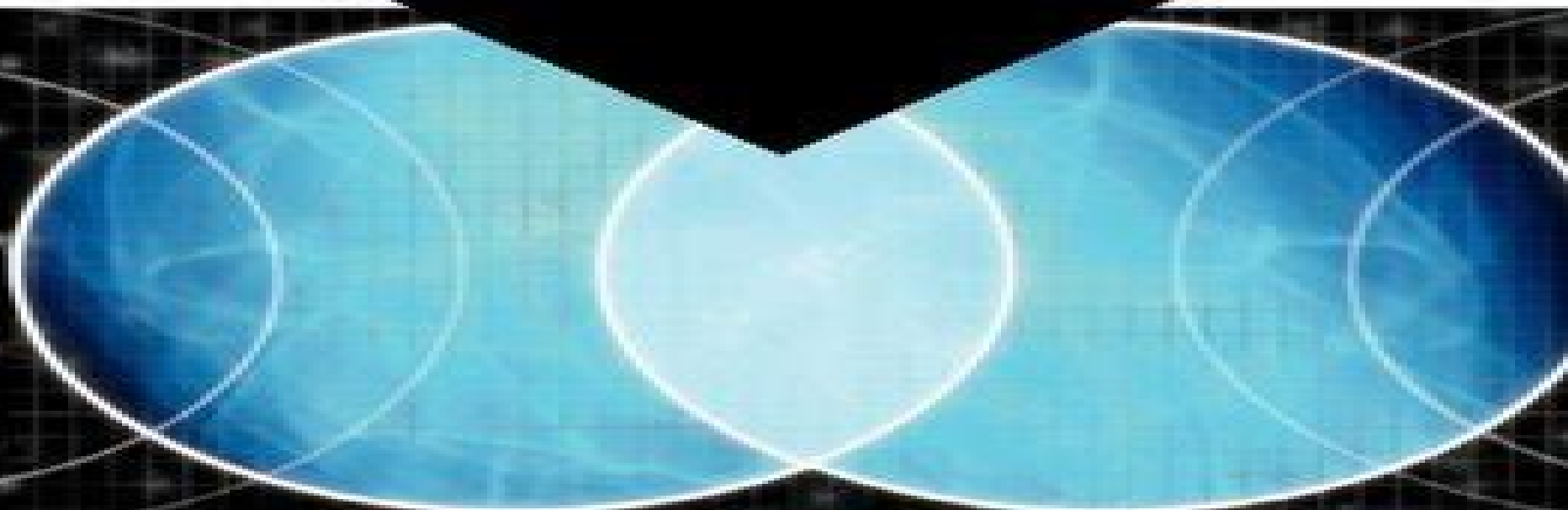


# MESSAGE MATTERS

SUCCEEDING AT THE CROSSROADS  
OF MISSION AND MARKET



Rebecca K. Leet

# Message Matters Succeeding At The Crossroads Of Mission And Market

**KJ Lindholm-Leary**



## **Message Matters Succeeding At The Crossroads Of Mission And Market:**

*Message Matters* Rebecca K. Leet, 2007-08-20 It's a common nonprofit complaint When we're dealing with such important issues why aren't more people listening It may be true that everyone should care about your mission but virtue alone won't catch the attention of your target audiences or prompt their action *Message Matters Succeeding at the Crossroads of Mission and Market* helps you do both It shows you how to develop messages that resonate with your audience's desires so they take the action you want *Message Matters* gives you a simple framework for making strategic decisions and guides you through five steps to produce a powerful activating message You'll learn how to 1 Clarify the action you want 2 Pinpoint who you want to take action 3 Discover what your audience wants hopes for and desires 4 Find the shared desires between your organization and your audience 5 Convey your message effectively The ideas and approach in *Message Matters* build on the author's years of work across the spectrum of professional communications and management and address the everyday challenges facing today's organizations Examples and a case study bring key points to life Examples from more than a dozen associations nonprofit organizations foundations and government agencies show how they have advanced their causes by using the framework in this book A special chapter brings the theory and process to life in a case study showing how an organization used strategic messages to build a nationwide movement to change the paradigm for preventing child abuse Whether you want people to fund you participate in your programs vote your way quote you collaborate with you or volunteer for you moving people to action is essential to achieving your mission Compelling communications is the starting point Use *Message Matters* and start connecting to people in a way that moves them to action For more about the author Rebecca K Leet visit [www.leetassociates.com](http://www.leetassociates.com) *Message Matters* Rebecca K. Leet, 2007 It's a common nonprofit complaint When we're dealing with such important issues why aren't more people listening It may be true that everyone should care about your mission but virtue alone won't catch the attention of your target audiences or prompt their action *Message Matters Succeeding at the Crossroads of Mission and Market* helps you do both It shows you how to develop messages that resonate with your audience's desires so they take the action you want *Message Matters* gives you a simple framework for making strategic decisions and guides you through five steps to produce a powerful activating message You'll learn how to Clarify the action you want Pinpoint who you want to take action Discover what your audience wants hopes for and desires Find the shared desires between your organization and your audience Convey your message effectively The ideas and approach in *Message Matters* build on the author's years of work across the spectrum of professional communications and management and address the everyday challenges facing today's organizations Examples and a case study bring key points to life Examples from more than a dozen associations nonprofit organizations foundations and government agencies show how they have advanced their causes by using the framework in this book A special chapter brings the theory and process to life in a case study showing how an organization used strategic messages to build a

