



VIRTUAL SUMMIT FOR

NONPROFIT CHANGEMAKERS

2 DAYS + 20 EXPERTS LIVE & ONLINE

**Want to Change the Word?
Change Your Message.**

Douglas Spencer

President & Chief Brand Strategist
Spencer Brenneman, LLC





I'm Douglas Spencer

Messaging & Brand Strategy Consultant

Spencer Brenneman helps mission-driven organizations reframe their focus and remaster their messaging to thrive in any environment.

Author

Do They Care? The one question all brands should ask themselves, continually. Available on amazon.com.

Former Global Head of Brand

Led the migration of the multiple Thomson and Reuters brands to create Thomson Reuters, a global \$13b information provider.

Podcast

Messaging on a Mission!

Visit: <http://messaging.show>





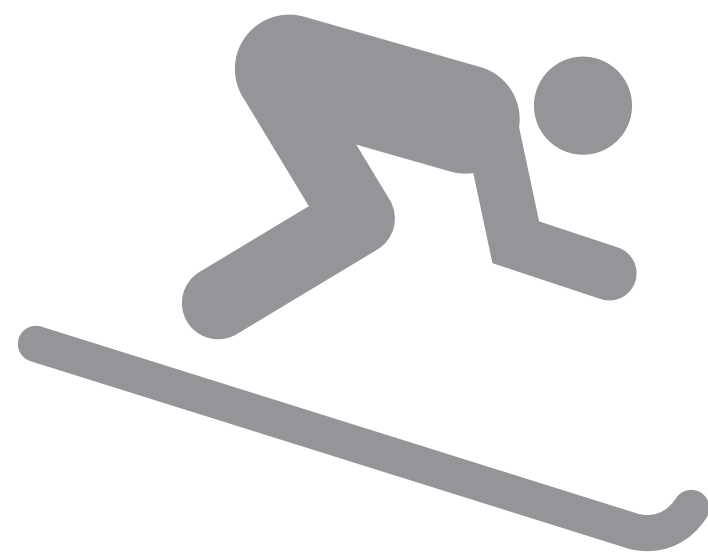
Agenda

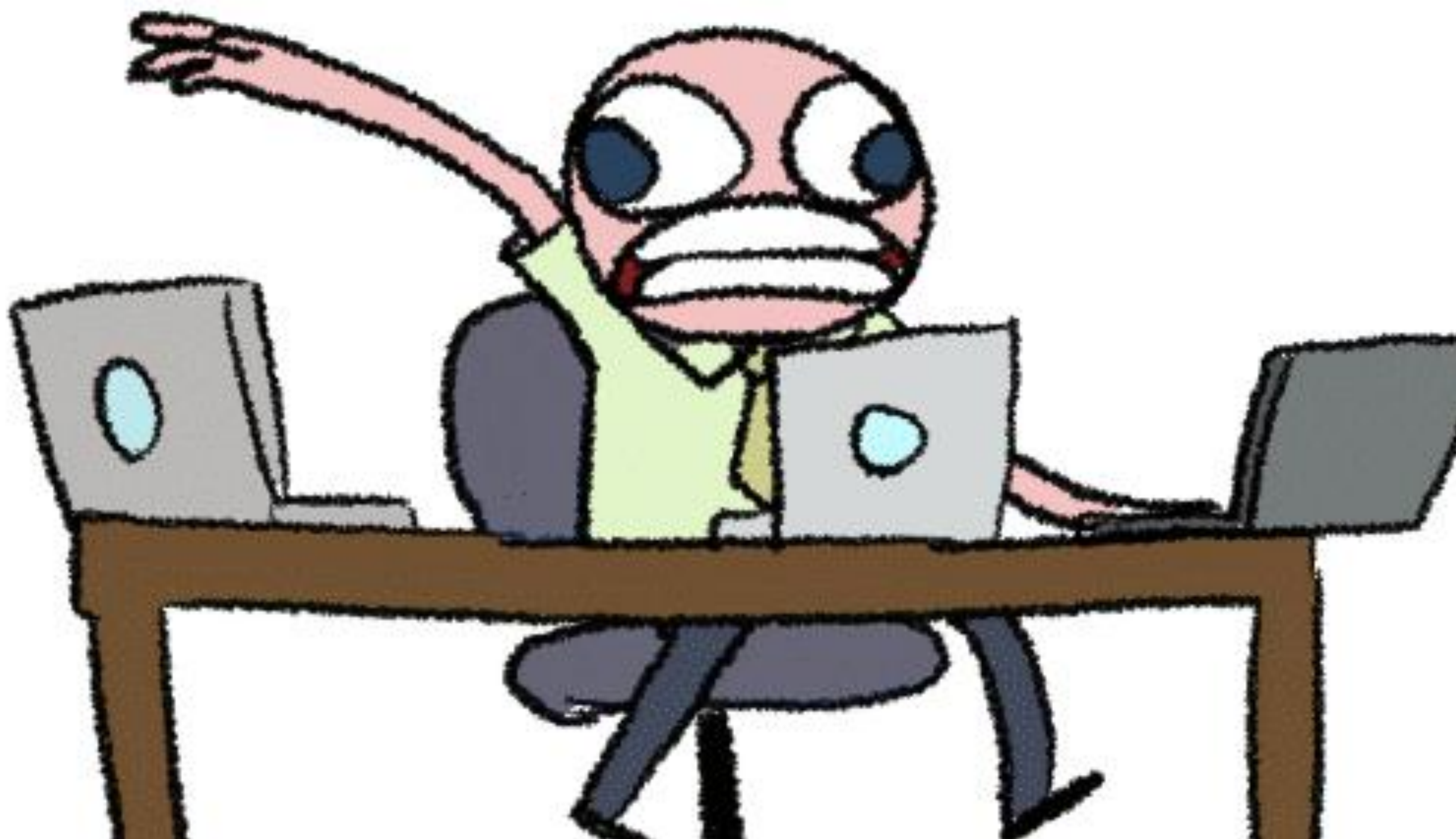
Want to change the world?

