

Crafting a Message to Win More Supporters for Your Cause

**A Workshop with Mal Warwick
Blackbaud 2007 Nonprofit Conference
Charleston SC, November 12, 2007**

Copyright © 2007 by Mal Warwick



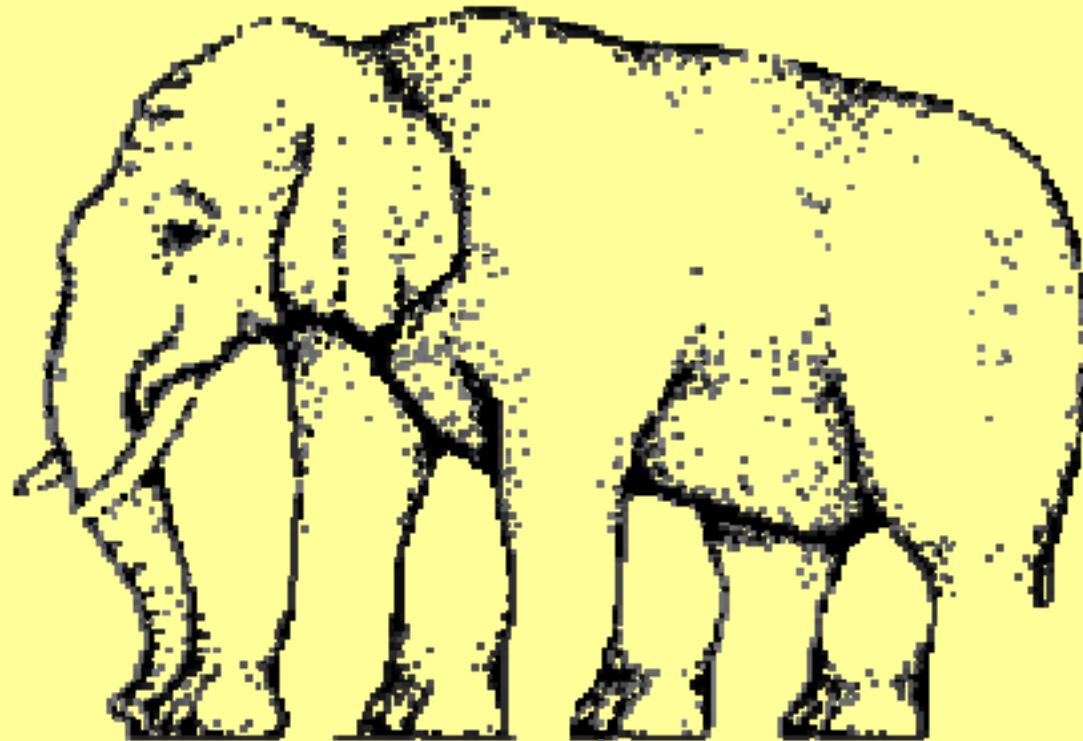
Warning!

This workshop is not about trends, fads, or the newest marketing gimmicks.

**We'll discuss how you can apply
time-tested marketing principles to
the greatest possible advantage for
your organization.**



How many legs does this elephant have?



Today's agenda

Vision

Research

SWOT

Identity

Advantage

Conversation

Rap

1) Vision and mission

The cornerstones of nonprofit success

Vision & mission 1

2 Staff & volunteers



Funding 4

3 Programs

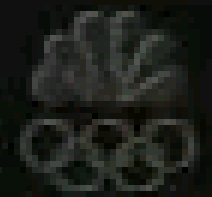
People respond to vision and mission

- **Vision:** How will the world be different if you receive all the resources you need to fulfill your vision?
- **Mission:** What is the essence of your work to advance toward your vision?

Exercise

What is your vision?
What is your mission?

But first, a brief commercial message



2) Research



Research

- **Formal market research**
 - Quantitative
 - Qualitative
- **Informal research**

Formal market research

- **Phone or mail surveys**
- **Online surveys**
- **Focus groups**
- **Mall intercepts**
- **One-on-one interviews**

Informal research

- **Random surveys**
- **Questionnaires**
- **Random calls to donors**
- **Donor consultation groups**

3) SWOT Analysis

SWOT Analysis

I
N
T
E
R
N
A
L

E
X
T
E
R
N
A
L

Strengths	Weaknesses
Opportunities	Threats

4) Organizational identity

Your identity starts with your name

- **What does your name mean?**
- **How long is your name?**
- **Is a short form possible?**
- **Do you use initials – and are they “IBM?”**
- **What do you really call your organization?**
- **Do outsiders call it that, too?**

More about organizational identity

- **Your “look”**
 - Logo
 - Typeface
 - Imagery
- **Your tagline or slogan**
- **Your “story”**

5) Unique Competitive Advantage

Who are you, and what do you do?

- **How do you describe your organization?**
- **What service or product do you provide?**
- **Who are the beneficiaries of your work?**
- **How long have you been in business?**
- **What is your track record?**
- **What is special about your organization?**

Unique Competitive Advantage

What does your organization do better than every other organization in the world?

- As defined by something you **do**?
- **Where** you do it?
- For **whom** you do it?
- How **much** of it you do?
- **How** you do it?
- **How well** you do it?

Exercise

What is unique about your organization?

