



‘Heart and Soul’ Communication

‘Heart and soul’ communication is a way of articulating an organization’s impact. It succinctly, passionately and vividly describes the results of your work, not just the programs or services you offer. It steers clear of jargon. It captures the heart and soul of what you do and translates it into meaningful language that resonates with any audience. To succeed in raising more money for your nonprofit organization, you must begin to communicate in messages, not just facts. That is the foundation of Heart and Soul Communications. It begins with articulating the

answer to the question, “What does your organization do?” in a 30-second statement that emphasizes your impact on those you serve and on the broader community. Here are a few before-and-after examples:

Program/Service-Style Communication	‘Heart and Soul’-Style Communication
<p>Childhaven utilizes research-based methods of clinical early therapeutic intervention to protect and treat children ages one month through five years who have been abused or neglected or who are at risk of abuse and neglect.</p>	<p>Since 1909, Childhaven has been a safe and caring place for babies, toddlers and preschoolers. Using innovative, proven approaches to child development in a therapeutic child care environment, we heal old hurts and nurture young lives. By strengthening family relationships and improving parenting skills, we break the cycle of abuse and neglect and create a foundation for lifelong loving relationships.</p>
<p>Solid Ground is a large human services agency that provides housing programs, in-home care for the elderly, food and nutrition programs, and other services for low-income people in Seattle and King County.</p>	<p>Solid Ground builds stable, self-sustaining futures for 25,000 families each year, helping them overcome economic crises and develop the skills and resources they need to thrive. Through 30 programs throughout King County, Solid Ground fights hunger, isolation, violence, homelessness and despair, advancing the vision of an end to poverty in our community.</p>
<p>YES is a multi-service agency licensed to provide individual and family counseling; substance abuse education, prevention and treatment; community and school-based violence prevention and family support; and consultation and training activities for children, adolescents, parents and school staff.</p>	<p>Youth Eastside Services helps save lives. When kids and families are shattered by substance abuse, violence and emotional problems, YES makes them whole again. We create strong families, confident and self-reliant youth, and a safe eastside community that cares for its young people.</p>
<p>Cancer Lifeline provides emotional support, resources, educational classes and exercise programs designed to support people in all stages of the cancer process. Our services are available throughout the Puget Sound area and in 16 Western Washington counties.</p>	<p>Cancer Lifeline is a caring community that helps people face cancer with dignity, strength and hope. When people feel alone and scared, we listen, comfort and counsel. We empower them to cope with their emotions, reclaim control and find peace through support groups, exercise and nutrition, and 24-hour emotional support.</p>
<p>The Our Lady of Guadalupe capital campaign will raise funds to build a new gym and meeting space.</p>	<p>OLG’s <i>Building for our Future Campaign</i> is our opportunity to enrich parish life for the next 50 years and beyond. By coming together to build a new Parish Life Center/ Gym, we will not only create a vibrant place for all generations to grow in fellowship and faith, we will strengthen our entire community.</p>
<p>The Children’s Museum Seattle is the place to go in the Pacific Northwest for children aged 2-12 and those caring for them by enabling creative connection through play, arts and multicultural experience.</p>	<p>The Children’s Museum/Seattle connects families to the creativity within themselves and others, ignites their appreciation for the richness of other cultures, and prepares them to live as citizens in a world of limitless possibilities.</p>