

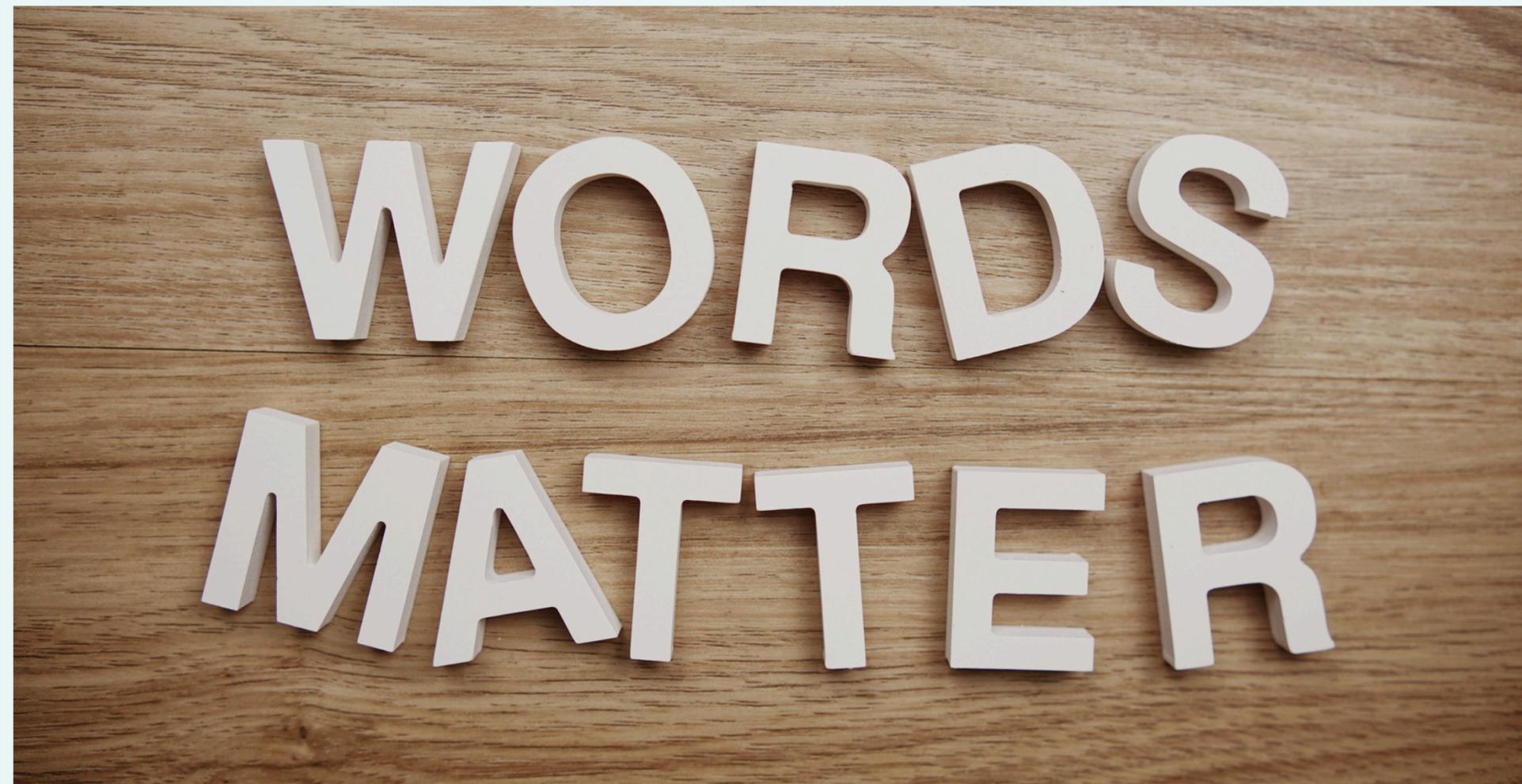
Growing and Engaging
Your Audience
Through Clear Messaging

Hi! I'm Jordana 🙌

- Career-long nonprofit marketing and communications experience
- Clear messaging, strategic communications, copywriting that connects
- Grew up in NJ, lived in NYC, back in NJ with my husband and three kids



What is clear messaging?



