



RAISE

Texas Summit 2023

MAR
2 - 3

at the
Federal
Reserve
Bank of
Dallas

CONNECT TO EFFECT:
BUILDING AN EQUITABLE
FINANCIAL ECOSYSTEM
FOR TEXANS



*Strength-Based Communications
Training Session*



D. Gandhi Communications

March 2023

Today's Agenda

Section 1: (3:30-4:00) 30 mins

What does “strengths-based” even mean?

- Definitions
- Group exercise

Section 2: (4:00-4:45) 45 minutes

- Individual exercise, Q&A / discussion
- Improving planning & process

Section 3: (4:45-4:55) 10 minutes

- Q&A & survey

Section 1

Definitions, Examples, Exercise



Section 1: What does “strengths-based” even mean?

When you understand your strengths, you can move from a position of simply surviving to thriving.

- Dr. Byron McClure



How you talk drives how you raise...

It shouldn't be taken for granted.

Strength-based messaging:

- Relies on impact via first-person stories supported by data
- Informs *and* connects your audiences to your mission
- Emphasizes collaboration and flexibility
- Leading from strengths means you're leading the conversation not responding



...and how you don't.

Deficit thinking and language hurts.

Deficit-based messaging:

- Centers what an individual, group, or community needs (and therefore currently lacks)
- Focuses on problems to be fixed
- Can perpetuate stereotypes and misinformation



Description 1

Our award-winning program is designed to help troubled and at-risk youth ages 14 to 17 and young adults from 17 to 21 years. We didn't design this course for serious juvenile offenders, but rather to be an early intervention for teens who may have started down a self-destructive path, but who have not yet burned any vital bridges.



At Food Bank, we know that hunger is not just an individual experience; it's also a community-wide symptom of unequal access and barriers to employment, education, housing and health care. That's why our work to build community connections that help everyone access nutritious, affordable food is so important. And that work is most effective when people like Elisa are in the lead — those who have faced hunger and know what it takes to build stronger communities.

Description 2



Let's get to work

Rewrite Description 1: 5 minutes

Share Examples: 5 minutes



No Fake Flowers

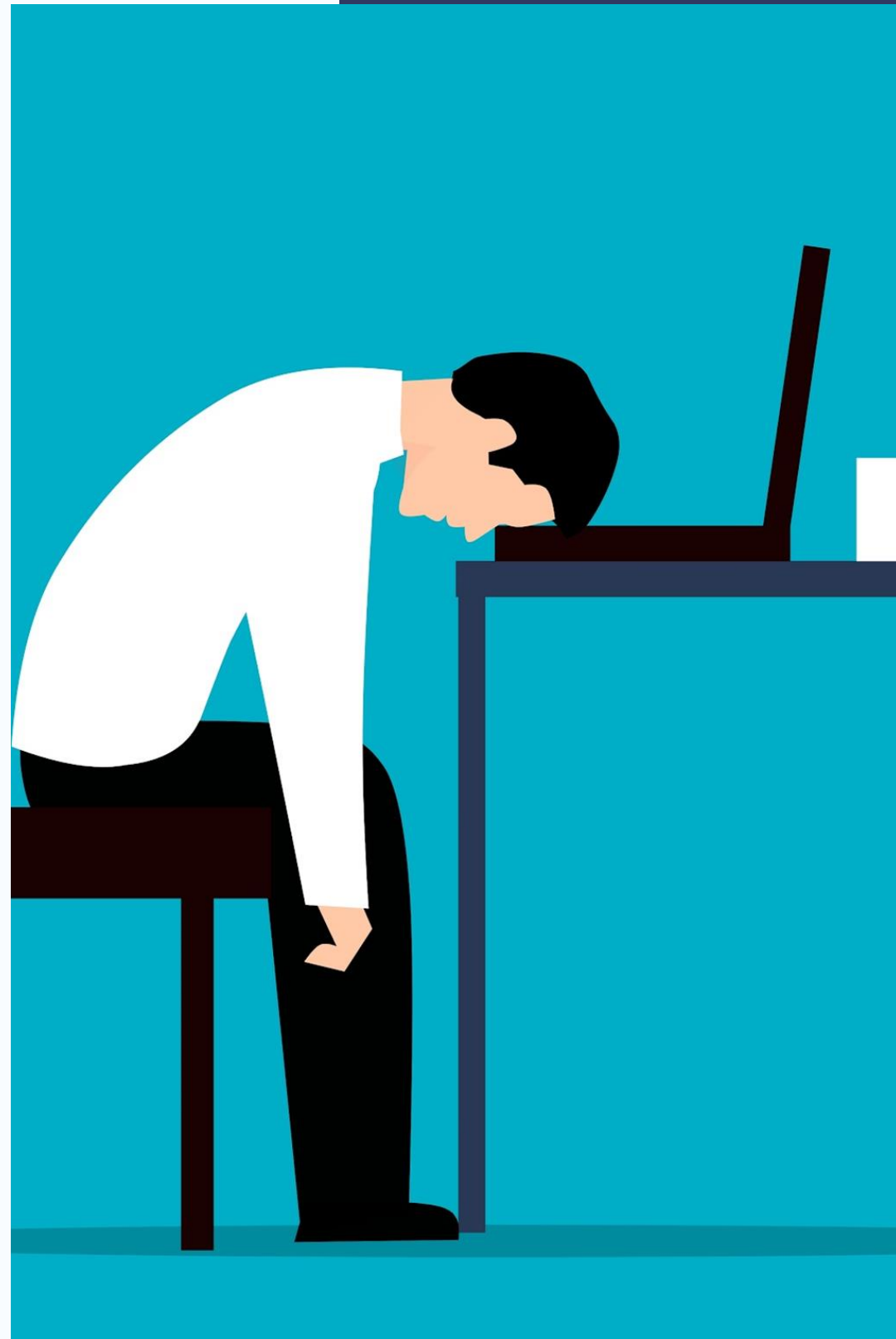
- We aren't making problems go away by using different language
- We're challenging ourselves to move from charity work to systems work
- We're challenging ourselves to find and explain our place within larger systems



