

Making Your Messages Matter To Multiple Audiences

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For Maryland Nonprofits

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The Messaging Crisis

84%: Messages connect to target audiences somewhat or not at all

70%: Messages poorly targeted to audience wants and needs

73%: Messages lack inspiration

86%: Messages difficult to remember

Source: *Getting Attention* Survey of nonprofit communicators, 2010

The Messaging Crisis, cont.

50%: Core messaging not used consistently

WHY?

- Lack of Leadership support
- Too busy
- Worried about expense
- Diverse audiences
- Complex programming

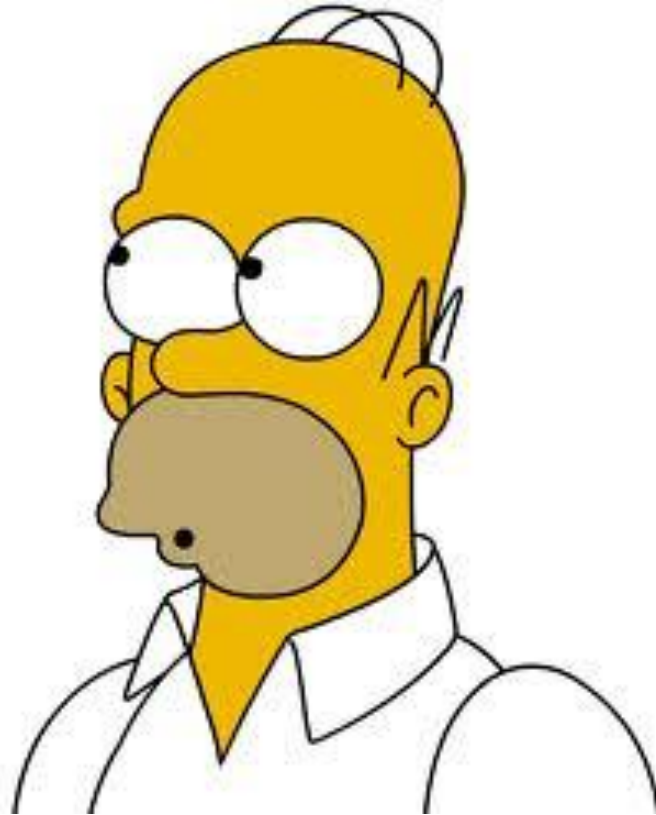
The Paradox

1. You must communicate your core message consistently, repeatedly, across all platforms and channels.
2. You must tailor your message differently to meet the interests of different target audiences.

Myth: He's Not Eagerly Awaiting Your Next E-mail



Reality: Has the Attention Span of
A Gnat



Meanwhile, A Revolution in Media



Result: The Reader is King



Core Message

- Who you are
 - Whom you serve
 - Why you do what you do
 - And why should I care?
-
- Elevator speech
 - Tagline
 - But probably NOT your mission statement

What's Yours?

Does it express...

- Who you are
- Whom you serve
- Why you do what you do
- And why should I care?

Your Primary Audiences

- Donors/prospective donors
- Volunteers
- Clients

Why Should They Care?

Donor: What's He Care About?



Volunteer: What's She Care About?



Recipient: What's She Care About?



How Can We Tailor a Core Message
For Each of These Audiences?

Newsletters

Does one size fit all?

Alternatives

- Targeted e-newsletters
- Postcards
- Blog, Facebook, Twitter, You-Tube
- Multiple entry points to website

Why This Matters

- Remember who's king
- Remember the revolution
- Remember your competition
- Remember attention span

Have sympathy for your reader. Make the reading experience as easy as you possibly can.

Follow-up

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