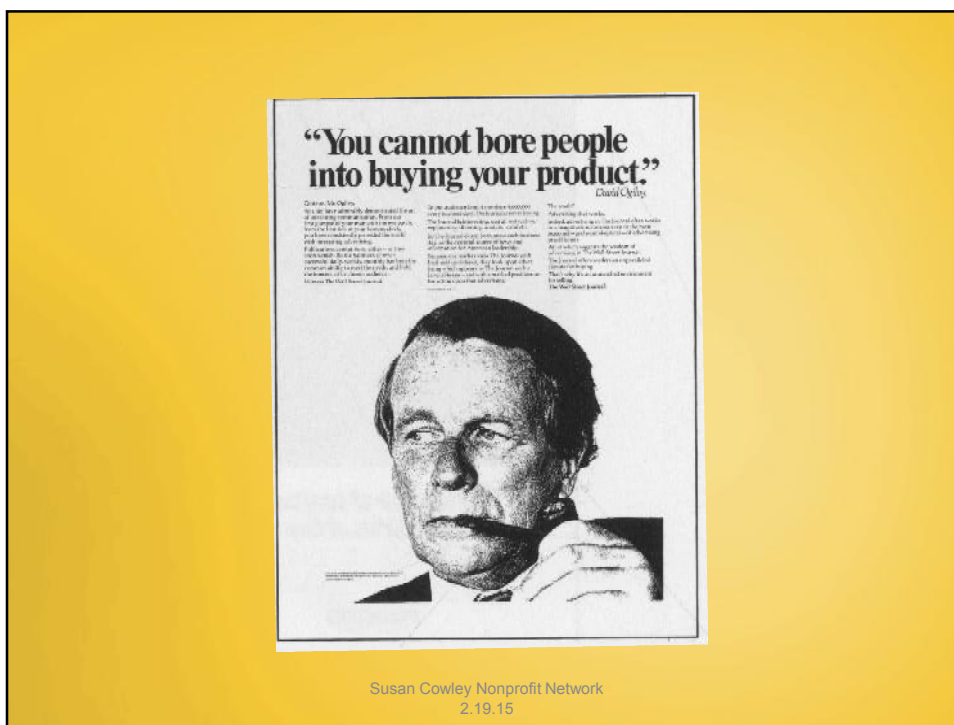
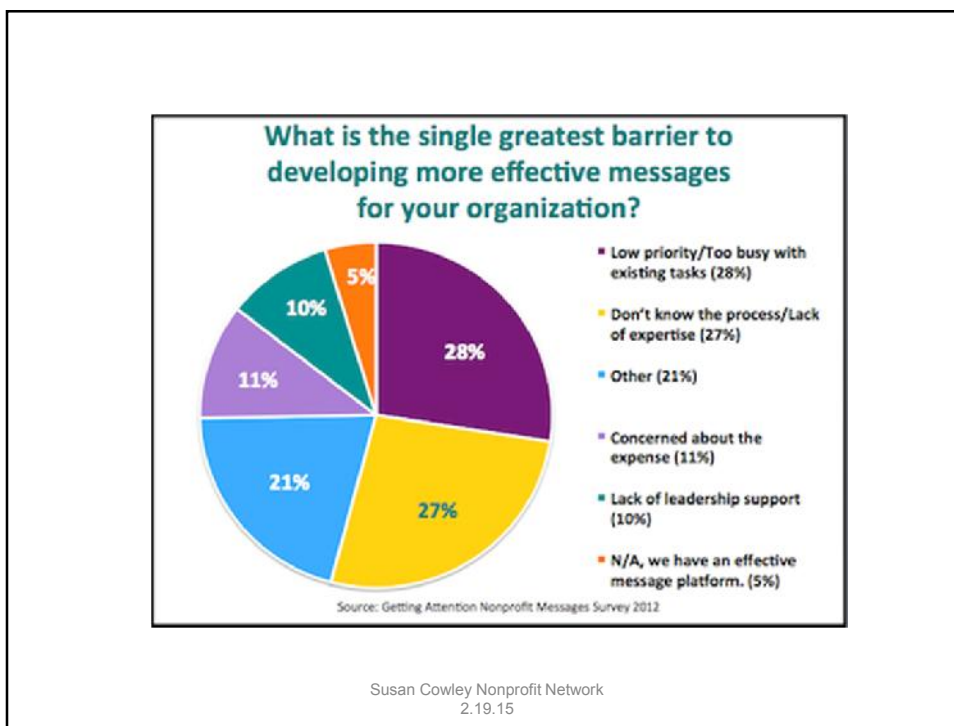