Section 2

Improving your org's communications





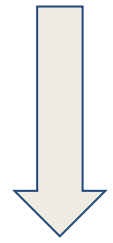
Your Baseline

Value Proposition Exercise

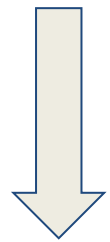
Define your value

- Open a blank document
- Answer these three questions in three simple sentences maximum each:
 - What does your organization do?
 - Who does your organization work for?
 - Why is your organization best positioned to do this work?

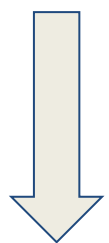
What do funders want?



What do we need?



What do we offer?



What do we do better than anyone else?

Questions to Ask

- What makes us unique?
- What are our organization's strengths?
- How do we use our strengths to get results?
- How can we reframe challenges to be seen as exciting opportunities?
- What meaningful measures would indicate that we are on track to achieving our goals?
- What meaningful stories bring our data to life?
- What resources are needed to implement our most vital projects?



Planning & Process

Tips and Tools for Success

Communications Strategy

- I know.
- But it's important.
- You need a North Star
- Communications should help you achieve your organization's goals



Business Goal:

- Gain 5% overall increase in funding in one year.

Business Objective:

- Increase donations from individual donors by 10%

Communications Tactics:

- Add fundraising requests to monthly newsletter
- Share link to donate via social media
- Add donation link to all social media profiles
- Create 3 videos to share on social media



Business Goal:

- Gain 5% overall increase in funding in one year.

Business Objective:

- Increase donations from individual donors by 10%

Communications Goals:

- Increase awareness of mission and impact to donors.
- Increase attendance to annual fundraiser.



Communications Objectives:

- Earn 50% increased engagement* from monthly donors in one year.
- Increase traffic to donation page by 25% annually.
- Sell 5% more tickets to annual fundraiser.

Internal Process



Communications Tactics

Business Goal:

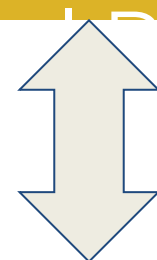
- Gain 5% overall increase in funding in one year.

