

HOW TO GET HEARD!

Communicating What Matters



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GOALS

1. Help you understand the barriers you face in getting your message across.
2. Develop simple, powerful messages that connect with your audience.
3. Provide tools to critique and improve your organization's communications.

**Why is it so hard
to get heard?**

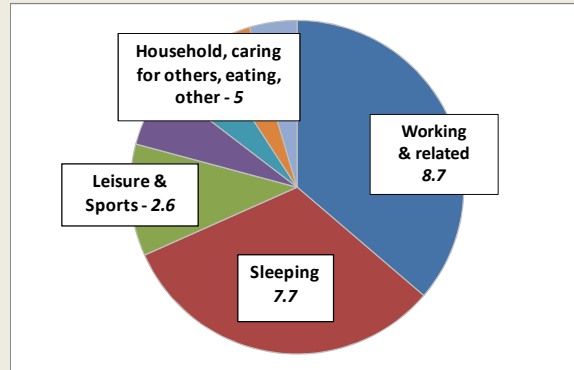
**According to Google research,
the average number of ads people
see each day is...**

3,000!



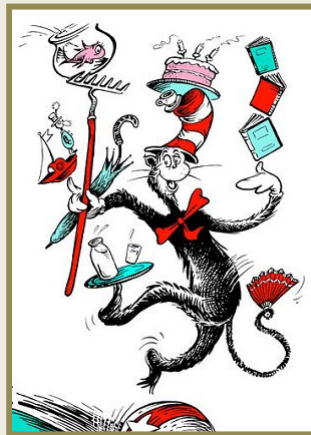
Today a person is subjected to more new information in a day than a person in the middle ages in his entire life!

How We Spend Our Time



Average Day for a Working Adult Age 24- 49

Too much to do...



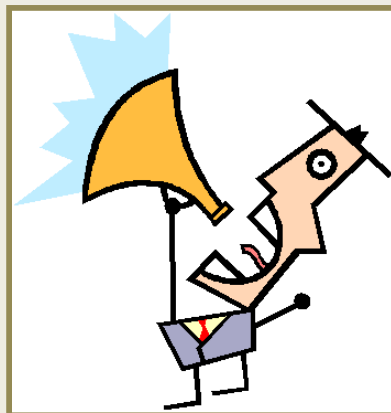
too little time

**According to the Foundation
Center there are many nonprofits
to choose from...**

1.5 million!



**How can we possibly get
anyone's attention?**



Try harder!



Spend more on marketing!



Get a celebrity involved!



Everyone will know about you!

SO HOW DO YOU GET HEARD?





QUESTION:
*Are you communicating something
that people want to hear?*

**WHAT KINDS OF THINGS WOULD
YOU LIKE TO HEAR?**



***Did you know that I speak 19
languages fluently!***

***My I.Q. has always been
off the charts!***

***I work harder than anyone else in
this office!***

I won the lottery!

That was great work!

You're the best mom.

***Couldn't have done it
without you!***

You look fantastic!

I love you.

CORE PRINCIPLE #1:

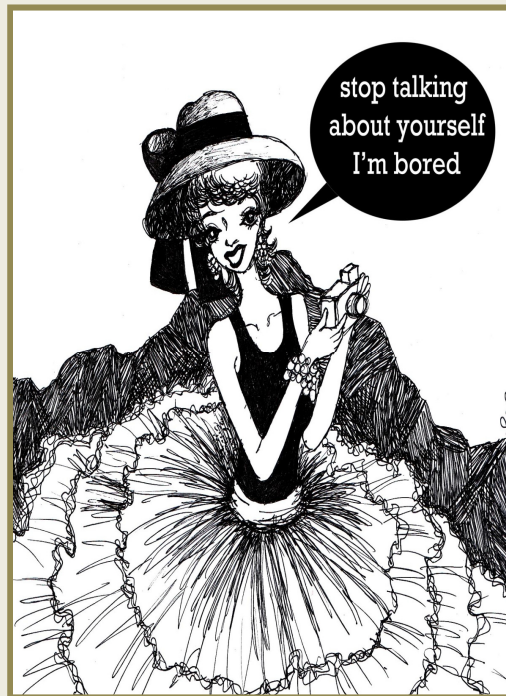


IT'S NOT ABOUT YOU!

REAL NONPROFIT EXAMPLE

The mission of the Senior Services Center is to advocate, plan, implement, and monitor programs in health, education, employment, and social services so we can promote longevity, independence, dignity, and choice for senior citizens.

The mission of the Senior Services Center is **WE** advocate, **WE** plan, **WE** implement, and **WE** monitor programs in health, education, employment, and social services so **WE** can promote longevity, independence, dignity, and choice for senior citizens.