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If you want to bore people, do and say  
what they anticipate.  
So, find the cliché and throw it away.

**MOVE THE  
‘WHO CARES’  
METER!**

**HoHum** -----  **Whoopee!**

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Disneyland does not offer “Family Fun.”  
Disneyland calls itself,  
**“The happiest place  
on earth.”**



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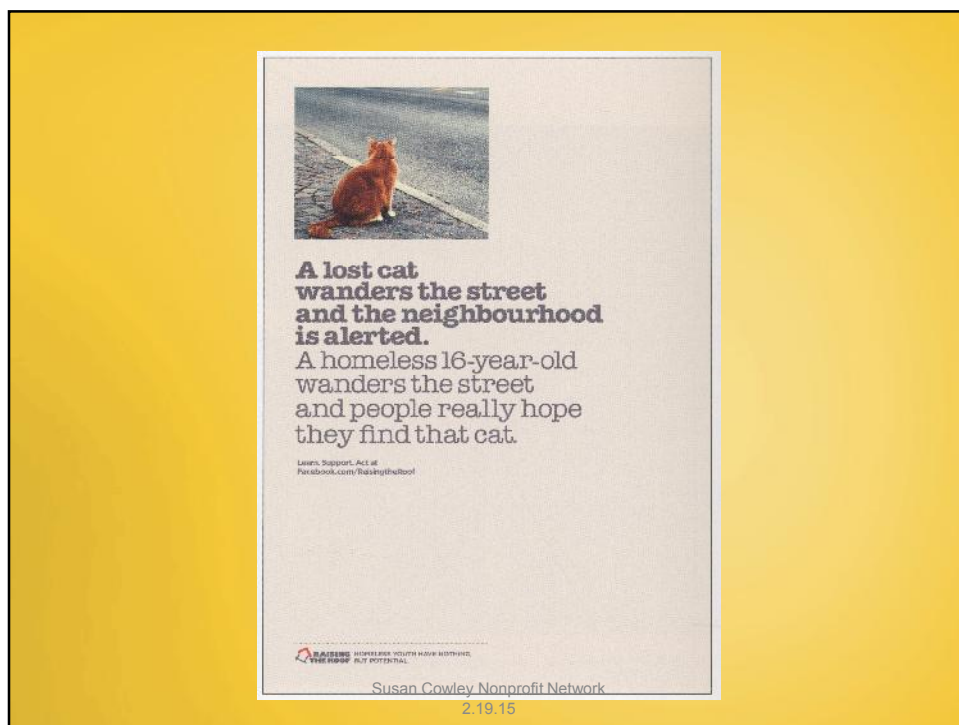
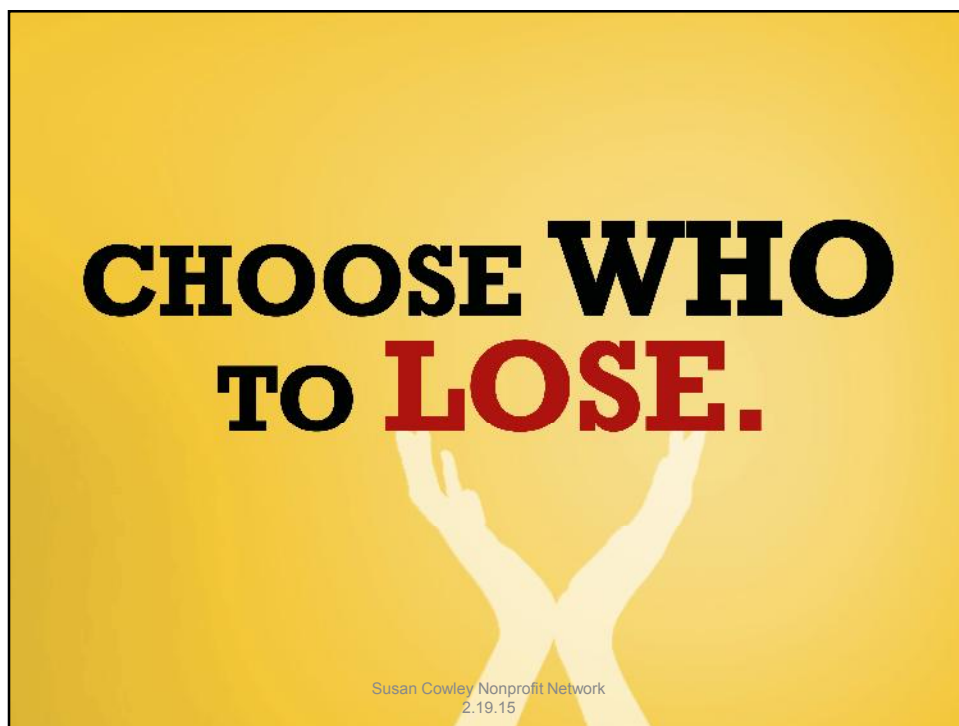
Win the **hearts** of the audience and  
their **minds** will follow.  
**WIN BOTH AND MESSAGING  
IS A SUCCESS.**

