

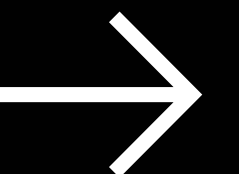


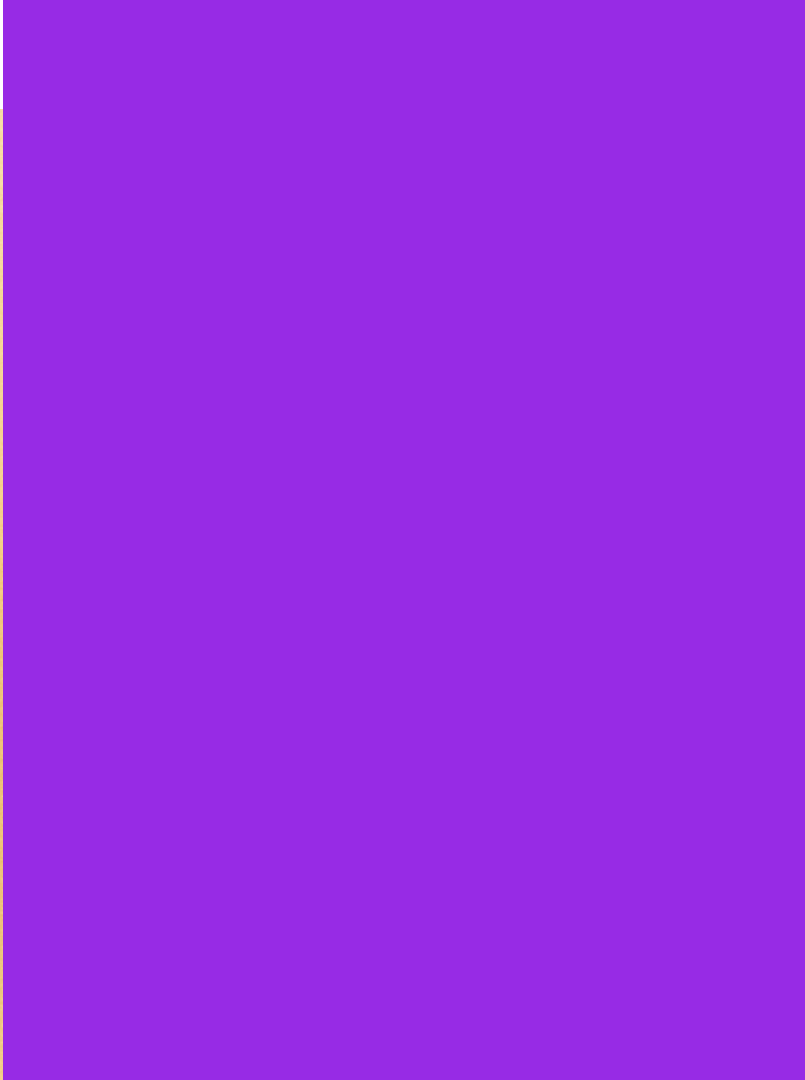
MAKING MESSAGING INCLUSIVE

**GREATER
PUBLIC**



April 2021



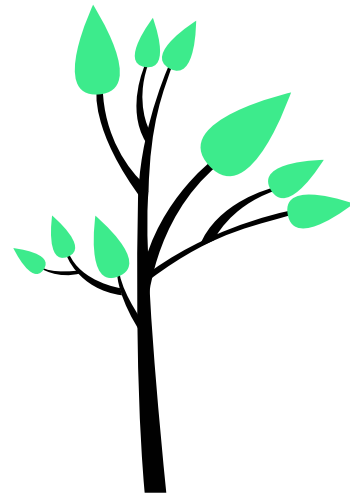




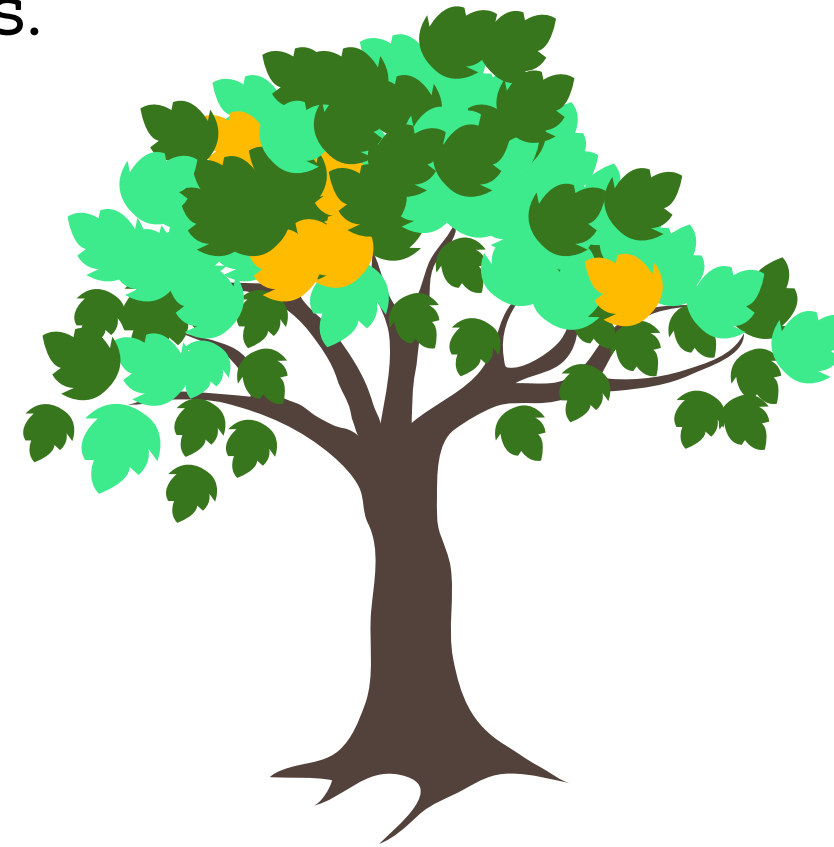
The Super Fundraiser, Inc. is a full service fundraising consulting firm. We provide strategic planning consulting, professional development and resources to recruit, onboard, manage and support teams driving the success of nonprofit organizations.



Emerging
Organisation



Growth
Organization



Sustaining
Organization



NORMS

- **Be Honest**
- **It's OK to make mistakes**
- **Say the thing**
- **Ask the question**
- **Leave it in the vault**
- **Allow for the silence**
- **Having bias does not make you a bad person**



WORDS MATTER



Ma'Khia Bryant, the 16-year-old girl who was fatally shot by a Columbus police officer on Tuesday, April 20.

STORIES INVOLVING BLACK, LATINO, AND LATINA YOUTH VILLAINIZE THE YOUNG VICTIMS, AND CAST THEM AS THE ARCHITECTS OF THEIR OWN DEATH.

BRYANT HAS HER OWN PERSONAL NARRATIVE THAT WE MAY NEVER LEARN ABOUT.

Young woman

Teen

Girl



Agenda

- Learning to articulate your story with inclusive language
- Learning to articulate the problems/challenges using asset-based language
- Learning to inspire deep investments in the work of your organization from diverse audiences

1

Understanding Asset
Based Language

2

Inspiring giving with
inclusive language

3

Telling an
Impactful
INCLUSIVE Story





1

Understanding Asset Based Language





WHAT IS ASSET BASED LANGUAGE?

- Centers the people NOT the problems they are experiencing
- Focuses on systems and barriers NOT behaviors
- Empowers communities to speak rather than be spoken for
- Elevates the strengths not the deficits
- Promotes humanity not harm



2

Inspiring giving with inclusive language



THE NEED/ PROBLEM/CHALLENGES

01

Identify the Issue facing the community

02

Frame it using asset-based language: barriers versus behaviors

03

Why is it a problem, and why do we have to solve it NOW?

A STRONG case for support gets you to the YES!!

