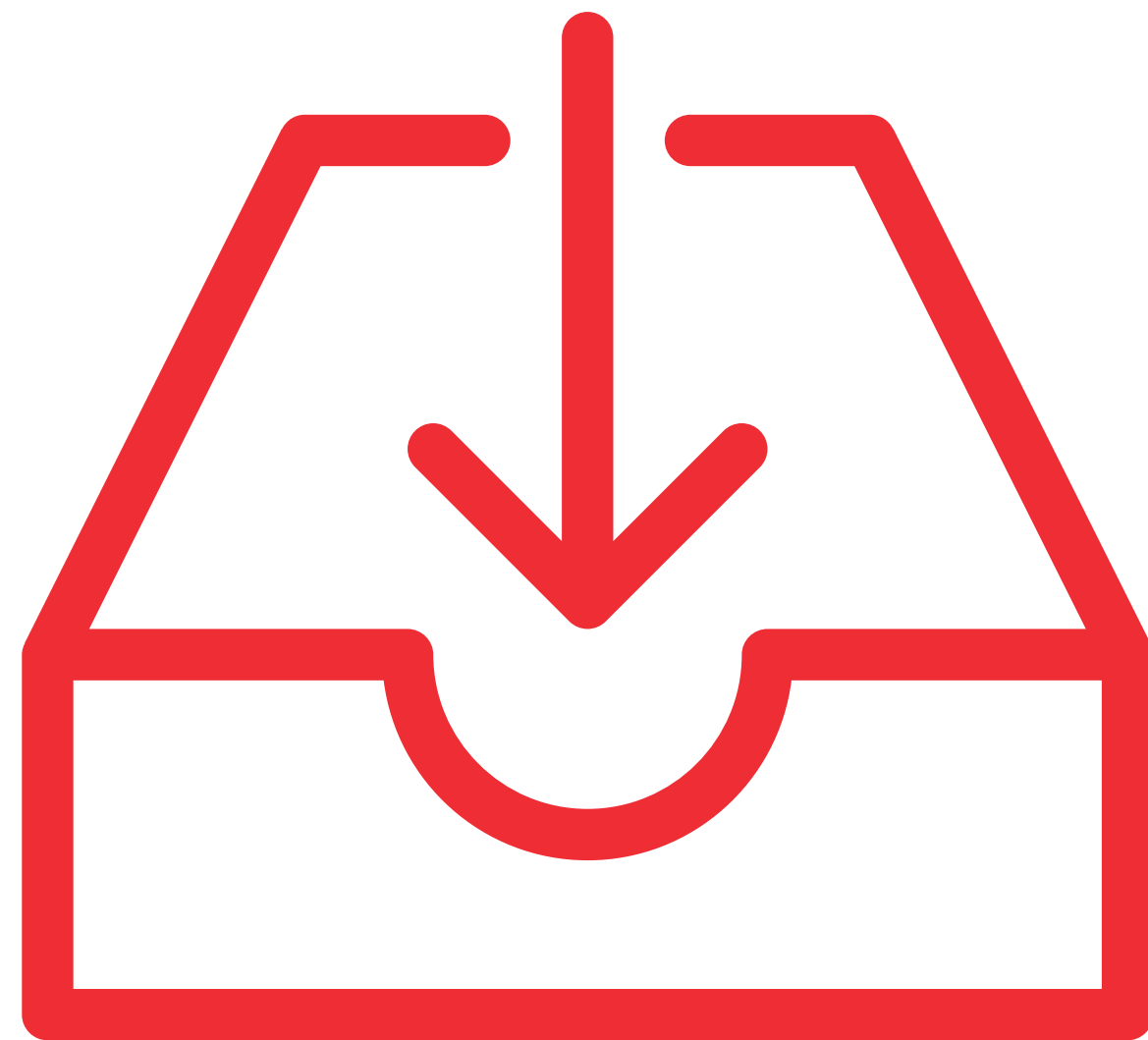


**BE
SPECIFIC**



**HAVE A CLEAR
CTA**

Post-Conference Goodness



Downloads



Follow-Up



Connect

message.builders/top-nonprofits/

Please Check Out My Podcast!



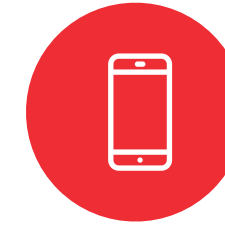
<https://messaging.show>

Please Check Out My Podcast!



<https://messaging.show>

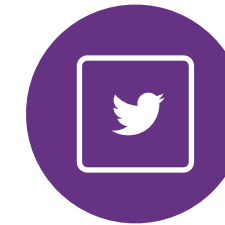
Therapy



+1-774-260-5560



douglas@spencerbrenneman.com



@DouglasWSpencer | SB_Branding



douglasspencer



spencerbrenneman.com



50 Milk Street, Boston, MA 02110, USA

Our mission is to help those who help us all.

Spencer Brenneman is made up of a virtual team of strategic and passionate thinkers and creatives who work together to match the skill sets or experiences to the clients we serve. For us, working virtually is a lifestyle choice. It allows us to do what we do best and work with organizations that truly inspire us.