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He beat her 150 times.  
**She only got flowers once.**



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**Messaging is the  
'I-THOU'  
RELATIONSHIP.**

(Carl Rogers)

It points to a relation of reciprocity involving  
'meeting' or 'encounter.'

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**There is no encounter  
without  
ENGAGEMENT.**

People pay attention to your message and  
become engaged with it  
when the message is about . . .

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## THEM.

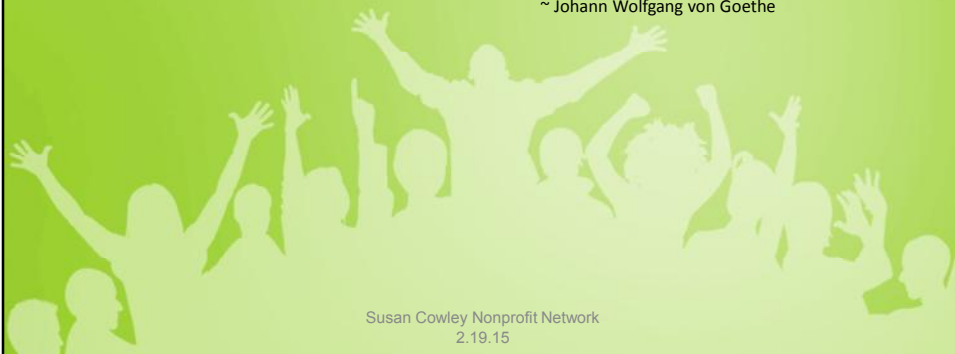
Your audience will tune in when you:

- Talk about them.
- Mention or ask what's on their minds.
- Indicate that your nonprofit can resolve a problem, want or need that they have.

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“The world is so empty if one thinks only of mountains, rivers & cities; but to know someone who **thinks & feels with us**, and who, though distant, is **close to us in spirit**, this makes the earth for us an inhabited garden.”

~ Johann Wolfgang von Goethe



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**PERSONAS** help you to craft your message for real people. Identifying the personas of your donors enables you to engage them on the basis of the **psychological** and **social** reasons they contribute.

Bottom line: figure out which people *could* be your donors or volunteers based on what they believe, value, think and feel. And pay special attention to how they behave.