- ▶ Align your message to what you do best and is needed most
- ▶ Maintain your focus and create real differentiation, and finally
- ▶ Create genuine emotional connections with your supporters.



Align Your Message to What You Do and What is Needed Most





Ask yourself these questions



How many are
there?

More than 5

Are they all of
equal importance?

Not at All

Do they—
together—tell a
clear and
compelling story?

“If I’m being
honest...no.”

“



Sure, we can write a clear grant proposal,
but explaining what we do to everyone else?
That is a struggle.

”

Here's what's happening



You're trying to
do too much.

You're not sure
what will
resonate so
you share
everything.

You're too
focused on the
details to talk
about the
bigger picture.

The Goal for Your Message





HOW TO FIX IT...



RESEARCH



REFLECT



RESEARCH





RESEARCH

Another Reason Why Research Rocks





Here's why market research is critical:

RESEARCH

You're trying to do too much.

We want to determine where our greatness really lies.

You're not sure what will resonate so you share everything.

We want to get a sense of what is important to people.

You're too focused on the details to talk about the bigger picture.

We want to learn what folks know, what to know, and need to know.



RESEARCH

Options:

- ▶ Hire a firm
- ▶ Create a simple survey
- ▶ Conduct informal focus groups or listening sessions

RESEARCH



Survey

Customer Satisfaction Survey

1. Please tick a box on each line to indicate how much you rate level of service

	Excellent	Good	Average	Poor	Very Poor
a. Location	☐	☐	☐	☐	☐
b. Comfort	☐	☐	☐	☐	☐
c. Facilities	☐	☐	☐	☐	☐
d. Staff	☐	☐	☐	☐	☐
e. Value for money	☐	☐	☐	☐	☐

What can we do to improve service?

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Questions to ask:

- **Who** are the respondents (e.g., age, gender identity, titles)?
- **What** are their priorities?
- **When** are they most likely to think about your work?
- **Where** are they within the broader community?
- **Why** do they care about what you do?
- **How** can you be of the most help? How do they see themselves involved in your work?

RESEARCH





REFLECT

Reflection on Your What and How

1. What is it we really do, at a fundamental level?
2. How do you do that better and differently than anyone else?



Sample End Result

(BEFORE)



Leading Cities, an international nonprofit organization, is a global leader in Smart City solutions, city diplomacy, and collaboration advancing sustainability and resilient city strategies and technologies to improve the quality of life in cities around the world.

