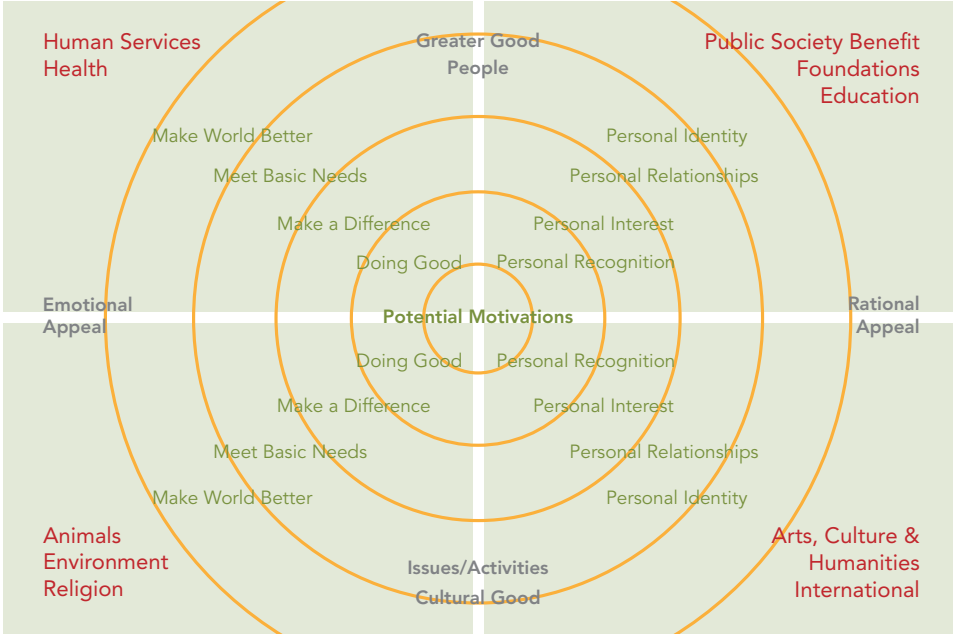


# RAISE YOUR VOICE

12 RESOLUTIONS FOR BETTER COMMUNICATIONS

## Why do people give?

- Personal \_\_\_\_\_
- To make a \_\_\_\_\_
- To make an \_\_\_\_\_
- \_\_\_\_\_ based
- Sense of \_\_\_\_\_

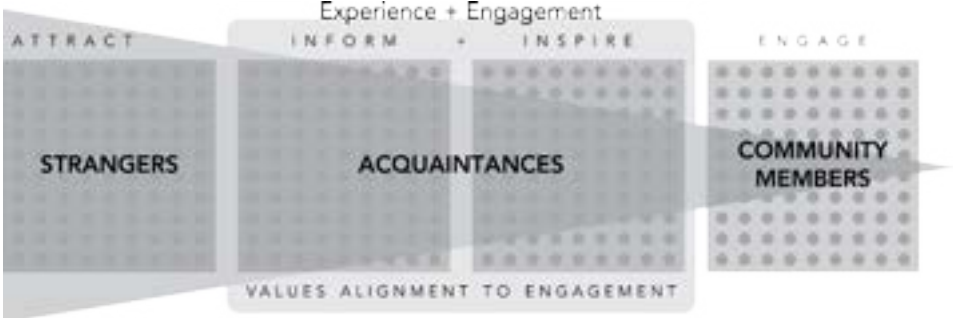


The answer key is on page four!

## Mission-Driven Design is

- \_\_\_\_\_.
- Aligns \_\_\_\_\_ and \_\_\_\_\_ with \_\_\_\_\_ and \_\_\_\_\_.
- All communications are \_\_\_\_\_ communications.

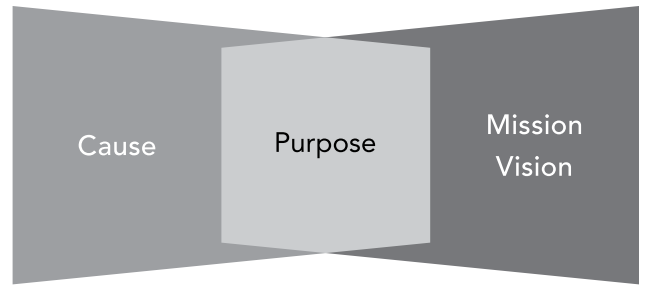
## The Engagement Continuum:



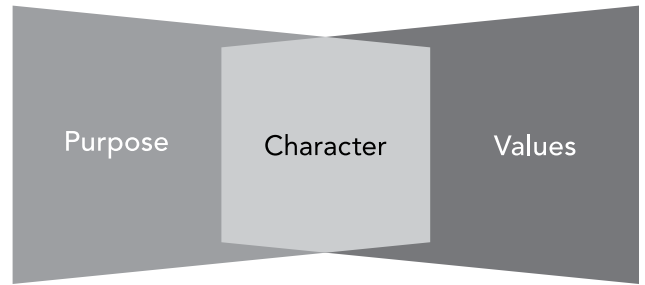
## Three Common Problems

- Lack of \_\_\_\_\_.
- Lack of \_\_\_\_\_.
- Need to \_\_\_\_\_.

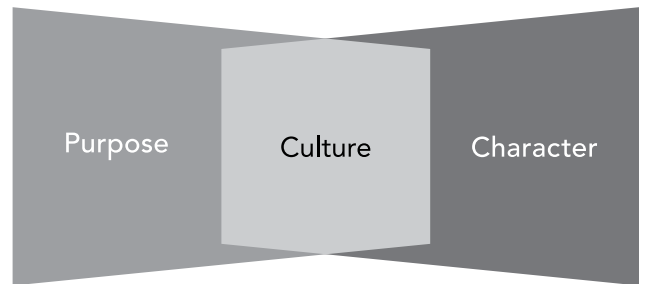
- Your \_\_\_\_\_ is what people believe in, and is meaningful to your audience.
- Your \_\_\_\_\_ is the impact that people believe you can make.
- Your \_\_\_\_\_ is found in the beliefs and higher calling that compels you to act on your mission.



- \_\_\_\_\_ 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.



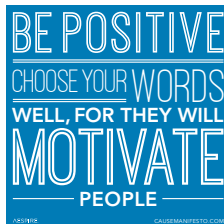
- Your audience is listening for a voice that \_\_\_\_\_ to their minds, and \_\_\_\_\_ to their hearts.
- An organization's visual and verbal voice makes it \_\_\_\_\_ and \_\_\_\_\_.
- The organization's voice should be consistent with its \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.



12 Resolutions for better communications:

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

Beginning today, I will resolve to be: (Read all the resolutions at [causemanifesto.com](http://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](http://bit.ly/RYV_Sample)
- Free Manifesto Poster [http://bit.ly/Manifesto\\_Poster](http://bit.ly/Manifesto_Poster)
- Free Resources [http://bit.ly/RYV\\_Sharing](http://bit.ly/RYV_Sharing)
- Buy Books [http://bit.ly/Buy\\_RYV](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](http://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](http://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