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### Example Persona: VP/Director IT

General Information		 "Technology is cool!"
Age	mid 30s, usually male	
Education	BSCE	
Skills	While not as savvy as the CXC, he does play the role of a business manager, good at managing upwards	
Experience	Usually promoted from a network manager at the company	
Attitude	Understands technology, but that doesn't mean he wants to worry about the details. Wants to play with the latest technology from the leaders (Microsoft, Cisco, Google); early adopter	
Reputation	A problem solver who can bridge technology and business issues	
Work Information		
Job Objectives	Keep the network up and running (telecom, data, Internet)	
Work Challenges	Budget management, with budgets being cut, it's still hard to manage network performance especially in light of the continuous changes taking place due to locations, moves, acquisitions, etc. Needs to negotiate carrier agreements. He needs to translate "tech talk" into business language. He's overwhelmed and needs help	
Affinity	He may not be comfortable with outsourcing; however, he appreciates anything that reduces calls to him	
Pet Peeves	Vendor hype, unproven technologies that waste his time	
NOT Interested In	Managing and negotiating with multiple vendors	
Expectations	Quick time to deployment; quick time to ROI; no headaches	
Information sources:	Peers/colleagues, Analyst Reports (Gartner & IDC); uses Google as a first line of search resource, but trusts syndicated content websites like CIO Magazine, FierceTelecom, The VoiceReport, Network World when conducting vendor comparisons	



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**Branding occurs in procedural memory**(repeated, meaningful messages and experiences).

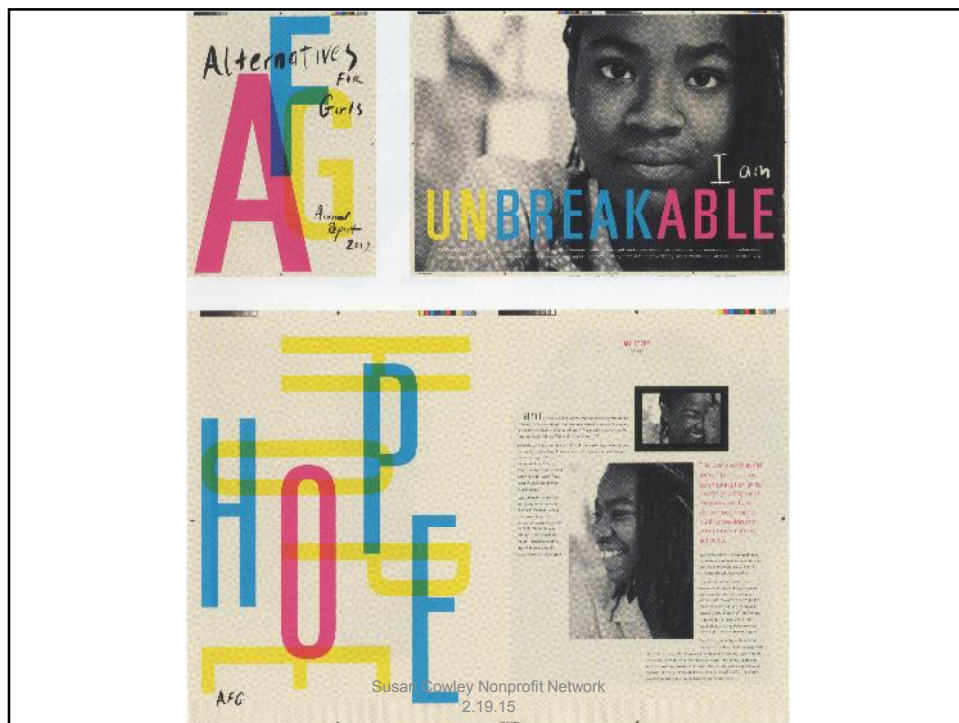
It is long-term and chemical.