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges.

We do that by:

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

- Leading Cities Member Network
- Leading Cities Circle

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

- AcceliCity
- AcceliGov

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.

- Leading Consulting



Sample End Result

(AFTER!)



**So, tell me what
Leading Cities does?**



**Thanks for asking. Let
me tell you! Leading
Cities...**

Leading Cities connects cities across the globe with the innovations that solve our most pressing challenges. We do that by cultivating a global network of forward thinkers, nurturing and supporting the most promising startups, and delivering advanced research and emerging trends from global experts.



Maintain Focus and Create Real Differentiation

A stylized silhouette of a superhero, likely Superman, shown from the chest up. The figure is wearing a red cape and is positioned on the left side of the frame, facing right. The background is a light blue gradient.

**The What & How also Deliver Another
Super Power!**

Focus!

Focus Test



**A
corporate
adopt-a-city
program akin to
what's done for
highways!**

“Does this idea further our Hows of...”

Cultivating a global network of forward thinkers from the public, private, academic, and nonprofit sectors.

Nurturing and supporting the most promising startups and connecting them with cities ready to benefit from their work.

Delivering advanced research, emerging trends, and technologies through consulting services from global experts.

Focus Test



A
corporate
adopt-a-city
program akin to
what's done for
highways!

VERDICT:
**Not a great idea
for Leading Cities**



WHAT'S THE POINT?







Help...