Business Objective:

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Communications Objectives:

- Earn 50% increased engagement* from monthly donors in one year.
- Increase traffic to donation page by 25% annually.
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Communications Tactics

Original Communications Tactics:

- **Add fundraising requests to monthly newsletter**
- Share link to donate via social media
- Add donation link to all social media profiles
- Create 3 videos to share on social media

New Communications Tactics:

EMAIL:

- Send fundraising emails to top donors focused on fundraising goals, impact, invitations for site visits (*cadence, reporting*)
- Introduce email referral program to help existing donors invite new donors in their network
- Develop emails from beneficiaries, board members, leadership
- (*and yes*) Add fundraising request to monthly newsletter

Communicate with Purpose

Why

Why are you communicating?

What

What do we want to say and to whom?

How

How will you reach your audiences?

Use it or lose it.

Twitter

77% of nonprofits worldwide have a Twitter Profile. 21% tweet less than once weekly, 18% tweet once daily, 18% tweet one tweet every other day.

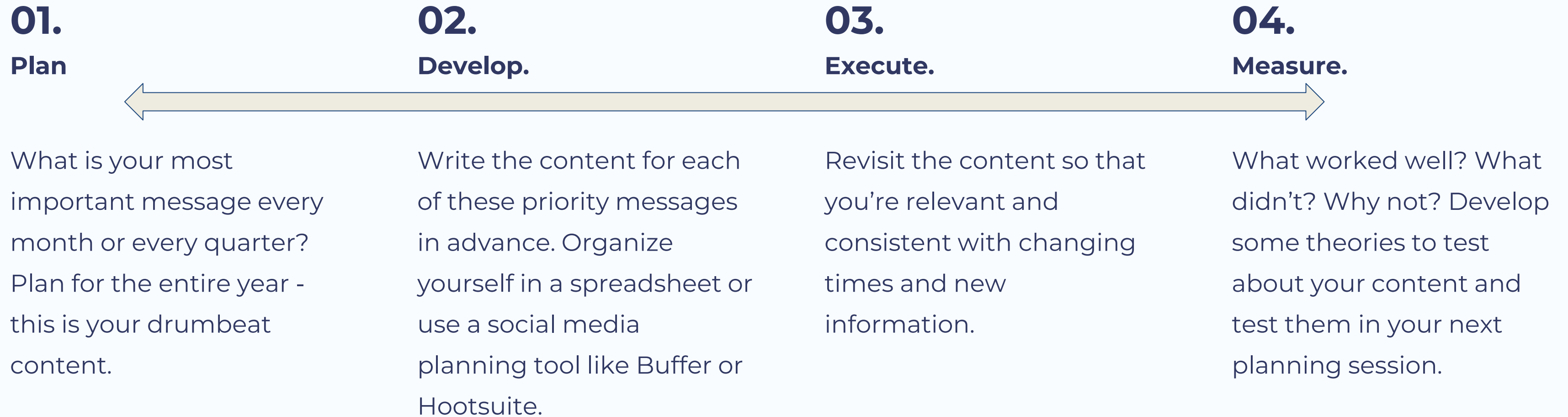
LinkedIn

56% of NGOs worldwide have a LinkedIn Page. 68% post less than once weekly.

Instagram

50% of NGOs worldwide have an Instagram Profile. 30% share less than once weekly.

Streamline what matters.



Evaluate user flow.

Give

How often are users landing on your donate page? How clear is the donate CTA?