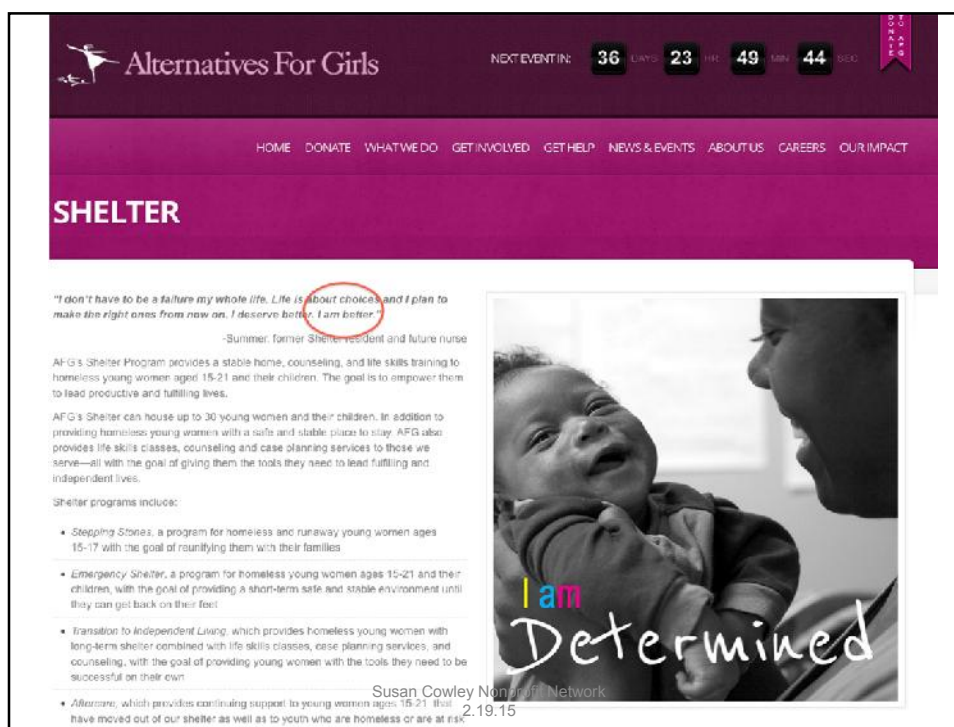
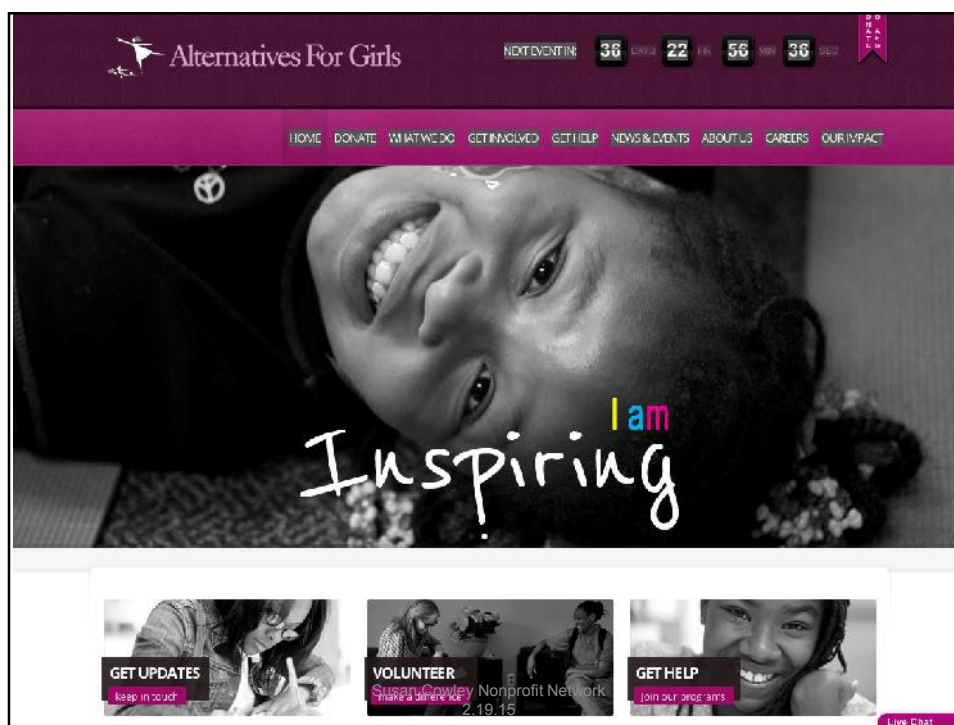
Procedural Memory is the product of

**salience x repetition.**

That's why the more relevant the information and the greater its delivery impact, the less you have to repeat it (the message).