Problem 1



Problem 2



Problem 3



Programs

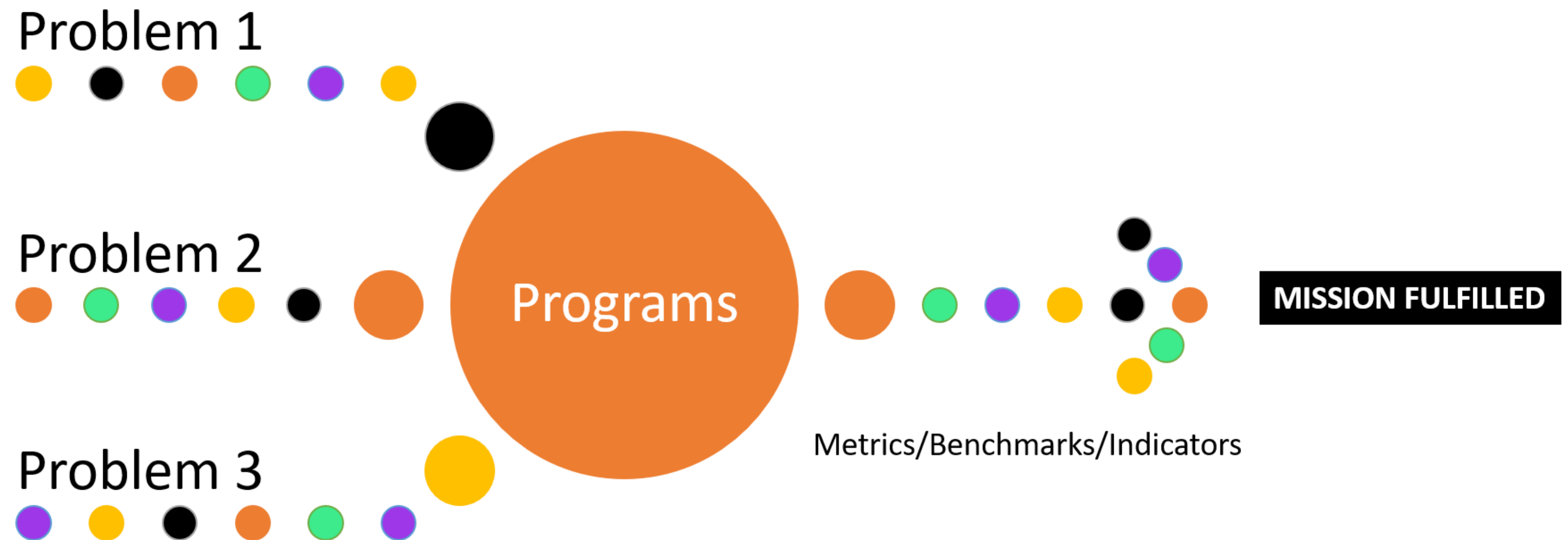
Metrics/Benchmarks/Indicators

MISSION FULFILLED



WHAT IS A CASE FOR SUPPORT?

Case for support: Asset based language that clearly tells the story of the organization and provides a clear articulation of the mission, vision and impact of the work.



Creating a Grant Template



Grant Template: Asset based language that clearly tells the story of the organization and provides a clear articulation of the mission, vision and impact of the work with standard language that can be used for various proposals.

- Answer the question
- KISS: Simple sentences, simple words
- Grant calendar for the year
- Written grant writing process
- 10-12 weeks
- Proposal briefing (Otter)
- Read it out loud (Grammarly)

Grant Template

- The Need/Problem
- History of the Organization
- Vision
- Mission
- Theory of Action
- Evaluation Methods
- Impact
- Ask
- Budget

Direct Mail: Inclusion does not mean assimilation or appropriation.

- Diversity in images (more than stock photos)
- Multiple reviewers with a DEI rubric
- KISS: Simple sentences, simple words
- Donor prospect segmentation
- ASK questions don't just give answers
- Call to action should be open to dialogue not just dollars
- Create an organizational word bank (lexicon)

DEI Rubric

- Are all of the people in the pictures white?
- How are we identifying people?
- Are we confident we are using preferred pronouns, why?
- How are we naming groups and why i.e. Black vs. African American vs. BIPOC?



3

Telling an Impactful INCLUSIVE Story

Marketing Materials: (brochures, websites, social media, etc.)

- Diversity in images (more than stock photos)
- Multiple reviewers with a DEI rubric
- KISS: Simple sentences, simple words
- Communications calendar for the year
- Read it out loud (Grammarly)
- Diverse authors of content shared and read to get insights for your specific community and audiences (blogs, podcasts, twitter, Instagram, newsletters, etc.)
- Create an organizational word bank (lexicon)

DEI Rubric

- Are all of the people in the pictures white?
- How are we identifying people?
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- How are we naming groups and why i.e. Black vs. African American vs. BIPOC?