



FAMILY SERVICE ROCHESTER

KEY MESSAGES TRAINING

SEPTEMBER 25-26, 2019

A guide for employees, board members, and volunteers

Prepared by
Prosper Strategies

1.0

ABOUT PROSPER STRATEGIES

Who We Are

Prosper Strategies is the leading communications consultancy for the nonprofit sector. We design and implement marketing strategies that help nonprofits achieve their goals, advance their missions and drive more social change.

What We Do

We only work with nonprofit organizations, so we understand what it takes to turn marketing and communications into tools for mission impact better than anyone else.

Our Relationship with Family Service Rochester

In January 2019, Prosper Strategies was contracted to develop a strong brand image and identity that aligns with Family Service Rochester's mission and values.

To that end, we have created a new elevator speech and key messages to empower everyone at the organization, from the board to staff to volunteers, to act as brand advocates.

What to Expect

In this booklet, you will find tools to help you communicate clearly and concisely about the important work Family Service does for families and children throughout the region, including:

- I. New elevator speech
- II. Four key stakeholder groups
 - a. Their primary drivers
 - b. Key messages to encourage action

2.0

ELEVATOR SPEECH

What is an elevator speech?

An elevator speech expresses the “big idea” about **who** you are, **what** you do and **how** you do it. It should be consistent across your organization, but should allow team members to tell the story of your organization in a way that feels natural to them.

Why are elevator speeches important?

Often, **who** we speak to can change **how** we talk about a topic. For example, if a stranger asks, “What do you do for work?” you will likely answer them differently than you would to a close friend or family member.

Answers to this question might vary from department to department — they might even differ between two people with the same position! In order to ensure Family Service Rochester has a clear brand identity, it needs to have clear, consistent messaging.

Try it yourself!

In two sentences, answer these questions:

- **Who** is Family Service Rochester?
- **What** does Family Service Rochester do?
- **How** does Family Service Rochester do it?

2.0

ELEVATOR SPEECH

New Elevator Speech

You are an integral part of Family Service Rochester. By using the following elevator speech, you'll help create consistent branding and awareness of all the important services that this organization offers.

Family Service Rochester is a community-based organization providing mental health, senior independence, child well-being, and family stability services.

We listen to what people need and together, we build better lives.

This elevator speech is clear, concise and easy to remember. It tells the audience everything they need to know, but also leaves plenty of room for follow-up questions.

You can customize this speech after the second sentence by talking about your role.

3.0 KEY MESSAGES

What are key messages?

The **main points** you need your **stakeholders** to hear, understand and remember about your organization.

Key messages should serve as the basis of any and all communications coming from your organization. For example, social media posts, emails or direct asks to donors should all tie back to the points made in your key messages.

Why are key messages important?

Communications is about **behavior change** — ultimately, our goal is to convince someone to act. Everyone has different needs and/or motivations for action, especially when it comes to nonprofits.

By tailoring messages to each stakeholder group, we're taking important steps to increase the message's effectiveness and, therefore, increase the likelihood that the stakeholder will act.

Notes

3.1 MASTER KEY MESSAGES

WHO: What group(s) or communities does your organization serve?

Family Service Rochester strengthens and supports individuals and families of all ages and backgrounds.

WHAT: What does your organization do for these groups?

Family Service Rochester provides services in mental health, senior independence, child well-being, and family stability.

HOW: How does your organization do its work?

Family Service Rochester strengthens, supports, protects, empowers, and educates individuals and families.

WHERE: Where is your impact focused?

Family Service Rochester provides services in homes, schools, and other community settings across Minnesota.

TO WHAT END: What are the intended end results of your actions/focus?

Family Service Rochester supports individuals and families on their journey to build better lives, ultimately strengthening the entire community.

3.2 KEY STAKEHOLDER GROUPS

In order to have the greatest mission impact, we've identified **four key stakeholder groups**, as well as a **primary driver** for each group — this is what each stakeholder would hope to gain by having a relationship with Family Service Rochester.



Partner Patrice

She wants to ensure her organization has the greatest impact on community members as possible. She wants Family Service to support her organization in making that impact.



Donor Don

He wants to give back to his community in a way that he can't in his day-to-day job. He wants Family Service Rochester to use his donations in a way that will actually make a difference to people who need support in the community.



Volunteer Vincent

He wants to volunteer his time to helping people through programs he cares about. He wants Family Service Rochester to offer flexible opportunities where he can see the impact he's making firsthand.



Client Christine

Client Christine is seeking affordable support. She wants Family Service to listen to her needs and support her through her challenges.

To help you get used to this new messaging, it may be useful to focus on the stakeholder group with which you are most likely to speak to on a regular basis.