Four questions to achieve clear messaging:

- What do you do?
- What do you want to be known for?
- Who cares about it?
- Why should they care about it?

Why does clear messaging matter now more than ever?



Why does clear messaging matter now more than ever?



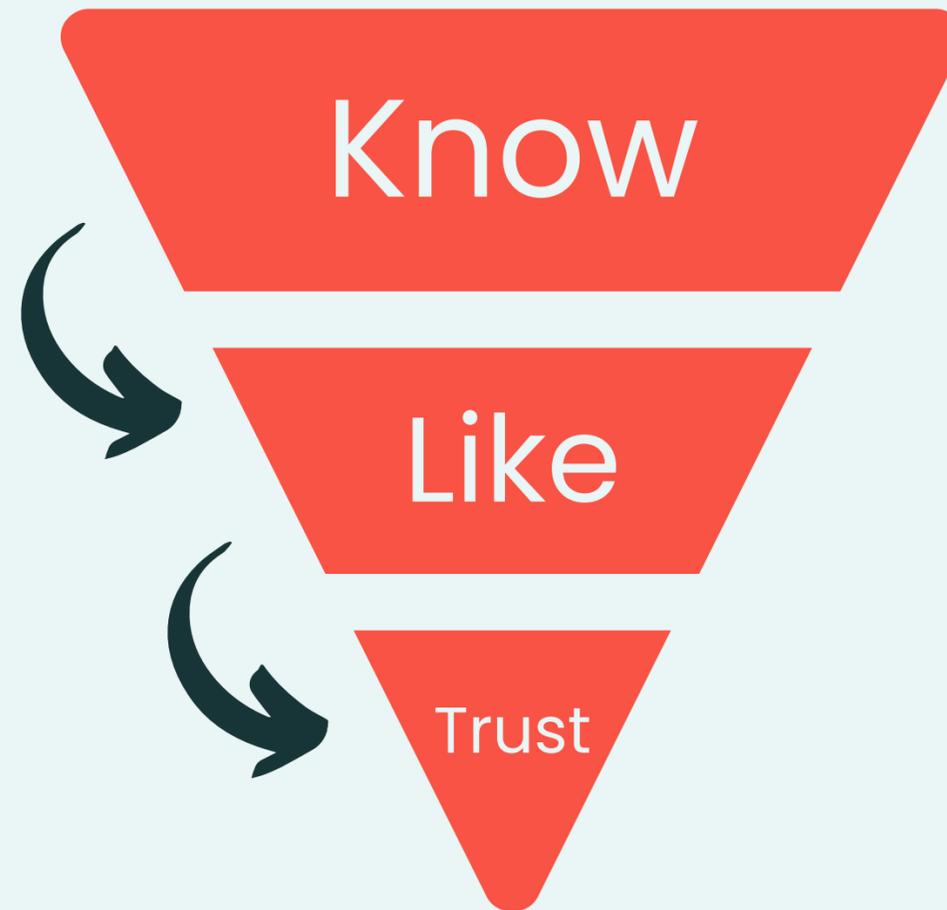
How do we reach new people?

How do we reach new people?

How do we reach
the right people?