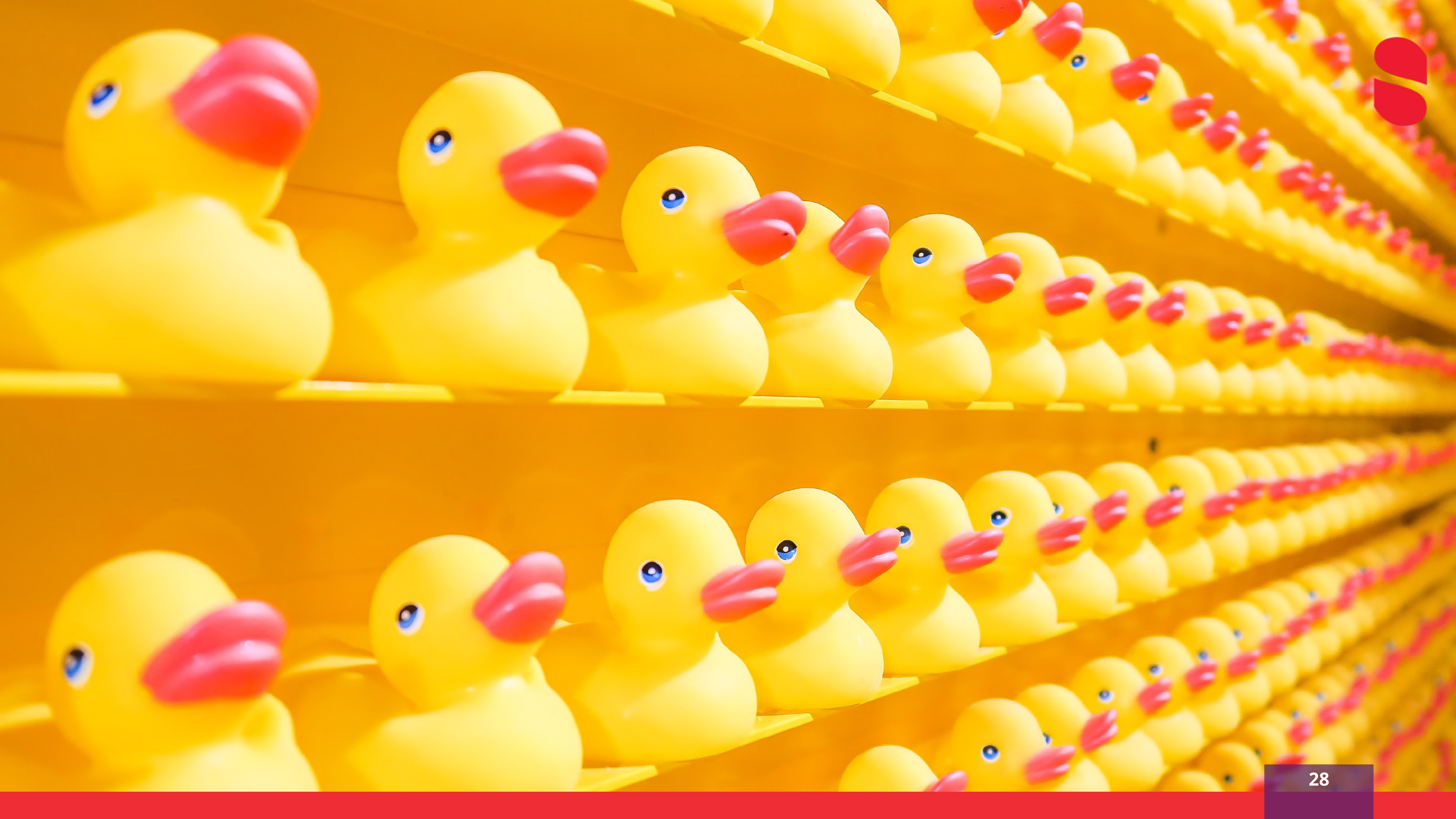
Empower

**Meet the
needs**

**With Your
Support**

**Make a
Difference**

Care for...





HOW TO FIX IT...