6) Conversation

With many thanks to Lois Kelly for *Beyond Buzz: The Next Generation of Word-of-Mouth Marketing*

Framing

- **Relevancy**
- **Emotions**
- **Context**
- **Pattern-making**

Vision	Why the organization exists
Mission	The action plan to reach the vision
Values	Shared values, guiding behavior
Value proposition	What supporters receive
Elevator speech	What you do and how it's unique
Messaging	Most important points to convey
Point of view	Beliefs and ideas that help provoke conversation

How a 5-year-old learns

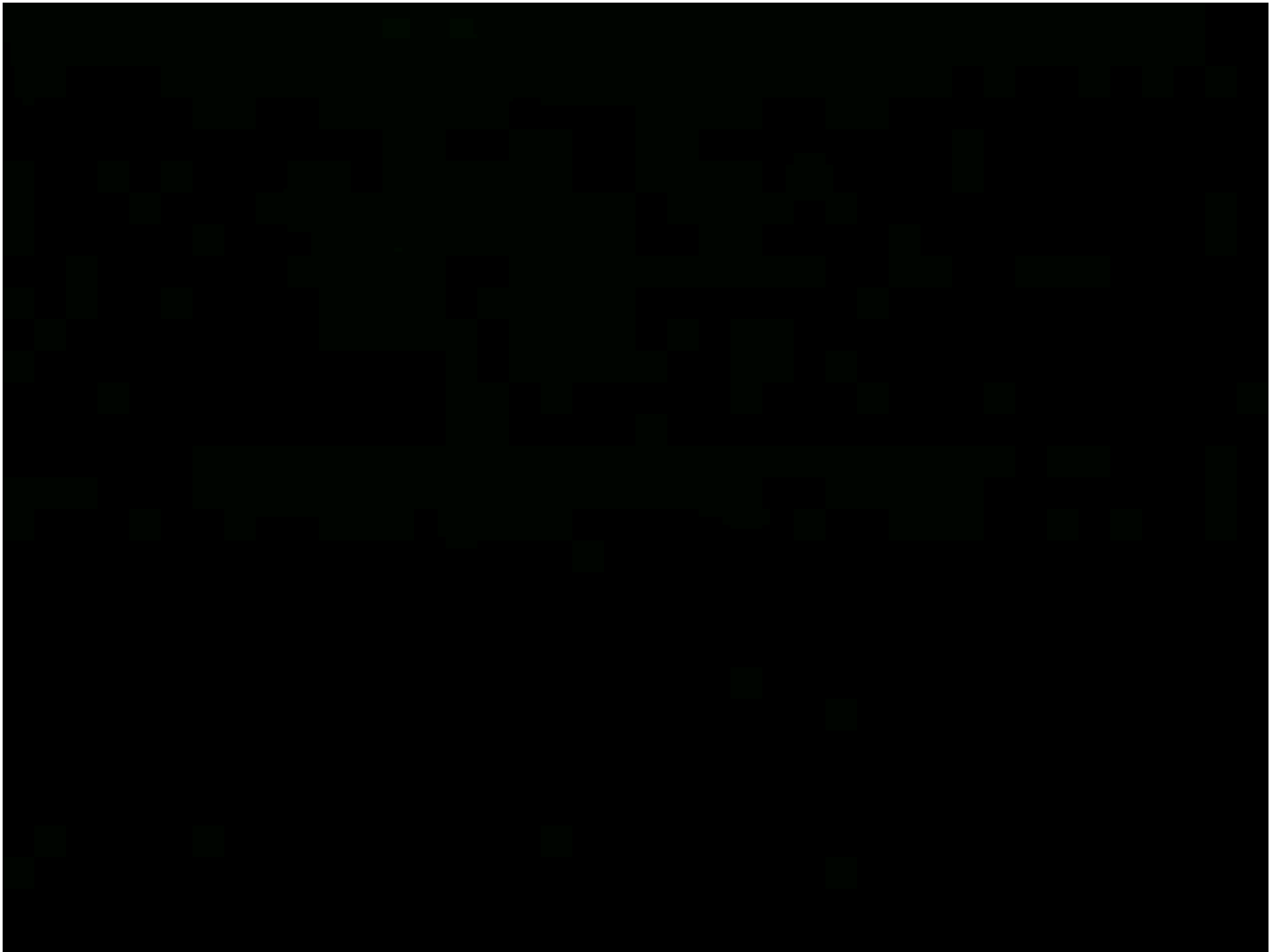
- **Explain why and why not**
- **Use short sentences**
- **Explain cause and effect**
- **Analogies help understanding**
- **Storytelling**
- **Disruptive ideas and language**
- **Try new things**
- **Lighten up**

Engaging your supporters

Aspirations and beliefs	David vs. Goliath	Avalanche about to roll
Anxieties	Counterintuitive or contrarian	Personalities
How-to	Glitz and glam	Seasonal or event-related

Now a message from our sponsor

Blackbaud 2007 Nonprofit Conference 11-07



7) The “elevator rap”

What do you say on an elevator?

- **How can you describe your organization in less than 30 seconds?**
- **How can you motivate a stranger to take interest in your organization?**
- **How can you touch the heart, the head, and the spirit?**

Exercise

“The elevator rap”

The “elevator rap”

- **Practice with colleagues**
- **Practice with family members**
- **Practice with strangers**
- **Organize a game of it, with prizes**

Resources

- ***Marketing Workbook for Nonprofit Organizations, Volumes I and II* by Gary J. Stern (Amherst Wilder Foundation)**
- ***How to Write Fundraising Materials That Raise More Money: The Art, the Science, the Secrets* by Tom Ahern (Emerson & Church)**
- ***How to Write Successful Fundraising Letters* by Mal Warwick (Jossey-Bass)**
- ***Beyond Buzz: The Next Generation of Word-of-Mouth Marketing* by Lois Kelly (Amacon)**

Free monthly e-newsletter!



Just give me your business card

Time for questions now!

- For more information, contact:
- Mal Warwick Associates
- 2550 Ninth Street, Suite 103
- Berkeley, CA 94710-2551
- Phone (510) 843-8888
- Email info@malwarwick.com
- Web www.malwarwick.com