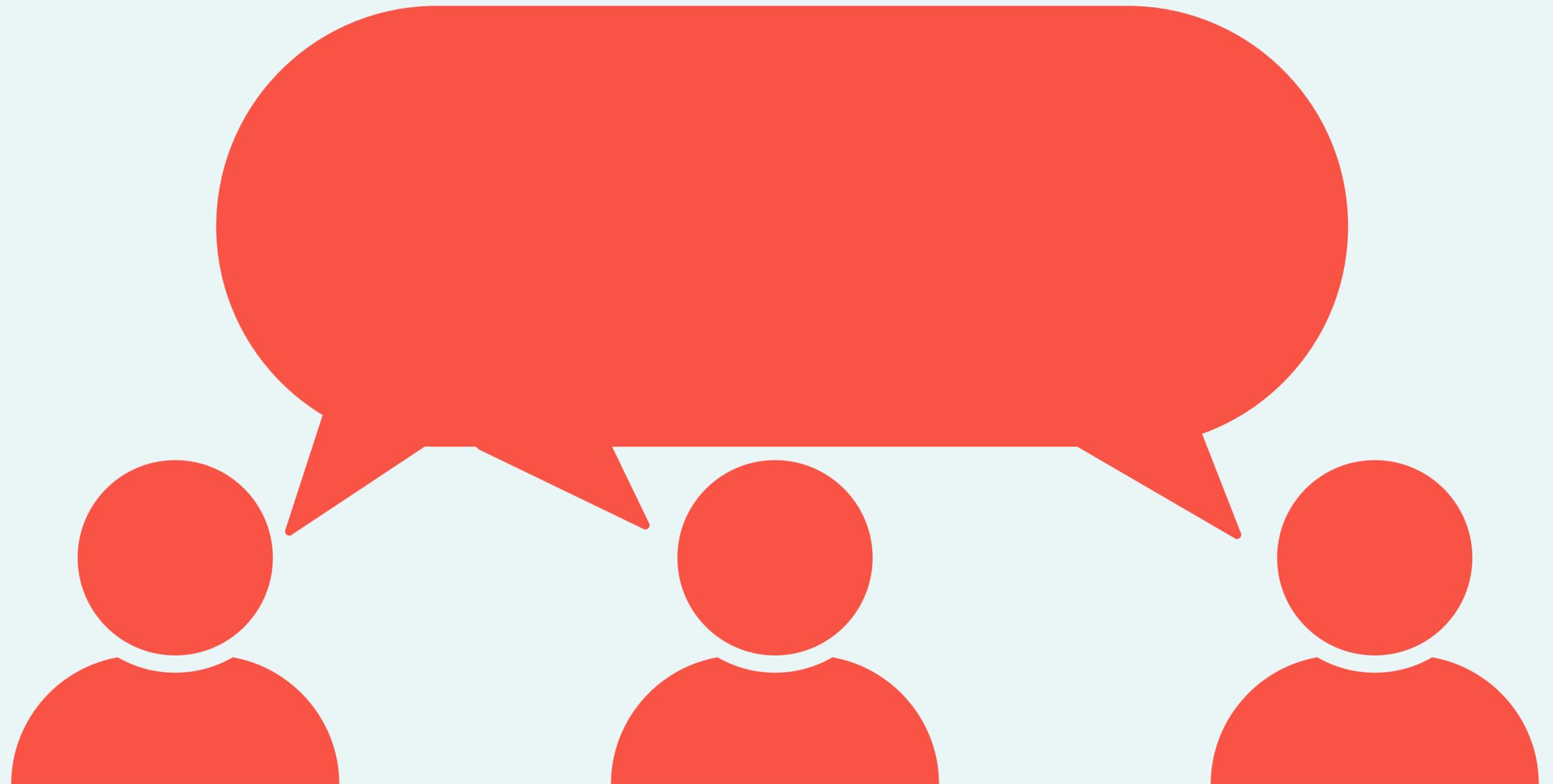
Why engage your “current” audience?



What do you do?



What do you do?



Big picture story

Mission + Impact + Values



voiceforgoodmarketing.com/elevator-pitch-freebie

What do you do?

- Why is that important?
- Why is that important?
- Why is that important?



Big picture story

Big picture story

Mission + Impact + Values

We educate children with developmental differences so they can reach their full potential for future success, which every child deserves.