RESEARCH



**CREATE YOUR
OWN
VOCABULARY**

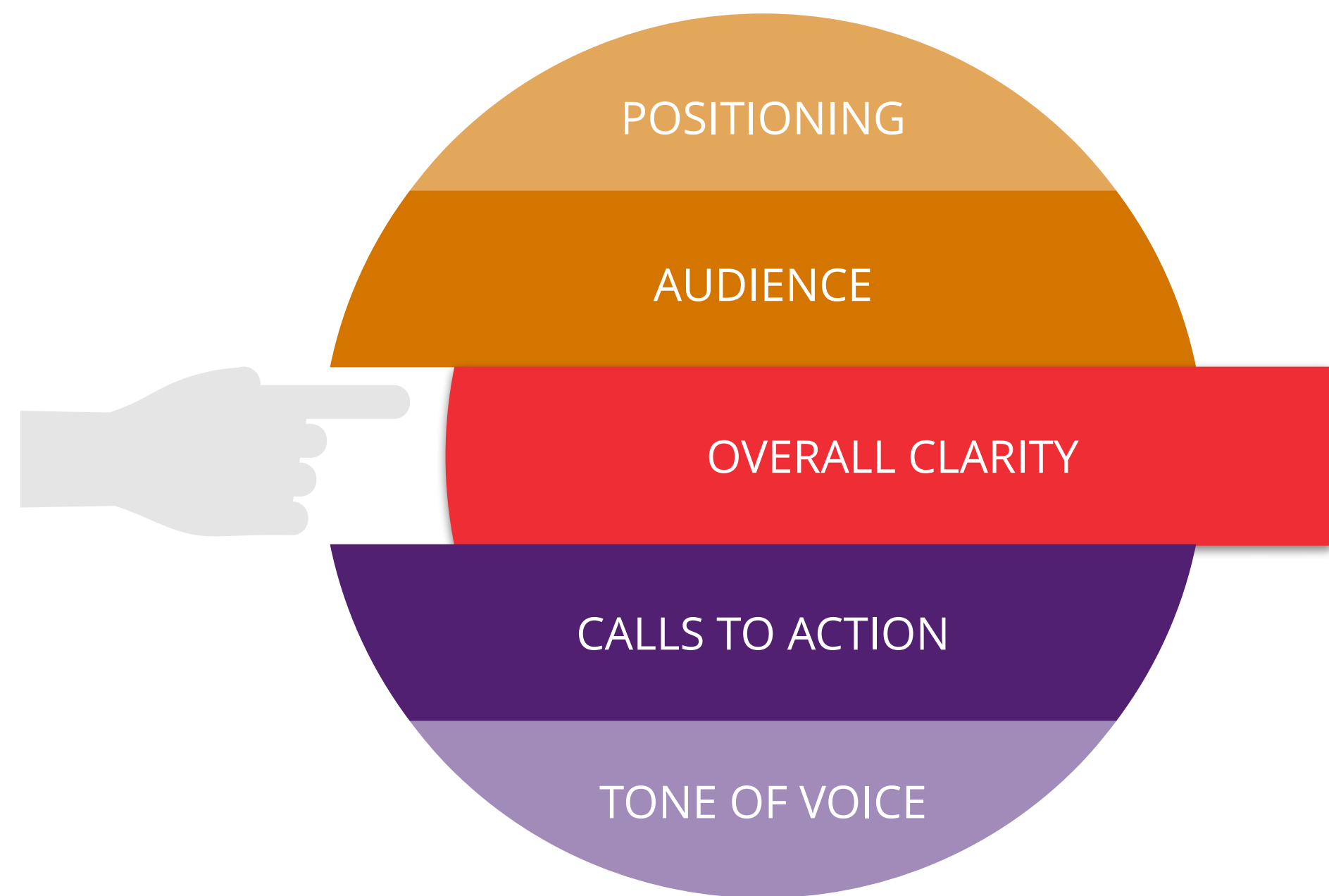


RESEARCH

Do a Messaging Audit:

- **Positioning.** How is the organization described? What does it say they do?
- **Audience.** For whom is the main message intended? What is being said that appeals to the audience?
- **Overall Clarity.** On a simple 1-5 scale, how clear is the message? 5 = crystal clear and 1 = no idea!
- **Calls to Action.** What action are readers asked to take? How easy is it for them to take action?
- **Tone of Voice.** What mood does the text set? Happy? Serious? Optimistic? Does that align?

Free Messaging Audit



Raffling away a free messaging audit of your organization and up to five comparable ones.

Normally, \$1,500

Visit the Spencer Brenneman Virtual Booth to Enter

Offered to all attendees at half price through December 31, 2021.

message.builders/audit

**CREATE YOUR
OWN
VOCABULARY**





**CREATE YOUR
OWN
VOCABULARY**

There's no reason why you cannot
update your language too.

Help → Bolster

Serve → Provide for

Make a Difference → Alter the path

Empower → Ready

Support → Fortify

Care for → Safeguard



Promote and fight for primary care that improves the quality of life for people around the world.



HARVARD
MEDICAL SCHOOL

Center for Primary Care



Restore. Give primary care teams the skills to work more efficiently, improving their quality of life and restoring their love of primary care.

Connect. Nurture an expansive, global, and engaged virtual network of primary care professionals, by sharing up-to-date insights on innovative delivery models and leading conversations that clear the way to meaningful change.

Demonstrate. Using research, a formidable network of experts, and lessons learned from real-world patient care, demonstrate the ways reform will improve both the cost and quality of primary care.

Lead. Augment medical education with leadership education to empower individuals and teams to deliver high-quality primary care.

Center for Primary Care



Fearless. We will not be deterred in our efforts to use research, experience, education, and community to bring necessary change to delivering and receiving of primary care everywhere.

Focused. We will remain steadfast in our unwavering commitment to improving the lives of those receiving and providing primary care.

Collaborative. We relish our role as collaborators, ensuring the clearest voices and the brightest ideas are heard in the ongoing dialogue.

Innovative. Creativity, resourcefulness, and innovation are must-haves for meeting the challenges facing primary care—in the solutions themselves and in the ways in which we find, understand, and promote new approaches.



Help Supporters Feel an Emotional Connection

WHY?







