Crafting Your Message

- Effective Communication
- Staying on Message
- Dealing with the Media

Kentucky Nonprofit Week is an excellent opportunity for your organization to highlight your mission, goals, and accomplishments in your community. Below are some helpful tips and strategies on how to better inform the community about your organization.

- **Brainstorm** and finalize your message for Kentucky Nonprofit Week. Hold a meeting with staff, volunteers, and possibly those you serve, to establish what specifically you want to highlight during this week of celebration (your mission, a new program, an upcoming event, etc.).

- Prepare **Talking Points**. Most people involved in your organization should already know this information, but depending on the situation, they may feel at a loss for words. Create a handy reference with the most essential information: who you are, who you serve, how many clients you have helped, the difference you have made in your community, your proudest accomplishment, your current fundraising campaign, your annual event, etc.

- Give **Examples**. The real-life experiences of your organization and those you serve can be powerful examples. Draw on your staff’s experience, volunteer’s impressions, your client’s stories, and your board’s involvement to provide compelling examples that support your cause. If you have not already done so, you should have documented a few of these stories that your staff, volunteers, and board can use if approached by someone wishing to know about your organization.

- Find a way to tie the message to “What's In It For Me?” Individuals need to be able to connect to your story. Make sure you know why they should care, what’s in it for them, what can they do to help, etc.

Quick Tips:

- Always prepare your message in advance, and stay on message.
- Prepare **key phrases** and **examples** to accent your message.
- Prepare several **different ways** to say the same thing.
- First impressions count, be organized, prepared and clear with your message.
- **Media interviews are typically not the place for original thoughts!**