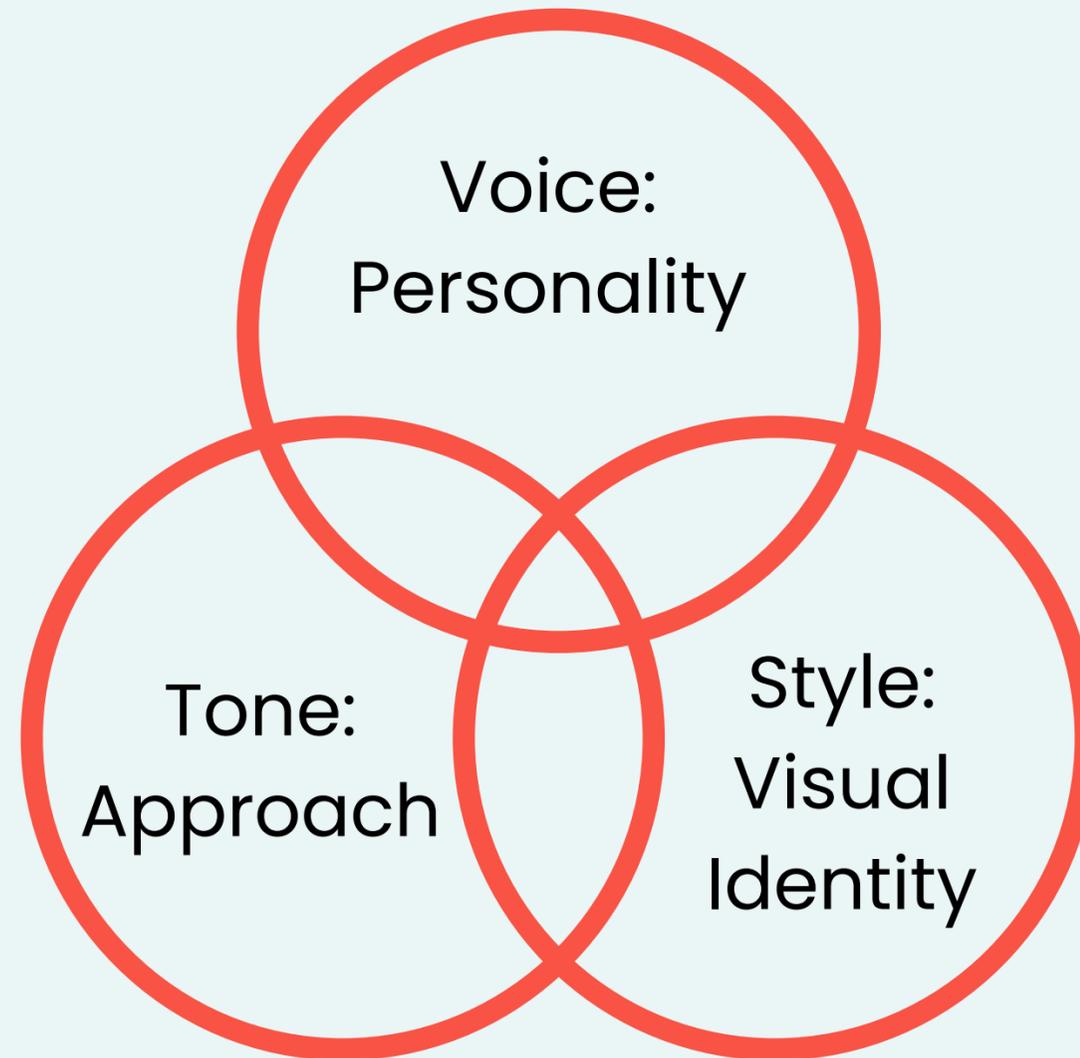
“People like us do things like this.”

– Seth Godin

Clear messaging = Values-driven messaging

Accountability	Equity	Leadership	Safety
Advocacy	Excellence	Learning	Selflessness
Balance	Fairness	Listening	Service
Civic Engagement	Faith	Mentorship	Social Justice
Collaboration	Health	Mutual Support	Solidarity
Community	Heritage	Open Communication	Sustainability
Compassion	Human Rights	Open-mindedness	Teamwork
Competence	Inclusion	Partnership	Tolerance
Confidentiality	Independence	Patience	Understanding
Creativity	Innovation	Perseverance	Unity
Diversity	Joy	Respect	Well-being
Education	Justice	Resourcefulness	Wisdom
Environmental Stewardship	Kindness	Responsibility	Youth Empowerment

Your voice matters



...so do your tone and your style.

Nonprofit A:

Our mission is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Nonprofit B:

Our mission is to fight cancer by raising awareness and to educate about prevention and early cancer detection. Our goal is to ultimately put an end to late stage cancer diagnosis. We look to enrich the lives of those fighting cancer by offering them special VIP experiences that will bring them hope, inspiration, and courage.