ANALYTICAL

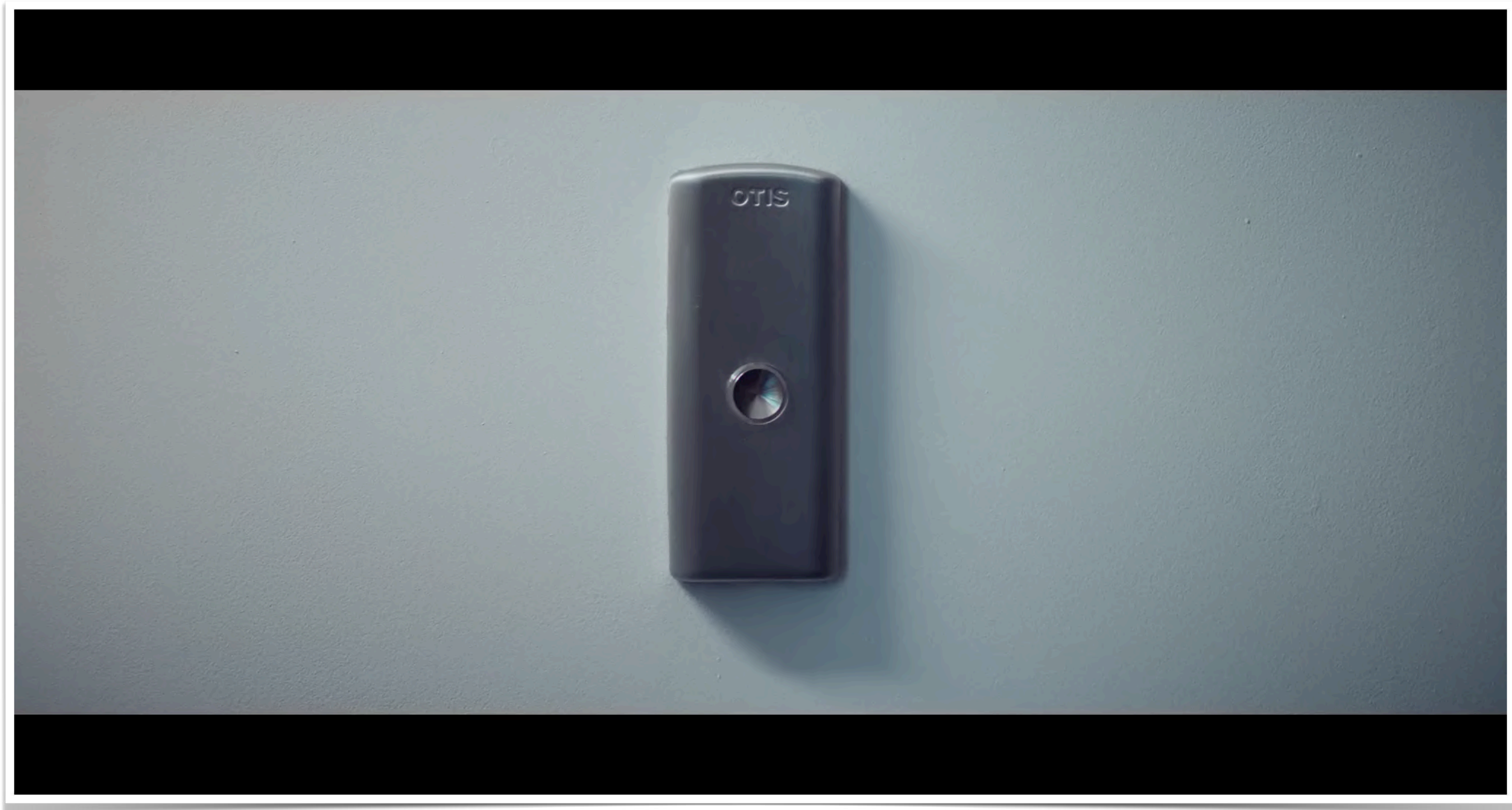
“I need a car to
get around.”

“I want to make a
statement about
my successes.”

EMOTIONAL



Digging deep into the WANTS...



<https://youtu.be/Lebati0PFr8>





HOW TO FIX IT...



RESEARCH



**LOOK TO
YOUR
CULTURE**



RESEARCH

People Have Stories

- ▶ Sharing or listening sessions
- ▶ Dive into the WANTS not just the NEEDs
- ▶ Look for feelings
- ▶ Look for common themes
- ▶ Later, profile them in print and video

Why?

How does
that make you
feel?

LOOK TO
YOUR
CULTURE

First, she just listened and held my hand. Then she helped me navigate the system to find a solution.



