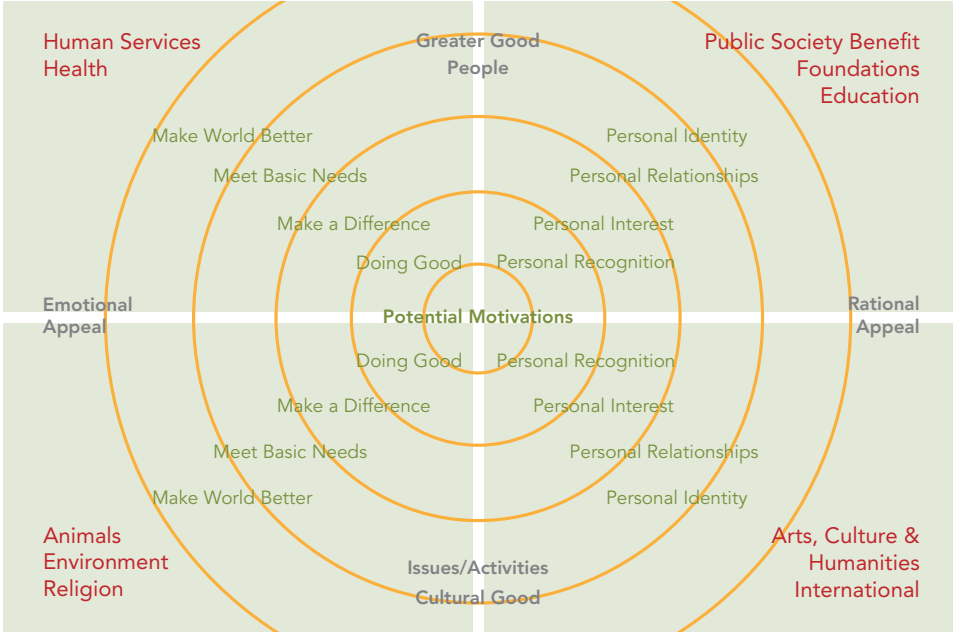


RAISE YOUR VOICE

12 RESOLUTIONS FOR BETTER COMMUNICATIONS

Why do people give?

- Personal _____
- To make a _____
- To make an _____
- _____ based
- Sense of _____

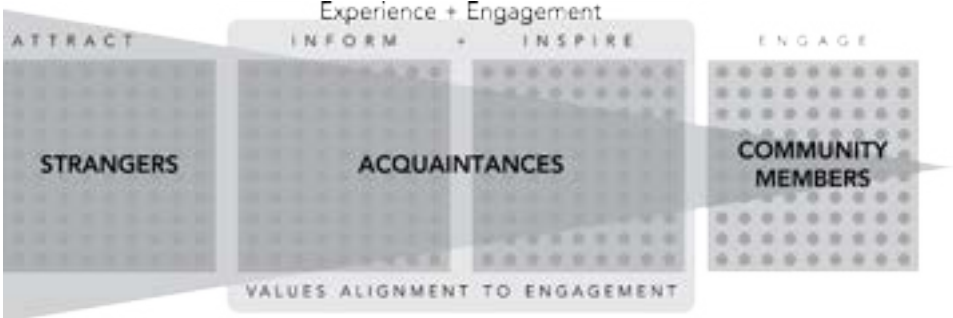


The answer key is on page four!

Mission-Driven Design is

- _____.
- Aligns _____ and _____ with _____ and _____.
- All communications are _____ communications.

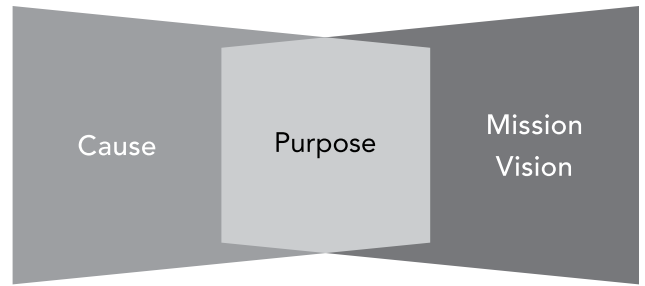
The Engagement Continuum:



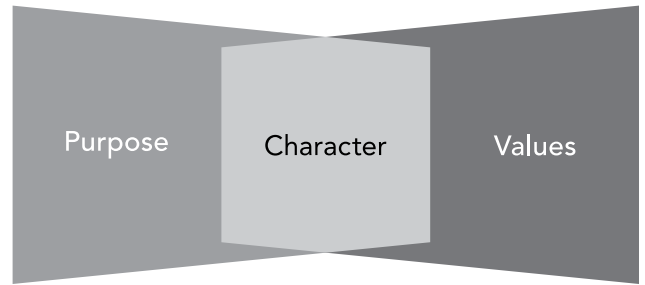
Three Common Problems

- Lack of _____.
- Lack of _____.
- Need to _____.

