



**CRAFTING THE MESSAGE:
GETTING THE WORD OUT
DEVELOPING YOUR COMMUNICATIONS STRATEGY**

I. The CASE Statement VS. the MISSION

- C Cause at Hand**
- A Action Addressing the Cause**
- S Statement of Goals**
- E Expected Results**

II. The MISSION

Shouldn't be longer than the Father Junipero Serra Trail(!)

III. The Obvious

Logos, Colors, Business Cards, Newsletters, Annual Reports.

IV. The Real Work

Press Releases, PSA's, Interviews, Ho'ike, Speeches.

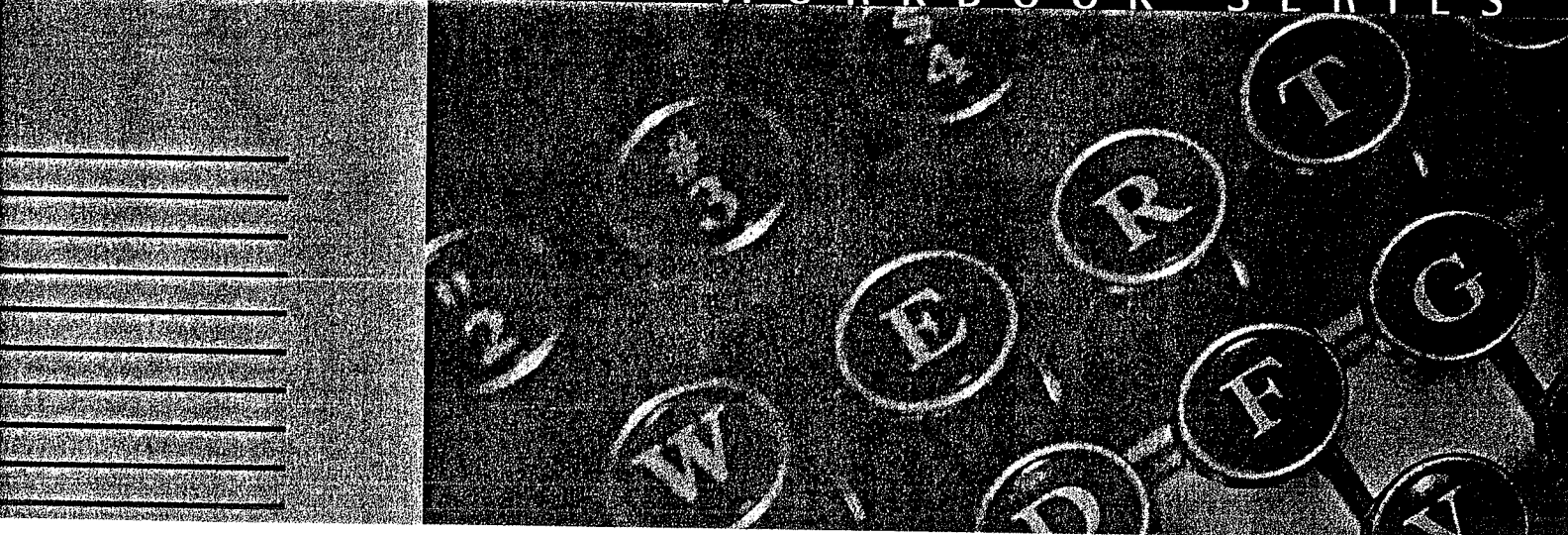
V. Repetition Ad Naseum

"Wontcha tell me, over and over and over again, my friend. . . ."

VI. Where's the Fun?

The Hamster Dance and More.

EXCELLENCE IN FUND RAISING
WORKBOOK SERIES



**DEVELOPING
YOUR CASE
FOR SUPPORT**

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THE FUND RAISING SCHOOL AT THE
INDIANA UNIVERSITY CENTER ON PHILANTHROPY

ARTICULATING A CASE TO ATTRACT DONORS

Case Component	Must Articulate
1. Mission statement	An awareness of the cause; insight into the problem addressed by the nonprofit.
2. Goals	The desired achievement that is expected to solve the problem.
3. Objectives	What will be accomplished by reaching the goals.
4. Programs and services	The nonprofit's service to people (including stories of how people benefit).
5. Finances	The expenses of providing programs and services, as a validation of the need for philanthropy.
6. Governance	The character and quality of the organization as shown in its staff and volunteer leadership and governance structure.
7. Staffing	The qualifications and strengths of staff.
8. Service delivery	The advantages, strengths, and effectiveness of the mechanics of program and service delivery.
9. Planning and evaluation	Program and fund raising plans and evaluation processes that demonstrate service commitments, strengths, and impact.
10. History	The heroic saga of founders, staff, and others, and the credibility implied by success over time.

WORKSHEET 13.1

Reviewing the Availability of Case Components

Item	Have	Need	Who Develops or Finds	Date of Completion
Current board list with community and business affiliations	_____	_____	_____	_____
Advisory group list(s) with community and business relationships	_____	_____	_____	_____
Financial statement (balance sheet) for most recently completed fiscal year	_____	_____	_____	_____
Current year operating budget	_____	_____	_____	_____
Biographical sketches of key volunteers and staff	_____	_____	_____	_____
Letters of endorsement and recognition of service.	_____	_____	_____	_____
Statistical data that quantify the mission and goals and objectives of the organization	_____	_____	_____	_____
Selected reprints of articles about the organization and its mission	_____	_____	_____	_____
Tax-exempt-status letters	_____	_____	_____	_____
List of major donors, with or without gift amounts	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

WORKSHEET 14.1**Reviewing Case Expressions for Effectiveness**

1. How effectively does this publication make your case for support? That is, does this piece clearly demonstrate how your organization meets a need in the community?