LOOK TO YOUR CULTURE

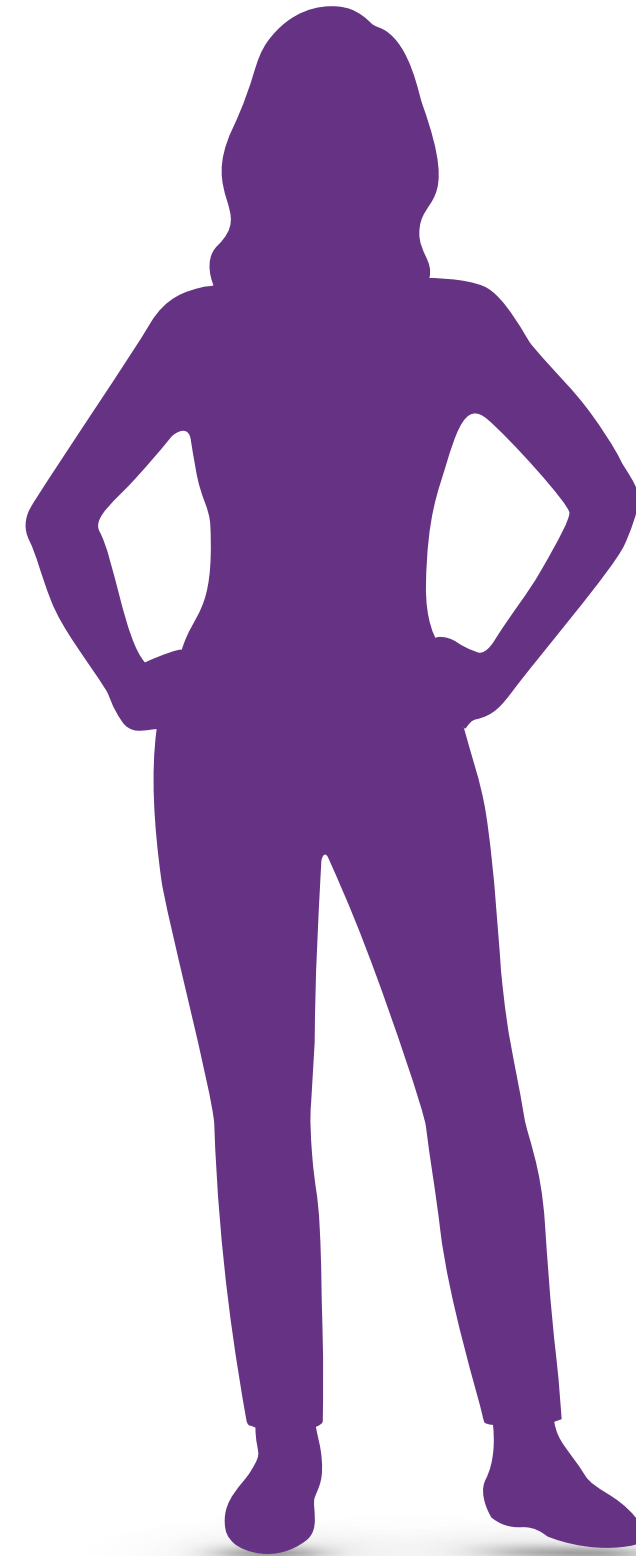
Your Culture as a Personality

If your brand were a person, how would you describe him or her?

- Creative
- Passionate
- Helpful
- Elegant

You most likely would not describe a person as...

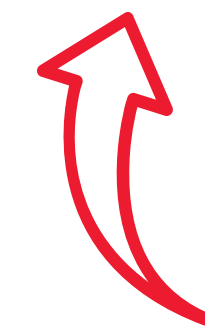
- Cloud-based
- Leverage-able
- Disruptive
- Block chained



EVOKES EMOTION!



NOT SO MUCH...





As We Close

To Recap...