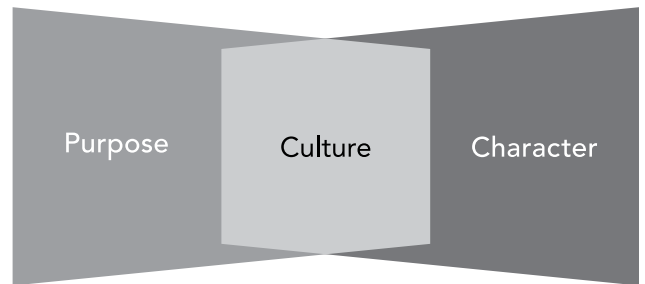
- Your _____ is what people believe in, and is meaningful to your audience.
- Your _____ is the impact that people believe you can make.
- Your _____ is found in the beliefs and higher calling that compels you to act on your mission.



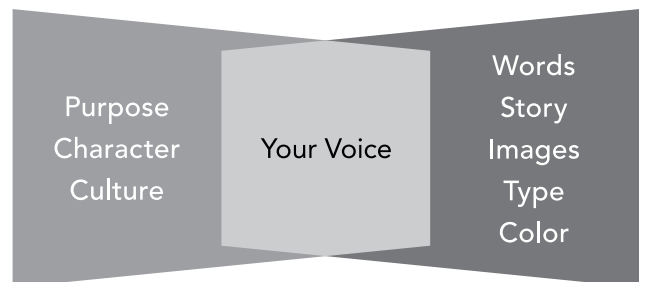
- _____ are principles that give meaning to purpose.
- Your audience finds meaning in your _____ and cause when your _____ align with their values.
- Values define an organization's _____, are vision in action, guiding behavior and practices.



- Actions speak louder than words. Culture is the visible _____ of your values.
- Culture is _____ in action.
- Your stakeholders experience your _____ and _____ at every touch point and interaction.



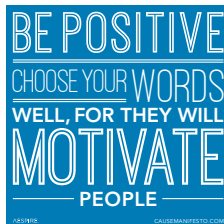
- Your audience is listening for a voice that _____ to their minds, and _____ to their hearts.
- An organization's visual and verbal voice makes it _____ and _____.
- The organization's voice should be consistent with its _____, _____ and _____.



12 Resolutions for better communications:

Strategic	Be Strategic	Be Focused	Be Meaningful
Inspirational	Be Insightful	Be Inspiring	Be Engaging
Relational	Be Social	Be Grateful	Be Trustworthy
Aspirational	Be Positive	Be Powerful	Be Courageous

Beginning today, I will resolve to be: (Read all the resolutions at causemanifesto.com)



Answer Key

Page One

Why do people give?

- Connection
- Difference
- Impact
- Faith
- Loyalty or affinity

Mission-Driven Design is

- Intentional
- Design
- Communications
- Purpose
- Mission
- Supporter (or donor)

Three Common Observations

- Clarity
- Focus
- Do

Page Two

Purpose

- Cause
- Mission
- Purpose

Character

- Values
- Purpose
- Values (and actions)
- Character

Culture

- Evidence
- Character
- Culture
- Values

Voice

- Speaks
- Appeals
- Recognizable
- Familiar
- Purpose
- Character
- Culture



Your followers are looking for a leader to follow, and a cause to believe in. It's up to you to start the movement. #BeCourageous



Design and communications create ambassadors and advocates for your cause.



Your cause matters, that's why #design matters. Design with purpose. #beIntentional



"Be strategic" should be the first words considered with any planning. #RaiseYourVoice

Resources:

- Raise Your Voice Sample Chapter http://bit.ly/RYV_Sample
- Free Manifesto Poster http://bit.ly/Manifesto_Poster
- Free Resources http://bit.ly/RYV_Sharing
- Buy Books http://bit.ly/Buy_RYV
- Aespire.com/blog
- Join our members-only list, the ChangeMakers Movement at <http://bit.ly/RYVChangeMakers>

Leap of Reason

- leapofreason.org

BUY & SHARE 



This book will change the way you think about your cause and your supporters.

Raise Your Voice: A Cause Manifesto is a book that explores a framework of mission-driven design, and helps you understand how your organization's purpose, character, and culture create a unique personality and distinctive voice on behalf of your cause. Discover how twelve strategic, inspirational, relational, and aspirational principles can transform your nonprofit or philanthropic culture, and empower you to communicate with your supporters more powerfully and effectively.

Visit causemanifesto.org to order, and to request a complimentary Cause Manifesto poster!



"With *Raise Your Voice*, Brian Sooy gives nonprofits a means to go beyond being the loudest voice in the room to crafting a clear, articulate message which allows donors to see themselves as part of the solution."

Julie Chase-Morefield,
Executive Director,
Second Harvest
Food Bank of
North Central Ohio