



Design Fresh Messaging:

How to get the best thinking out of your development team

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Today's Agenda

- Who's in the room? (5 min)
- SOAR Analysis Framework & strength-based messaging (10 min)
- Samples (5 min)
- Individual SOAR exercise (15 min)
- Breakout groups (20 min)
- Share out (15 min)
- What you can do now? (5 min)



Who's in the room?

- Scan the QR code
- OR
- Go to www.menti.com
 - Enter code 8528 7746

What sub-sector does your organization represent?

Lost contact with audience
Press [Activate slide] to refresh connection.

Activate slide



What is your primary job function?

Lost contact with audience
Press [Activate slide] to refresh connection.

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Around how much time do you spend on writing and communications?





SOAR Analysis Framework



Unlike other frameworks, SOAR marries fact-finding about the organization with the desires of the stakeholders



What is strength-based messaging?

- Invites readers into a vision toward a brighter future
- Reframes challenges as opportunities
- Shares an understanding of success
- Builds on strengths/positive and uplifting, counteracting the negativity bias
- Builds bridges by focusing on alignment, rather than differences

Positive Psychology (Martin Seligman)





Applying Strength-Based Messaging

- Engage the people you work and center voices that often get marginalized (how do THEY want to be represented in communications)?
- Focuses on self-direction and the possibility for change when needs are met
- Frames challenges as opportunities to get involved in making a difference

Prosper Strategies; Donald Miller BrandStory





Applying Strength-Based Messaging

- Equity-centric, empowering and respectful
- Watch-out for stereotypes or ‘needs-based’ messaging
- Avoid ‘heroes’ or saviorism language
- Inclusive and aspirational



Prosper Strategies; Donald Miller BrandStory



Sample: Terminology & People-First Guide

Use:	Instead of:
Older adults	Seniors or elderly
Neighbors, people or community members	Clients
People/children living in low-income households or people with low incomes	Low-income or poor adults/children

**People-first
language upholds
human dignity**



Your Turn: SOAR Exercise

- Individually (15 min):
 - Use your workbook to brainstorm S-O-A-R for your organization
 - Identify the top 3 key messages or messaging ideas
- In groups of 4-5 (20 min):
 - Share your top 3 key messages or messaging ideas
 - Listen and offer feedback and/or insights



Share Out

- What exciting messaging did you hear?
- Where did you get stuck?
- What are your immediate next steps / how will you apply what you've brainstormed today?





What can I do now?

- Create a “say this, not that” guide
- Conduct a communications audit
- Review your style guide
- Develop a community engagement plan
- Hire counsel to conduct a SOAR analysis
- Research language trends in your sector
- Learn more with free resources, like Prosper Strategies





Let's stay in touch!



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