Align Your
Message to
What You Do
and What is
Needed Most



RESEARCH

REFLECT

Maintain Focus
and Create Real
Differentiation



RESEARCH

CREATE
YOUR
OWN
VOCAB

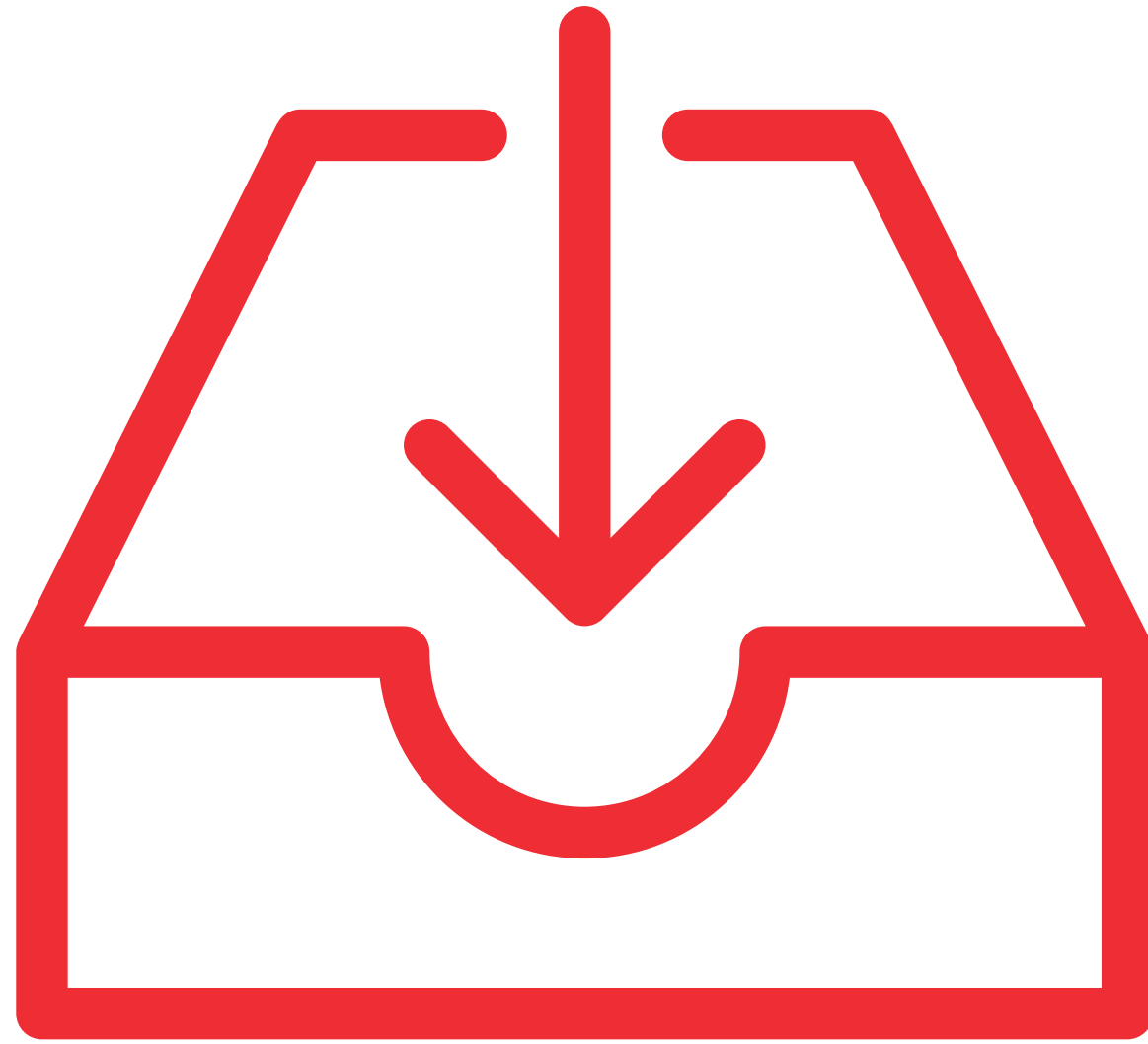
Help Supporters
Feel an
Emotional
Connection



RESEARCH

LOOK TO
YOUR
CULTURE

Post-Conference Goodness



Downloads



Follow-Up



Connect

message.builders/changemakers

Please Check Out My Podcast!



<https://messaging.show>

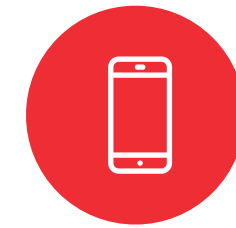


Spencer Brenneman, LLC

Our mission is to help those who help us all.

Spencer Brenneman is made up of a virtual team of strategic and passionate thinkers and creatives who work together to match the skill sets or experiences to the clients we serve. For us, working virtually is a lifestyle choice. It allows us to do what we do best and work with organizations that truly inspire us.





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