

5 Insider Tips to Communicate Your Impact

Communicating the benefits of what you do is an essential tool for messaging for business partnership. Here are some of our Insider Tips to help you do just that.

1	Build personalized, targeted messages Spend some time listing each one of your constituents and brainstorming with your staff and colleagues "what's in it" for each constituent. What do they care about?
2	Show the human impact What are the human stories behind what you do? In a competitive nonprofit fundraising environment, creating this emotional connection can make a tremendous difference.
3	Use great pictures and images Capture the real lives of your beneficiaries – with appropriate stock photography, or by asking staff to provide photos of your work in action.
4	Choose statistics with substance Information on impact and effectiveness is the one area where potential business partners both care about information and are not satisfied with what exists today.
5	Consistency Lay out all of your marketing materials. Do they look like they come from the same organization? If not, unite them behind your most impactful message and most compelling visual.