

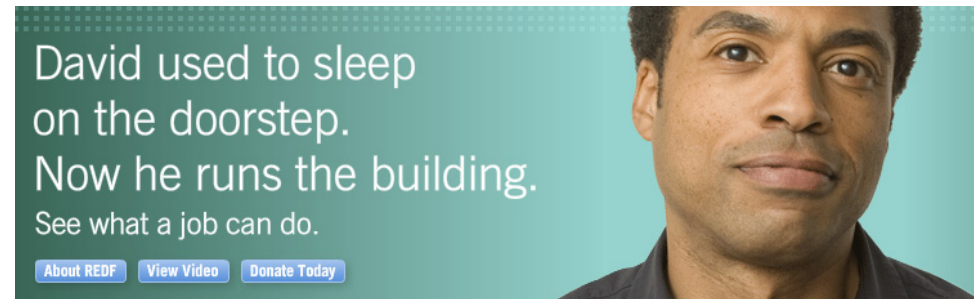


INFORM. INSPIRE. ENGAGE.

Strengthening Nonprofit Communications

BeHeard is a communications capacity-building program that helps nonprofits become stronger, communicating organizations.

The program was designed by and for foundations and their grantees to help nonprofits motivate and mobilize people to support their missions—through communications that inform, inspire and engage their stakeholders.



REDF, which funds social enterprises to create jobs for hard-to-employ people, learned about the power of narrative to create emotional connections that increase audience interest and engagement. Traffic to its website doubled—and new people became engaged in supporting REDF's work.

The BeHeard program was made possible by the generous support of:

Nike Foundation



the David & Lucile Packard FOUNDATION

Bernard F. and Alva B. Gimbel Foundation, Inc.



HORIZON
FOUNDATION

3 STEPS TO STRONGER COMMUNICATIONS

Designed by a team of marketing and advocacy professionals, BeHeard draws on tools and techniques from business, politics, social media, psychology and other fields to help organizations develop messages that inspire people to get involved, create images that put a human face on their work and design engagement strategies that mobilize people to take action.

01

MESSAGE

- Establish goals & identify audiences
- Understand audiences motivations
- Determine what makes you unique
- Develop aspirational messages



02

IMAGE

- Strategically select images that reflect audience motivations
- Integrate visuals into communications

03

ENGAGEMENT

- Establish communications goals & objectives
- Set communications milestones
- Develop metrics for success



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A SHARED LEARNING EXPERIENCE

BeHeard brings grantees together to share experiences and learn how to use powerful communications tools and techniques.

GOAL SETTING



BeHeard begins with listening. We work with you and survey participating grantees to identify their needs, set learning goals and design a customized learning experience.

EVALUATION



The BeHeard team produces an objective evaluation of each participant's current communications—their message, media coverage, online content, social media and web activity. This analysis provides a useful roadmap for learning, and benchmarks for measuring progress.

LEARNING



Your grantees come together in a customized training program designed to meet their goals and address their needs. Group workshops engage participants in prioritizing audiences, developing aspirational messages and images, and designing strategies to engage their audiences with cutting-edge communications tools. Participants can also get one-on-one consultation to address specific challenges.

HANDS-ON SUPPORT



BeHeard offers the opportunity for further one-on-one support to help nonprofit leaders work through more complex communications challenges or implement ideas generated in the learning workshops.



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CASE STUDY: REDF



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“BeHeard explained the power of narrative, more than facts and figures, to motivate people to support our work. We learned to tell stories about life-changing impact on real people.” — Carla Javits, President of REDF

TELLING STORIES TO INFORM AND INSPIRE

Challenge:

REDF, a venture philanthropy that funds social enterprises to create jobs for hard-to-employ people, wanted to raise awareness of its innovative approach to job creation.

Solution:

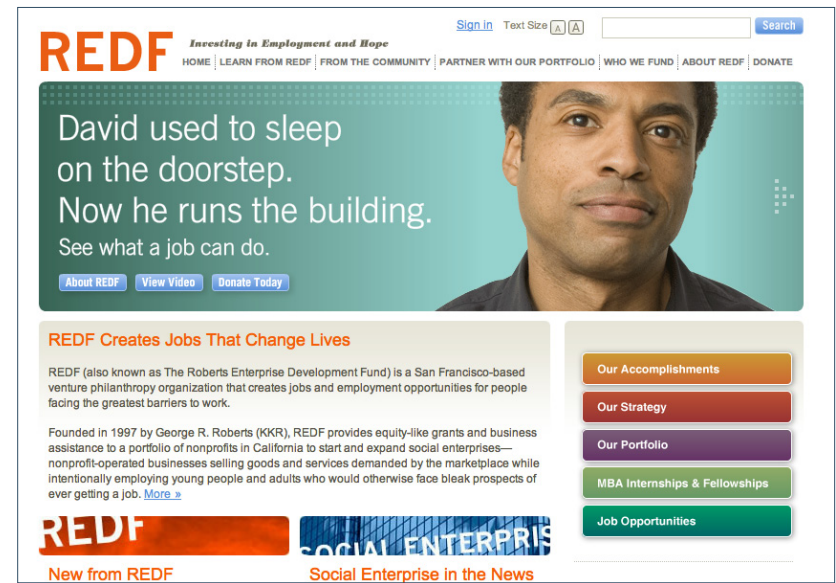
Shift the focus of REDF’s communications from promoting return-on-investment figures to telling human stories that show the impact of its work on people and communities.

Insight:

Narrative is the most motivating form of communication, allowing you not only to convey information, but also to create emotional connections that increase audience interest and engagement.