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**Alternatives For Girls**

NEXT EVENT IN: 36 DAYS 22 HR 52 MIN 00 SEC

HOME DONATE WHAT WE DO GET INVOLVED GET HELP NEWS & EVENTS ABOUT US CAREERS OUR IMPACT

## PREVENTION

*"Now, I love who I am...I have an inner joy now."*


Kudlin, Young Women Changing Communities (YWCC) member and future journalist

AFG's Prevention Program serves girls ages 4-18 who are at risk of pregnancy, gang involvement, abusing drugs or alcohol and school truancy. We engage them through after-school programs, a teen leadership program, and a summer camp.

Prevention's programs include:


- After-school programs for at-risk young women in elementary through high school
- Rise N' Shine, a fun, free, and educational summer camp for at-risk girls in southwest Detroit
- Young Women Changing Communities, a youth leadership group for girls ages 13-20
- Strengthening Families, which works with the entire family to improve communication or health and nutrition in the home
- Mentoring, which pairs caring adults with youth in need of a positive role model

For more information about Prevention or to find out if you are eligible, contact:




*I am Unstoppable*

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**Alternatives For Girls**

NEXT EVENT IN: 36 DAYS 22 HR 57 MIN 19 SEC


HOME DONATE WHAT WE DO GET INVOLVED GET HELP NEWS & EVENTS ABOUT US CAREERS OUR IMPACT




*I am UNBREAKABLE*



**GET UPDATES**  
Keep us in touch



**VOLUNTEER**  
Susan Cowley Nonprofit Network  
make a difference  
2/19/15



**GET HELP**  
Join our programs

Live Chat



“The extent to which a brand can convince the customer that this brand provides more ***meaningful*** tangible and intangible benefits than competing brands determines the overall strength of the brand.”

~ Anne Simons of Brandeo, a strategic brand consultancy serving Fortune 500 companies

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The screenshot shows the Charity: Water website. At the top is a navigation bar with links: charity: water, DONATE, STORE, WHY WATER?, WATER PROJECTS, BIRTHDAYS, ABOUT US, and a blue button labeled 'explore: water'. Below the navigation bar is the heading 'TEAM CHARITY: WATER' followed by the text 'We're a group of passionate and determined creative problem-solvers who want to make a difference.' and 'Our mission is to bring clean and safe drinking water to every person in the world.' The mission statement is circled in red. Below this is a large grid of photos of team members. In the center of the grid is a white box with the text 'SAY HELLO TO THE PEOPLE OF CHARITY: WATER.' and three blue buttons: 'THE STAFF', 'THE FOUNDER', and 'THE BOARD'. At the bottom of the page are three sections: 'DOLLARS IN PROJECTS' with a map of Africa, 'Susan Cowley Nonprofit Network' with a bar chart showing growth from 2013 to 2015, and a circular seal for '100% CLIMATE' with the text 'Private donors cover our operating costs so 100% of your money can fund'.

charity: water DONATE STORE WHY WATER? WATER PROJECTS BIRTHDAYS ABOUT US explore: water

## TEAM CHARITY: WATER

We're a group of passionate and determined creative problem-solvers who want to make a difference.  
Our mission is to bring clean and safe drinking water to every person in the world.

SAY HELLO TO THE PEOPLE OF CHARITY: WATER.

THE STAFF THE FOUNDER THE BOARD


DOLLARS IN PROJECTS

Susan Cowley Nonprofit Network  
We've consistently received the highest grades available for

Private donors cover our operating costs so 100% of your money can fund

easy  
http://relay.com

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations.



It's hard not to think about water today. In the western world, we face growing concerns about our stewardship of the world's most precious resource. There's talk of shortages, evidence of reservoirs and aquifers drying up, and of course, plenty of people who simply don't care.

But forget about us.