Nonprofit A:



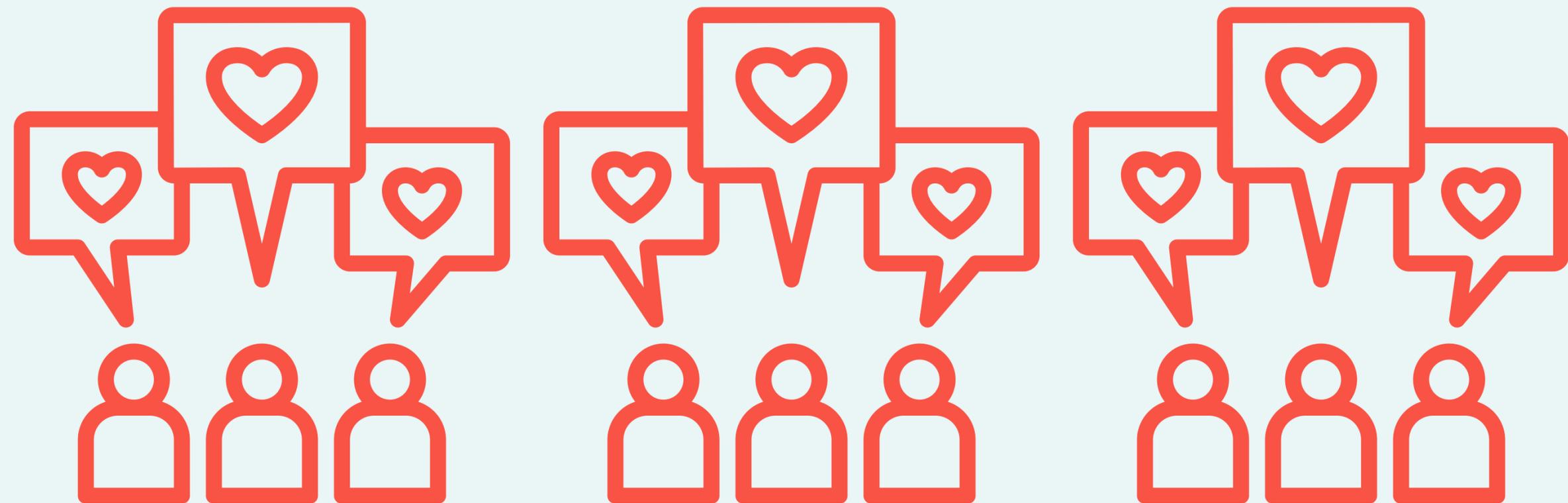
Every cancer. Every life.
We are a leading
cancer-fighting
organization with a
vision to end cancer as
we know it, for everyone.

Nonprofit B:



We are sorry if you are
offended or have a
problem with the word
fxck...we are offended
and have a problem
with the word cancer.

Getting to know your audience(s)



Psychographics > Demographics



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

Credit: Warwick Allchorn

“Show me you know me.”

– Everyone Ever

Show me you
know me



OUR SHOES WON'T MAKE YOU RUN FASTER OR JUMP HIGHER,
BUT THEY MIGHT HELP YOU SLEEP BETTER.

TOMS

FOR EVERY PAIR YOU PURCHASE, TOMS WILL GIVE A PAIR OF SHOES TO A CHILD IN NEED. SINCE 2006 WE HAVE GIVEN OVER 140,000 SHOES TO 280,000 LITTLE FEET. WE CALL IT 'ONE FOR ONE' AND WE THINK IT'S THE BEST POSSIBLE FASHION STATEMENT YOU CAN MAKE.

Show me you
know me 

Shutterfly.

Don't Want Father's Day Emails?

