

## How to Build the Right Communications Program for your Foundation

Communications Strategies for  
Small-Staffed Foundations  
September 17, 2015



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## Four principles

- A. Define your goal
- B. Know your audience
- C. Share your vision
- D. Tell your story



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propelnext

propelling the power of small foundations

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### PropelNext Announces California Grantees

The PropelNext California Partnership has selected 15 nonprofits to receive PropelNext grants and join the initiative's first California grantee cohort. Five foundations are collaborating to deliver the three-year program in the state.



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## Define Your Goal

PropelNext wanted to:

- A. interest and inform prospective grantees about its second cohort.
- B. make the grantmaking process more efficient and effective.



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## Know Your Audience

- Who is your audience?
- What do they perceive now?
- What do you want them to perceive?



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## Share Your Vision

- Passion not just data
- Solutions not just problems
- Plain talk not jargon



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## PropelNext: What It Is

PropelNext helps promising nonprofits boost their impact on the lives of disadvantaged young people.



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## PropelNext: How It Works

Our grantees gain the mastery to turn their program visions into reality. They are transforming their passion for serving disadvantaged youth into data-driven insights and practices that deliver even stronger results.



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## PropelNext: Why It Matters

PropelNext has a transformational impact on organizations. They are able to work smarter and more strategically so the young people they serve are better prepared to become independent and self-reliant adults.



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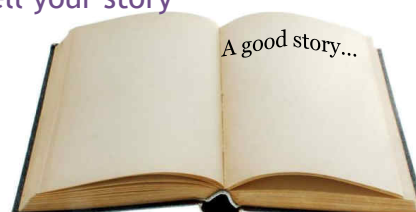
## Tell your story

- Build an emotional connection with your audience
- Has a character who overcomes obstacles to achieve a goal
- Compels you to want to know more
- Characters take action that is life-changing
- Includes a beginning, middle and end



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## Tell your story



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Builds an emotional connection with the audience.



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Has a character that overcomes obstacles to achieve a goal.



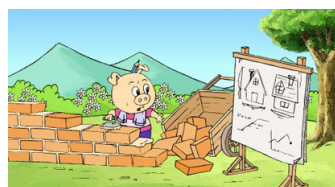
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Compels you to read on and want to know more.



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Has characters you care about who take action that is, in some way, life-changing.



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Has a plot with a beginning, middle and end.



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Now It's Your Turn (Part I)

- Develop Your Messages
  - What do you do?
  - Why does it matter?



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## Now It's Your Turn (Part II)

- Tell a story to illustrate your messages



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## Questions? Comments?

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