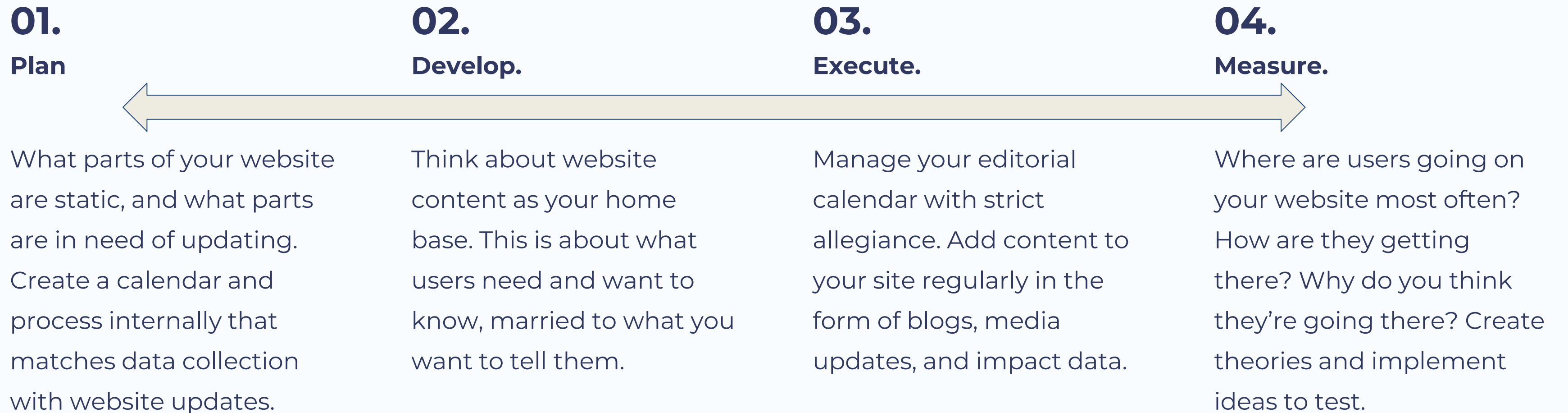
Connect

How easily can users find your email newsletter and/or social channels to follow your brand? How many options do people have to stay in touch?

Learn

Do people visit your blogs, reports, or media pages? How prominent are these pages? How often is content added?

Less is more.



Less spam, more results.

Smart Lists

Make lists that make sense for your organization. Perhaps by donor level or geography or interest area.

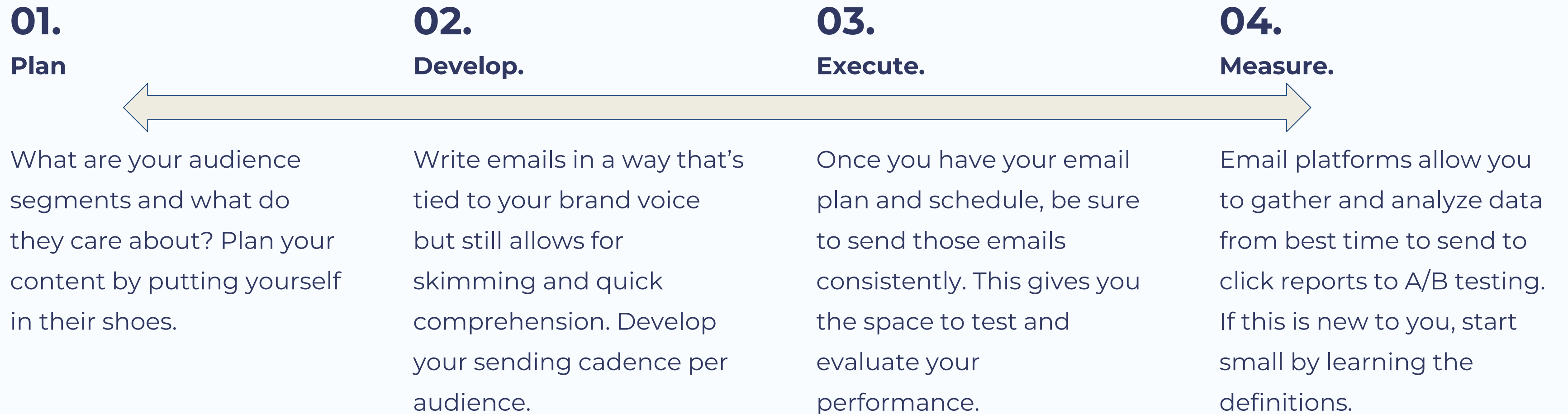
Relevant Content

We all know the difference between a valuable email we look forward to reading and then the others. The key here is finding out what's valuable and interesting to your audience segments.

Integrated

Remember that calendar we started with? Email has to be part of that planning. All of these channels have to work together for your audience to get it.

Inbox inventory.



Tools

You need a bigger toolkit.

- Project Management: Asana
- Design: Canva
- Email: Mailchimp
- Donor Management: Bloomerang



Tools Don't Solve Problems.

- Team needs to think through the what, how, and why for tools to be effective
- Make your operating dollars as effective as possible
- Measurement is the key
- Relieve yourself from the chaos



Questions?



Let's talk



D. Gandhi Communications

Let's Get To Work.

Email Address

dulari@dgandhicomms.com

Website

www.dgandhicomms.com