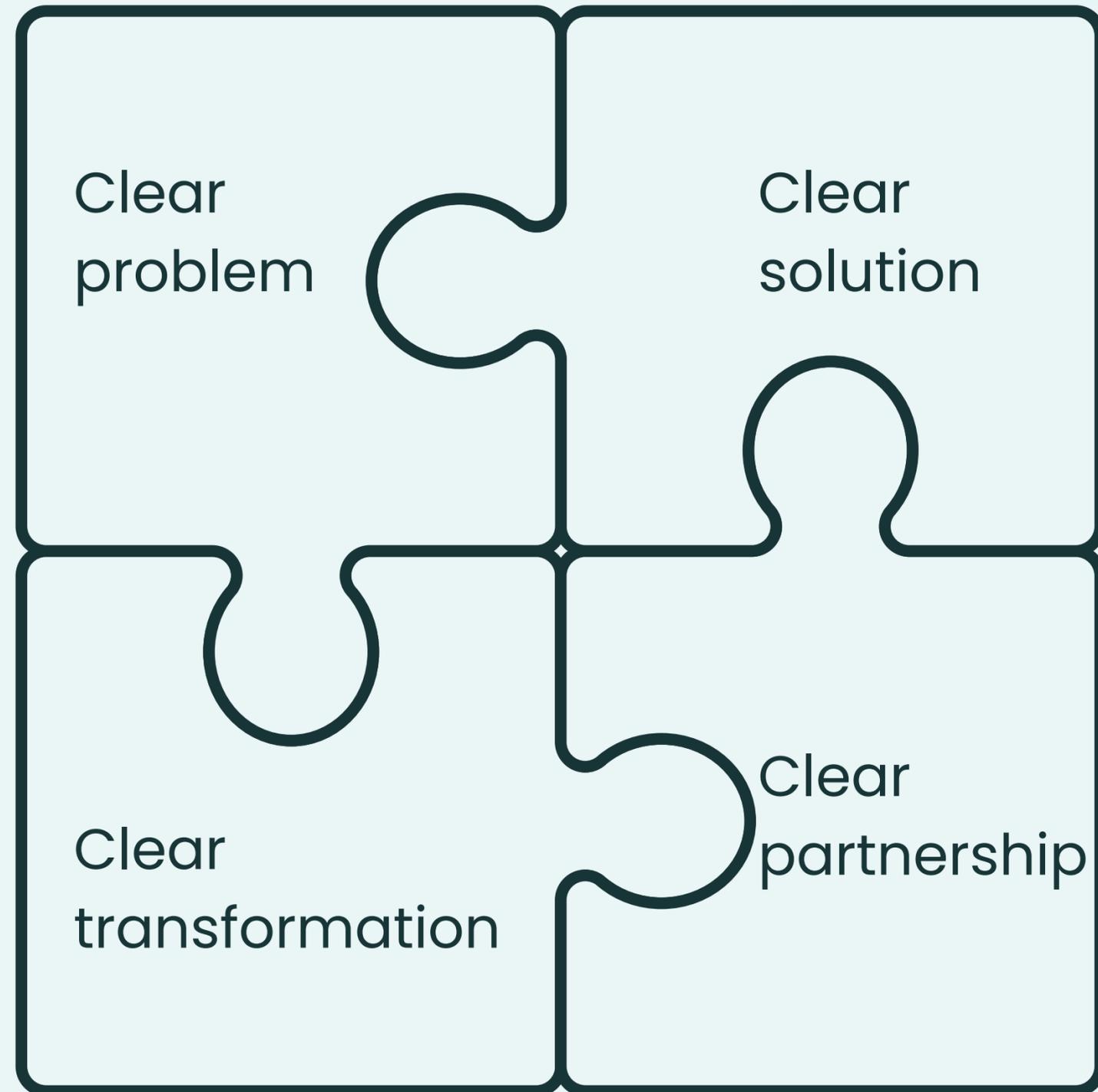
We know this can be a sensitive time for many,
so just click below if you'd like to pause this
year's Father's Day content. You'll still get our
regular emails, so you won't miss a thing.

PAUSE FATHER'S DAY EMAILS

Show me you
know me 



Mobilizing action through clear messaging:



What does storytelling do for your team?