Most of us have never really been thirsty. We've never had to leave our houses and walk five miles to fetch water. We simply turn on the tap, and water comes out. Clean. Yet there are 748 million people on the planet who don't have clean water.

It's hard to imagine what 748 million people looks like really, but one in nine might be easier. One in nine people in our world doesn't have access to the most basic of human needs. Something we can't imagine going 12 hours without.

Here, we'd like to introduce you to a few of those 748 million. They are very real, and they need our help. They didn't choose to be born into a village where the only source of water is a polluted swamp. And we didn't choose to be born in a country where even the homeless have access to clean water and a toilet.

We invite you to put yourself in their shoes. Follow them on their daily journey. Carry 80 pounds of water in yellow fuel cans. Dig with their children in sand for water. Line up at a well and wait eight hours for a turn.

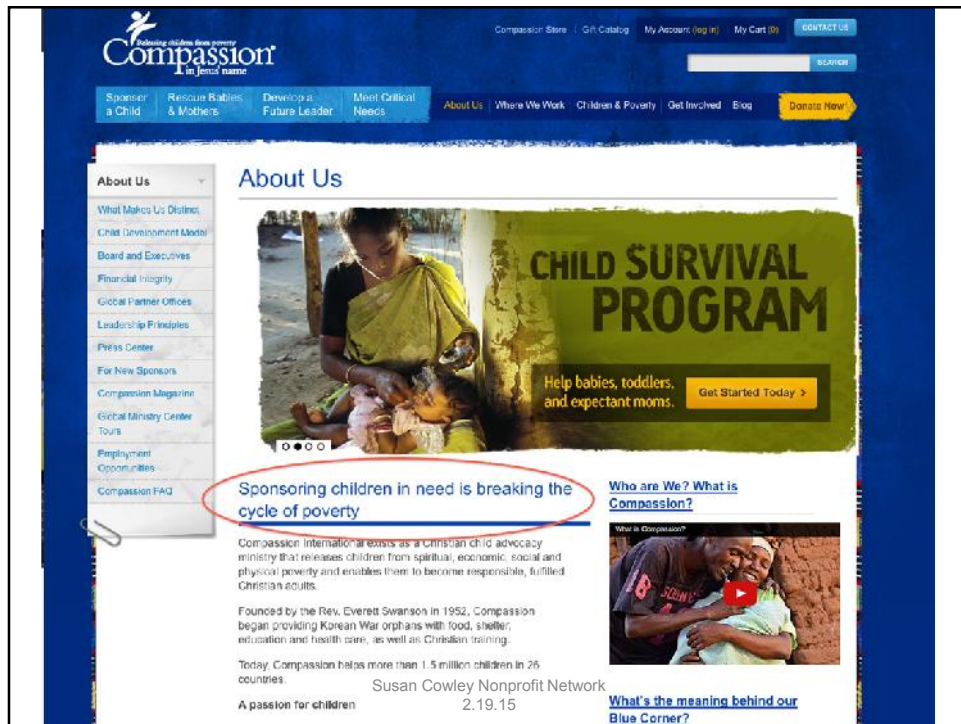
Now, make a decision to help. We're not offering grand solutions and billion dollar schemes, but instead, simple things that work. Things like freshwater wells, rainwater catchments and sand filters. For about \$30 a person, we know how to help millions.

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GIVE TO CLEAN WATER

## *Emotioneering* is Needed!

Visitors to your nonprofit or ministry *will* have experiences. *Emotioneering* brings about a large body of coded branding experiences that are emotionally engaging.

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Emotionally engaging experiences must be:

**INTERESTING**

original, fresh, unique, imaginative  
*and*

**DEEP**

poignant, soulful, rich, psychologically layered,  
emotionally complex

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A brand should be  
**INTERESTING!**

If it's not **REMARKABLE**, it's invisible.  
Say & design what is *not* predictable.

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## RELEVANCE RULES.

Are we speaking the language of our target audience?