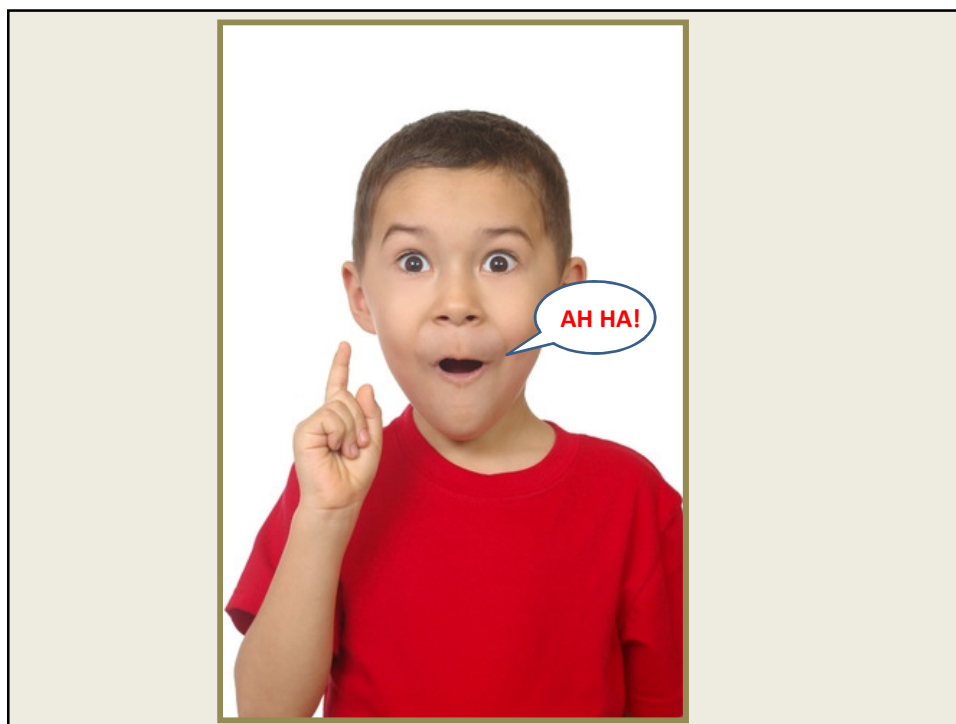
*Remember that list of things
we like to hear?*

You do incredible work!

You're the best mom!

Couldn't have done it without You!

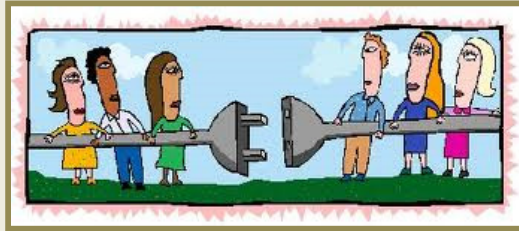
I love you.



CORE PRINCIPLE #2:



**CONNECT WITH YOUR
READER**



We all want connection

The mission of the Senior Services Center is to advocate, plan, implement, and monitor programs in health, education, employment, and social services so we can promote longevity, independence, dignity, and choice for senior citizens.

Translation: *We don't need you*

Organizations have Personality

- It's called brand--bland isn't a great brand.
- Not sure what yours is? Tone is set by leaders.
- Sharing your personality makes your communication stand out.
- Generic fades into the background.
- Have fun - you have nothing to lose but people's attention!

Would you rather get this?

**RENEW
NOW!**

Or this?

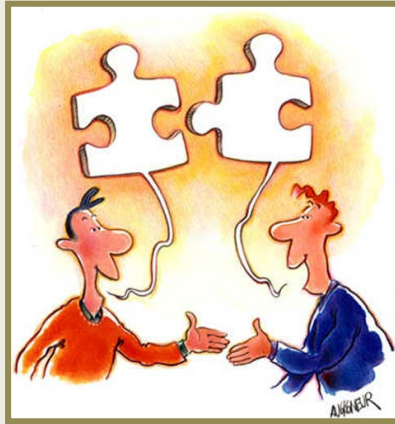


**People come to organizations
with questions:**

Do I belong here?

Could I make a difference?

What would I get out of
investing my time?



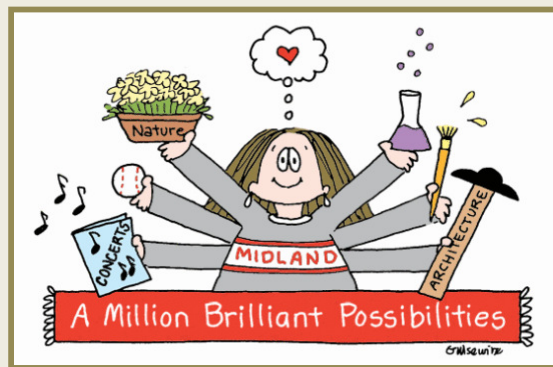
We need each other.

CORE PRINCIPLE #3:



LESS IS MORE

& MORE IS LESS!



**Overwhelming with data
ain't communicatin'!**



CLEAR OUT THE CLUTTER!

IT'S SIMPLE MATH

**More messages =
less understanding**

People skim



THINK HEADLINES

What's the headline?

The mission of the Senior Services Center is to advocate, plan, implement, and monitor programs in health, education, employment, and social services so we can promote longevity, independence, dignity, and choice for senior citizens.

CORE PRINCIPLE #4:



PICK ONE MESSAGE

Community Arts Center

We've got...

Contemporary art exhibitions

Art camps

Adult art classes

Artists in the Community

Kids art classes

Handmade arts & crafts shop

and ... and....and more....

***Community Arts
Center***

Art for everyone.

Art for everyone.

Use it everywhere.

Repeat it constantly.

**When you get tired of it,
know it's barely begun to sink in.**

**QUICK REVIEW:
FOUR CORE PRINCIPLES**

- 1. It's not about you.**

**QUICK REVIEW:
FOUR CORE PRINCIPLES**

1. It's not about you.
- 2. Connect with your reader.**

**QUICK REVIEW:
FOUR CORE PRINCIPLES**

1. It's not about you.
2. Connect with your reader.
- 3. Less is more.**

**QUICK REVIEW:
FOUR CORE PRINCIPLES**

1. It's not about you.
2. Connect with your reader.
3. Less is more.
- 4. Pick one message.**

**Aging can be hard.
We're here to help.**



**DO-IT-YOURSELF
MESSAGE REPAIR**

THE AMERICAN RED CROSS

Every single donation brings hope.
Give to disaster relief.

Blood donors always needed.
Schedule an appointment today.



The **Intersocietal Accreditation Commission (IAC)** is a preeminent leader in contributing to continuous improvement in health care by its exclusive dedication to recognizing and establishing value driven quality standards through collaboration with professional medical membership organizations and to providing peer review accreditation. **(41)**

EXERCISES

1. Circle/count the personal pronouns.
2. Find the longest sentence and count the words.

The Adoption Center of Washington (ACW) is a non-profit, child-placing agency licensed in the District of Columbia and Virginia. The agency's purpose is to provide families for children who have an adoption plan made for them and to provide valuable medical or supportive services to children in orphanages who cannot be adopted.

ACW firmly believes that children have greater opportunities to develop their potential when raised in a nurturing family life. We also empathize with the couples and individuals whose quality of life would improve by adding children to their family. As adoptive parents ourselves, we understand your concerns on a personal level. We support and educate families as they negotiate the adoption process. Adoption is a positive way to add to one's family, and it also greatly benefits children and their new families. We acknowledge that adoption is stressful, therefore we work to link prospective parents with others who have gone or are going through the process to insure the availability of social and emotional support if desired. We focus on international adoptions. Currently, we work with orphanages and agencies in China, Russia, and Vietnam.

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ACW firmly believes that children have greater opportunities to develop their potential when raised in a nurturing family life. We also empathize with the couples and individuals whose quality of life would improve by adding children to their family. As adoptive parents ourselves, we understand your concerns on a personal level. We support and educate families as they negotiate the adoption process. Adoption is a positive way to add to one's family, and it also greatly benefits children and their new families. We acknowledge that adoption is stressful, therefore we work to link prospective parents with others who have gone or are going through the process to insure the availability of social and emotional support if desired. (35) We focus on international adoptions. Currently, we work with orphanages and agencies in China, Russia, and Vietnam.

The mission of the Senior Services Center is to advocate, plan, implement, and monitor programs in health, education, employment, and social services so we can promote longevity, independence, dignity, and choice for senior citizens. (34)

EXERCISES

4. Pick the best sentence, the one you respond to the most?
5. Which sentence(s) could be easily deleted?

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~~ACW firmly believes that children have greater opportunities to develop their potential when raised in a nurturing family life.~~ We also empathize with the couples and individuals whose quality of life would improve by adding children to their family. As adoptive parents ourselves, we understand your concerns on a personal level. We support and educate families as they negotiate the adoption process. ~~Adoption is a positive way to add to one's family, and it also greatly benefits children and their new families.~~ We acknowledge that adoption is stressful, therefore we work to link prospective parents with others who have gone or are going through the process to insure the availability of social and emotional support if desired. We focus on international adoptions. Currently, we work with orphanages and agencies in China, Russia, and Vietnam.

The Adoption Center of Washington (ACW) is a non-profit agency licensed in the District of Columbia and Virginia to match families with children ready to adopt, and provide medical and support services to children in orphanages who cannot be adopted. Internationally focused, we currently work with orphanages and agencies in China, Russia, and Vietnam.

As adoptive parents ourselves, we support and educate families as they negotiate the adoption process and link prospective parents with parents who have already adopted for social and emotional support.

NOW

***Create an intro line for
ACW's homepage!***

Your child is waiting for you.

Try harder!



Spend more on marketing!

Back to Basics

Vigorous writing is concise.
A sentence should contain no unnecessary words, a
paragraph no unnecessary sentences, for the same
reason that a drawing should have no unnecessary lines
and a machine no unnecessary parts.

— William Strunk Jr.
in *Elements of Style*

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