Results:

Website traffic doubled, and new people became engaged in supporting REDF’s work.



CASE STUDY: RECLAIM NAIJA



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“The communications strategy and message we created with the help of the BeHeard team played an important role in helping us ensure that people knew about our web platform throughout the country. This public awareness helped us advance our work promoting electoral transparency and democratic governance in Nigeria.” – Francis Onahor, Reclaim Naija

LAUNCHING A BREAKTHROUGH CAMPAIGN FOR FAIR ELECTIONS IN NIGERIA

Challenge:

Reclaim Naija, an election reform organization in Nigeria, created a groundbreaking online platform allowing anyone with a cell phone to act as an election monitor—and needed to get out the word just weeks before national elections.

Solution:

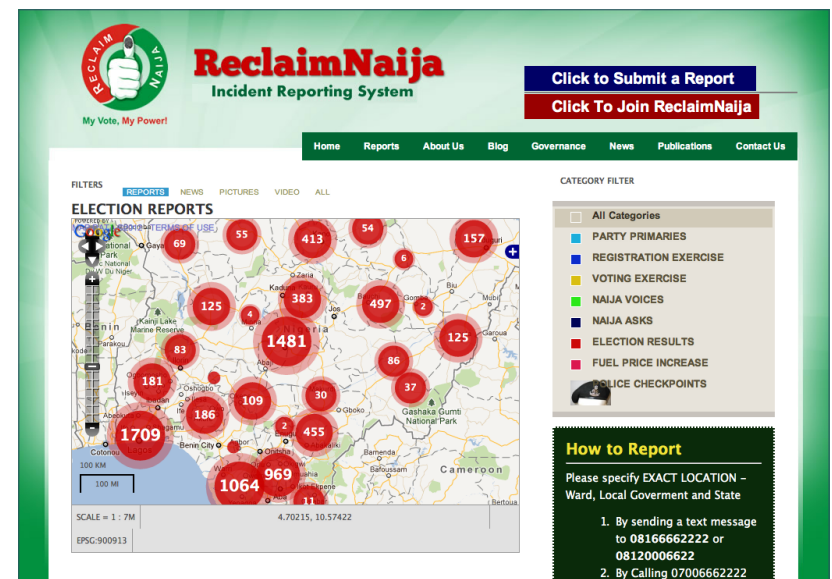
Develop an easy-to-execute communications strategy, an aspirational call to action and attention-grabbing advertising—all through Skype-based training and coaching.

Insight:

Organizations with limited time and resources can mobilize people with an effective combination of empowering messages, high-impact communications and buzz-creating grassroots activities.

Results:

On Election Day, more than 200,000 reports of voter fraud were posted through Reclaim Naija’s website by volunteers across the country.



CASE STUDY: ACUMEN FUND



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“BeHeard taught us to truly listen to our audiences and respond in our communications—and to provide meaningful ways for people to get involved in supporting our work.” — Yasmina Zaidman, Director of Communications & Strategic Partnerships, Acumen Fund

ENGAGING NEW AUDIENCES IN GLOBAL DEVELOPMENT

Challenge:

Acumen Fund, a nonprofit global venture fund, had a diverse set of audiences interested in getting more involved with its work—and wanted to know how best to use limited time and resources to engage its supporters.

Solution:

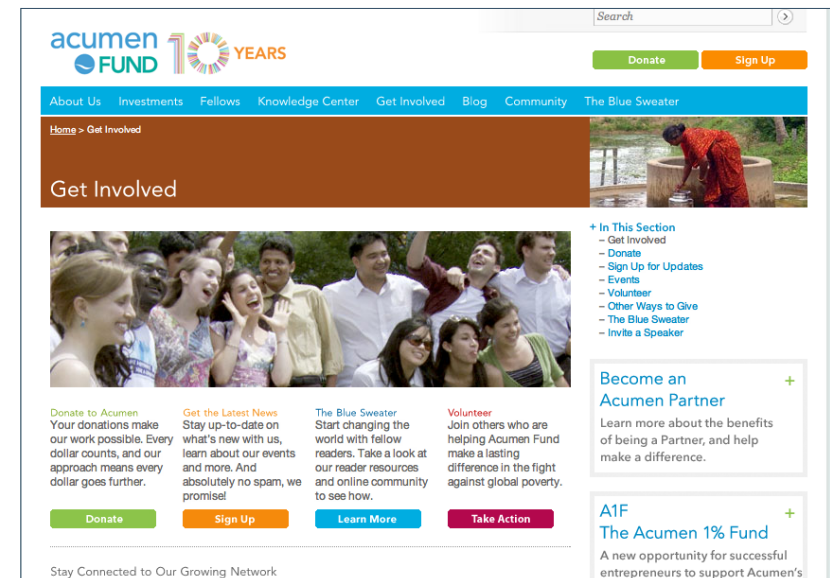
Prioritize audiences strategically, explore the interests of key stakeholders through online focus groups and a survey, and test a variety of engagement opportunities to determine which would generate the greatest involvement.

Insight:

People differ in how they want to engage with organizations. Understanding audience interests can help you create more meaningful and effective engagement opportunities.

Results:

Rich insights on how to engage important audiences, strategic decision-making for more cost-effective communications and greater involvement by stakeholders worldwide.





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Sponsor a BeHeard Program for Your Grantees

Your foundation can sponsor a BeHeard program to help grantees transform the way they communicate.

Please contact RJ Bee at RBee@hattaway.com for more information.

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