nationwide movement to change the paradigm for preventing child abuse Whether you want people to fund you participate in your programs vote your way quote you collaborate with you or volunteer for you moving people to action is essential to achieving your mission Compelling communications is the starting point Use Message Matters and start connecting to people in a way that moves them to action *Strategic Planning Workbook for Nonprofit Organizations, Revised and Updated* Bryan W. Barry,1997-05-01 In an environment of increased competition funding cuts and other pressures strategic planning is a sound management tool for nonprofits This workbook provides a guide for developing implementing and updating a strategic plan Sample plan and blank worksheets are included *Marketing Workbook for Nonprofit Organizations* Gary J. Stern,1997-08-15 Don t just wish for marketing results get them If marketing seems too commercial or too complex or if your current efforts aren t delivering results this book is for you With this helpful guide you can create a simple usable marketing plan designed to get results Since its first edition in 1990 the Marketing Workbook has helped thousands like you use marketing to reach the people you want to help and attract the money and support your organization deserves Now this updated second edition offers an easy to follow five step process to create an effective marketing plan provides an expanded resources section including Internet examples and includes web wisdom to help you set reasonable web goals build an on line reputation and learn about the possibilities and pitfalls of web promotion Use it to be sure you have the right services to meet people s needs reach the audiences you want with a message that motivates people to respond and make a strong impact in your community and beyond This book will guide you through each stage of the marketing process You ll learn how to link marketing with strategic planning set goals and evaluate your success conduct a marketing audit using the Six Ps of Marketing position your organization in a unique niche and develop a marketing plan and promotional campaign Plus you also get 27 proven promotional techniques dozens of tips for writing and design a sample marketing plan a case study of how one nonprofit implemented their plan and much more Get the Marketing Workbook and start putting the power of marketing to work in your organization **The Manager's Guide to Program Evaluation** Paul W Mattessich.,2003-08-08 Your Guide to Getting a Useful Evaluation Evaluation is vital and beneficial to any nonprofit organization An effective evaluation can help identify an organization s successes share information with key audiences and improve services It can confirm that an organization is truly making a difference This book is for organization managers and decision makers policymakers funders researchers and students studying applied social service research Benefits you ll get describes what types of information to collect and what questions this information can answer details the four phases of evaluation and the steps involved in each phase and information on various types of research consultants and advice selecting one **The Wilder Nonprofit Field Guide to Crafting Effective Mission and Vision Statements** Emil Angelica,2001 Bring focus and direction to your work Too often if you ask four people in a nonprofit what their organization s mission is you ll get four different answers Organizations without clearly defined and agreed to mission and vision statements frequently find themselves adrift at sea in

real financial trouble and unable to make an ongoing positive impact on the community But an effective mission and vision statement can help an organization unify services and create a consistent approach to new program development Crafting Effective Mission and Vision Statements will help your organization develop or revise mission and vision statements that bring focus and direction to your work With orderly easy to follow steps this engaging guide helps you Build ownership for the mission and vision statements among board and staff Create a common understanding of your organization s goals Understand how mission and vision statements differ and how to use both for greatest benefit Develop a mission statement that captures exactly what your organization does Create a vision statement based on stakeholders ideas and the organization s history capacity for growth and fundraising potential Use this guide to create mission and vision statements that help your organization stay focused and keep it moving toward a positive future

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### **Leadership in Nonprofit Organizations**

Kathryn A. Agard,2010-10-19 Leaders of nonprofit organizations deliver programs and services vital to the quality of life in the United States All the activities of our religious communities the vast majority of the arts and culture human services and community development pursuits as well as education and environmental advocacies take root and deliver their services within the nonprofit sector Welcome to the world of leadership in nonprofit organizations This sector offers an opportunity to serve as well as to lead Leadership in Nonprofit Organizations A Reference Handbook engages voices on issues and leadership topics important to those seeking to understand more about this dynamic sector of society A major focus of this two volume reference work is on the specific roles and skills required of the nonprofit leader in voluntary organizations Key Features Presents contributions from a wide range of authors who reflect the variety vibrancy and creativity of the sector itself Provides an overview of the history of nonprofit organizations in our country Describes a robust and diverse assortment of organizations and opportunities for leadership Explores the nature of leadership and its complexity as exemplified in the nonprofit sector Includes topics such as personalities of nonprofit leaders vision and starting a nonprofit organization nonprofit law statutes taxation and regulations strategic management financial management collaboration public relations

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## Embracing the Song of Appearance: An Mental Symphony within **Message Matters Succeeding At The Crossroads Of Mission And Market**

In a world consumed by displays and the ceaseless chatter of instantaneous communication, the melodic elegance and mental symphony developed by the prepared term frequently diminish into the backdrop, eclipsed by the persistent sound and disturbances that permeate our lives. Nevertheless, set within the pages of **Message Matters Succeeding At The Crossroads Of Mission And Market** a charming fictional value full of organic feelings, lies an immersive symphony waiting to be embraced. Constructed by an elegant composer of language, that captivating masterpiece conducts visitors on a psychological trip, well unraveling the concealed melodies and profound affect resonating within each carefully crafted phrase. Within the depths of the moving examination, we shall investigate the book is central harmonies, analyze its enthralling writing type, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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