- Benefits and supports all areas of an organization
- Reminder of why your work matters
- Team member retention and attraction



Day-to-day story checklist

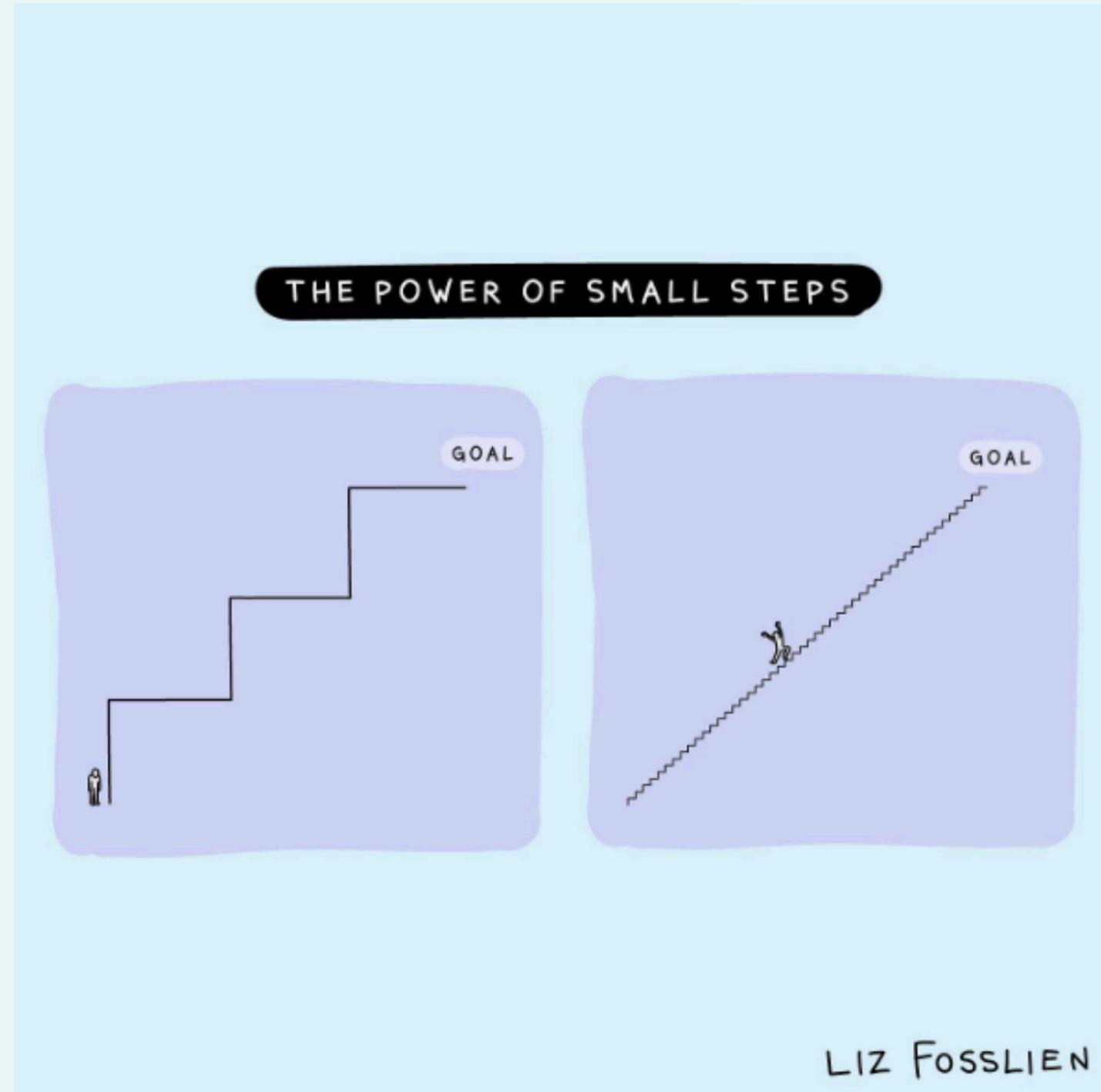
- Supports your big picture story
- Tells a story of one
- Problem/solution/transformation
- Emotional connection
- You are not the hero

Emotion drives connection in storytelling:

They may not know what it's like to

but they know what it's like to feel

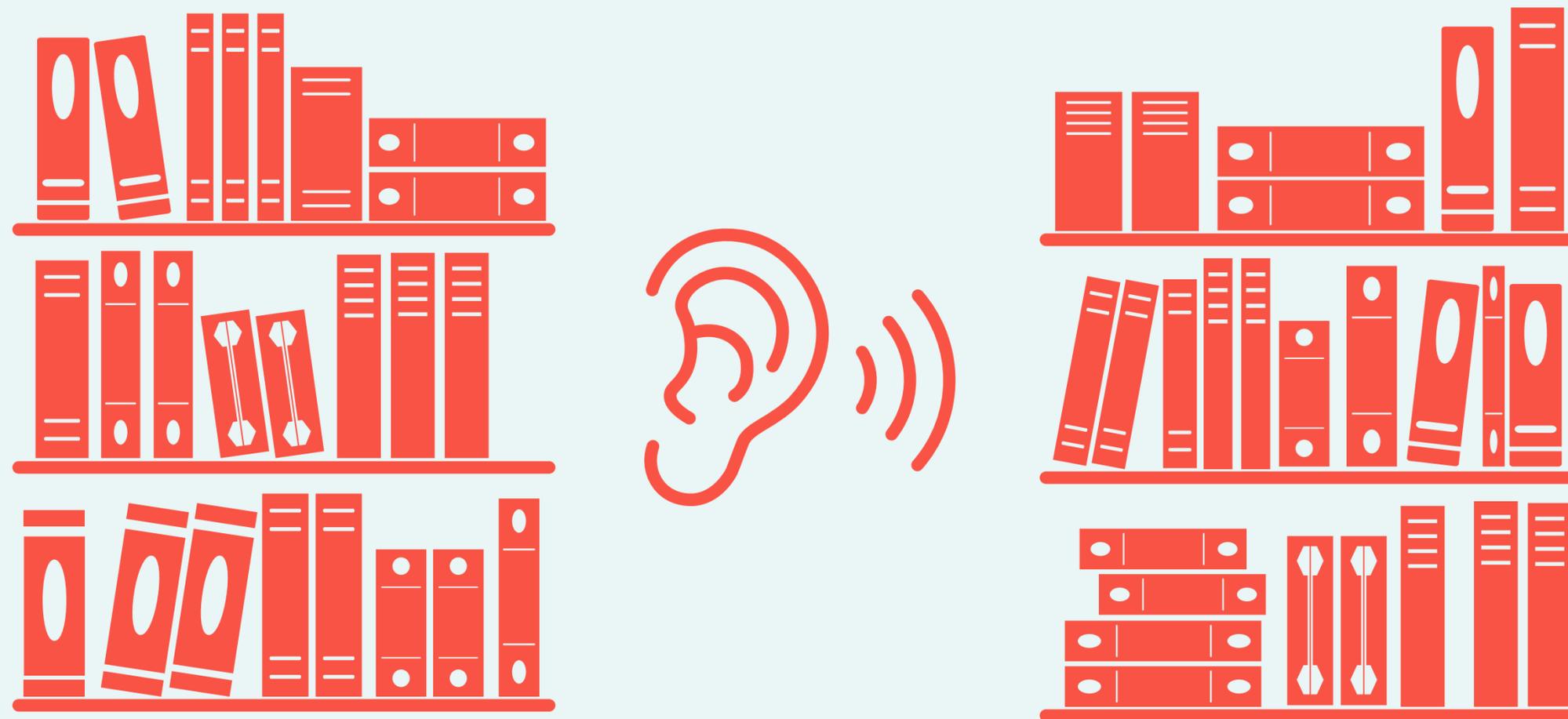
Your day-to-day stories don't need the perfect ending



Ethical storytelling practices

- Get consent
- Invite the storyteller in
- Whole-person dignity
- Give the storyteller a voice
- Don't sensationalize
- Avoid perpetuating harmful stereotypes
- Consider what language to use/not to use
- Remember: no one owes you anything

Stories are all around us



we just need to know how to spot them

Stories are all around us

- Beneficiaries
- Family members of beneficiaries
- Board members
- Donors/sponsors
- Volunteers
- Founder
- Staff
- Members
- Alumni
- Founding board/volunteers/staff

...whatever makes the most sense to you!

Clear messaging-driven communications:

- Remember your big picture story
- Show me you know me
- Lead with your values
- Drive the emotional connection

Clarity
creates
connection



voiceforgoodmarketing.com/freebies



[jordana-merkin](https://www.linkedin.com/in/jordana-merkin)

Big Picture Story Freebie:

