How to Build the Right Communications Program for your Foundation
Communications Strategies for Small-Staffed Foundations
September 17, 2015

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

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.

Know Your Audience
- Who is your audience?
- What do they perceive now?
- What do you want them to perceive?
Share Your Vision

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

PropelNext: What It Is

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

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.

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.

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

Tell your story

A good story...
Builds an emotional connection with the audience.

Has a character that overcomes obstacles to achieve a goal.

Compels you to read on and want to know more.

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

Has a plot with a beginning, middle and end.

Now It’s Your Turn (Part I)

- Develop Your Messages
  - What do you do?
  - Why does it matter?
Now It’s Your Turn (Part II)
• Tell a story to illustrate your messages

Questions? Comments?
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