2. How well does this publication position your organization as a problem-solver in meeting the community need?

3. How clearly does it demonstrate that the community benefits from your organization's work?

4. How well does it describe the characteristics that set your nonprofit apart from others doing the same kind of work?

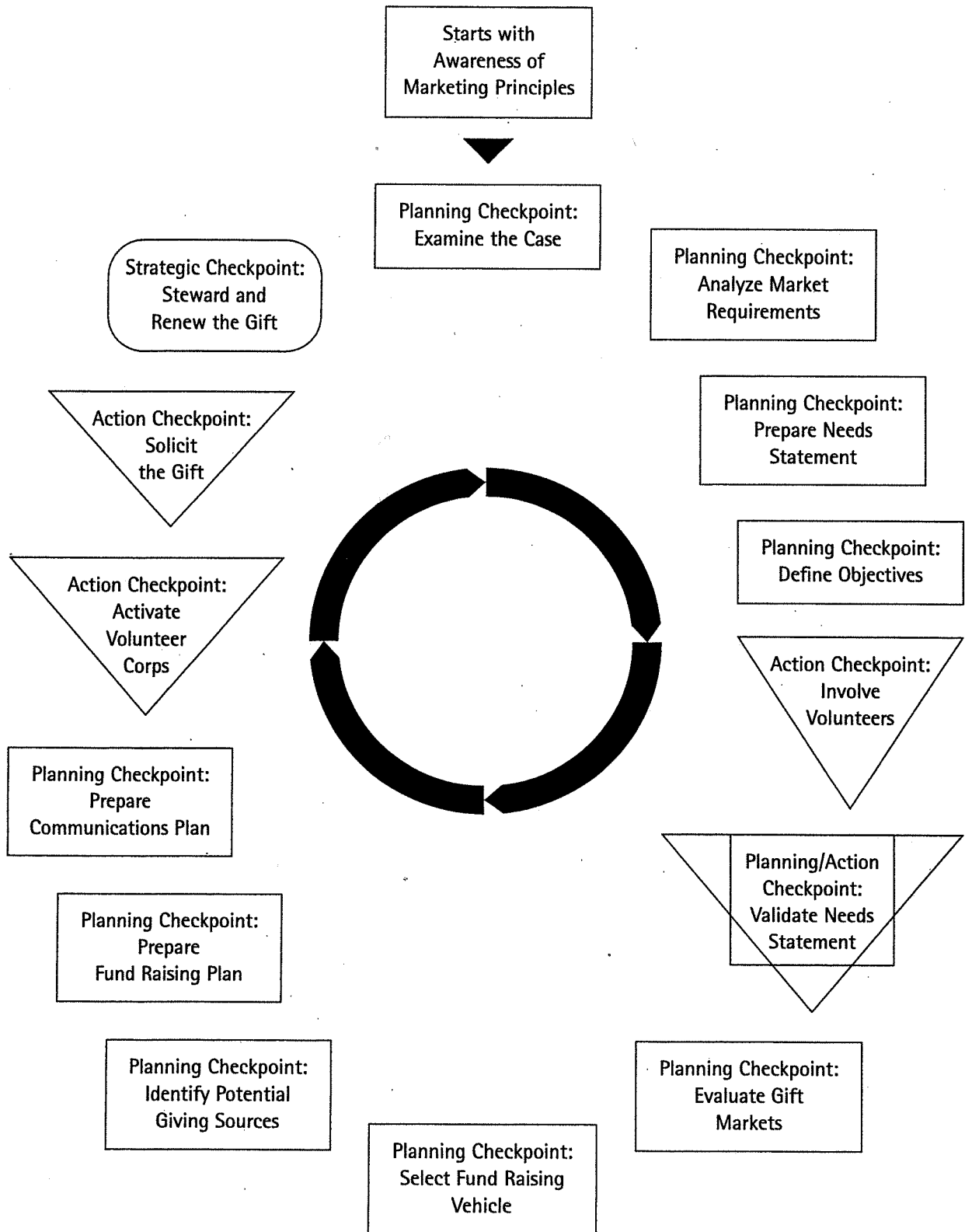
5. If the publication is a fund raising case expression, how well does it state your organization's financial needs (fund raising goals)?

6. How clearly does it instruct readers about how they can make gifts?

7. How persuasively does it convince readers of the benefits they (and others) receive from making gifts?

8. What improvements does your organization need to make in this publication to make it more effective in the future?

The Fund Raising Cycle



ADDITIONAL RESOURCES

Karen E. Lake, “Why Good Communications Matter for Nonprofits,” *Communications Toolkit*, W.K. Kellogg Foundation. Available at www.wkkf.org/Toolkits/Communication.

Karen Wolf: *Now Hear This: The Nine Laws of Successful Advocacy Communications*, Fenton Communications, Washington, DC, 2001. The nine laws outlined in the report provide useful and practical guidelines for achieving successful communication campaigns that influence positive change. Available at www.fenton.com/resources/nht_report.asp.

The W.K. Kellogg Foundation website has a great communications toolkit. The entire toolkit is found at www.wkkf.org/Toolkits/Communication. It includes sections on planning, media relations, getting ready, advertising, evaluation, and resources. The planning section has a pdf file for free download on “*Elements of a Strategic Communications Plan*.” This is essentially a simple workbook (just 22 pages) that has worksheets for developing your plan. Each is preceded by a short introduction explaining how to organize your thoughts and complete the worksheet.

The *SPIN Project* (Strategic Press Information Network) www.spinproject.org, website has a series of helpful tutorials on media strategies and tactics: The SPIN Tool Kit. Topics include strategic media plans, news hooks, cultivating relationships with reporters, making news with your report, internet PR, photo ops and media events, media lists, and working with PR consultants.