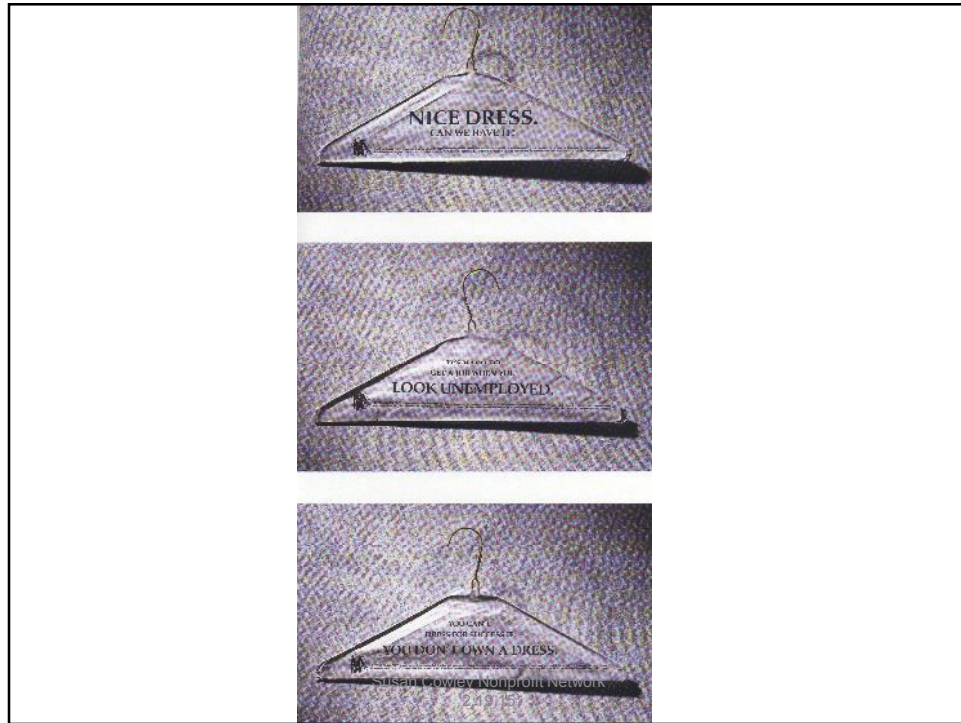
Are we engaging them where they choose to be engaged?

Notice how these next two communicators  
***choose who to lose!***

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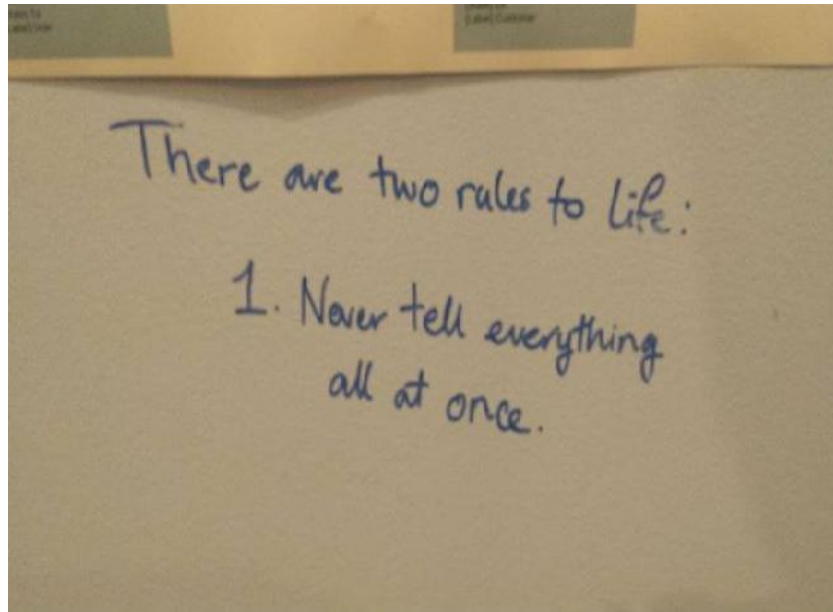


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It's not that I'm so smart,"  
Einstein once said,  
"It's just that  
**I stay with problems  
longer."**

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