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

- Working & related: 8.7
- Sleeping: 7.7
- Leisure & Sports: 2.6
- Household, caring for others, eating, other: 5

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
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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.

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.
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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N O W
Create an intro line for ACW’s homepage!
Your child is waiting for you.

Try harder!

Spend more on marketing!
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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