

CLAXON
UNIVERSITY

Words Revolutionized: a research-backed approach to creating captivating communications

PRESENTED BY
ERICA MILLS

Mad Libs

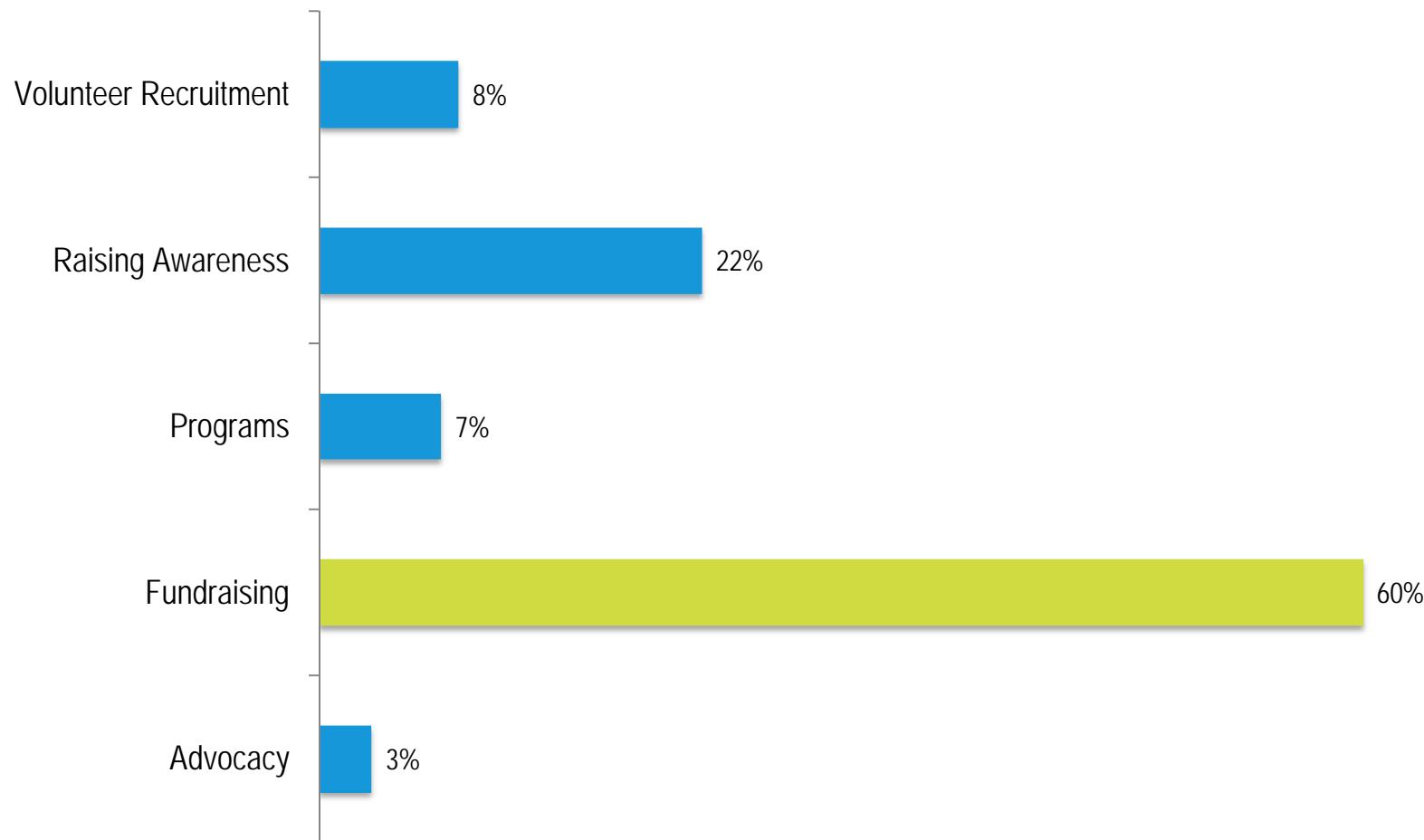
- | | |
|----------------|-----------------|
| 1. Noun | 10. Adjective |
| 2. Noun | 11. Adjective |
| 3. Noun | 12. Verb |
| 4. Plural noun | 13. Adverb |
| 5. Verb | 14. Verb |
| 6. Noun | 15. Verb |
| 7. Noun | 16. Plural noun |
| 8. Verb | 17. Adjective |
| 9. Adjective | 18. Noun |

Mission Statement Mad Libs

We provide #1, #2, and #3 to #4, and
#5 our #6 to create a sustainable #7; in
so doing, we #8, a world that is #9,
#10, and #11; we #12 with the community
to #13 #14 #15 our collective
impact. We also #16 #17 by
leveraging our #18 in new and
innovative ways.

Communication Matters

Communication Goals



Communication Matters

- Resource Acquisition
 - Donations (of course)
 - Volunteer Time
- Mission Work
 - Education
 - Advocacy
- Internal Culture
 - Focus
 - Collaboration

Communication Matters

Providitis *n*

An epidemic that leads organizations to use the most boring verb in the English language—provide.

A Stepping Stone Foundation provides stepping stones to create success through education for children and families who have limited opportunities.

Courtney's Place provides the physically and mentally challenged persons an array of opportunities through education and programs for life, giving them an ability to further reach their individual goals which elevate their personal potential as members of our community.

The Crossroads provides high quality, affordable, comprehensive residential programs and services that promote recovery from alcoholism and drug addiction, personal growth, accountability, self-sufficiency, and healing.

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Options for Homeless Residents of Ashland is dedicated to providing homeless and low income residents of Ashland and Talent with opportunities to improve their individual situations and leave poverty and homelessness behind.

The Rose Circle is a Southern Oregon community of men and women who provide a safe and empowering place for our youth in which to explore and understand themselves, each other, and the world.

Parenting Now!, formerly Birth To Three, is a private non-profit organization that provides parenting education and support to families with young children.

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Nursingale's vision is to be the leader in providing expert home nursing care and comfort for the medically fragile and their families.

CCCCHA is a nonprofit organization that serves 3 and 4 year-old children in low-income families residing in Clackamas County. Head start does not charge any fees. We provide quality pre-school education, nutritious meals, regular health screenings including dental, vision, and hearing, mental health staff, and family services including home visits.

MultiCare Good Samaritan Hospital, East Pierce County's only hospital, provides family-centered, compassionate care for patients at every stage of life.

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Career Path Services, a private non-profit corporation, provides workforce development services to individuals and employers in Washington State.

Peaceful Valley Community Center provides ongoing and dynamic community programs that benefit and foster a diverse population in a socially conscientious and fiscally responsible manner.

Friends Across Cheney Equally (FACE) is an all-volunteer non-profit organization dedicated to giving developmentally disabled adults a voice in their community. FACE provides social, recreational, and educational opportunities while building self-confidence and lifelong friendships.

The City Gate is a non-profit organization that is first and foremost a church with the purpose of RECLAIMING, REBUILDING & RESTORING Lost and Broken Lives. We begin this mission by providing a "gathering place" at our downtown location that's open to the public with no respect of persons.

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The Humane Society works to reduce suffering and to create meaningful social change for animals by advocating for sensible public policies, investigating cruelty and working to enforce existing laws, educating the public about animal issues, joining with corporations on behalf of animal-friendly policies and conducting hands-on programs that make ours a more humane world. We are a leading disaster relief agency for animals, and we and our affiliates provide direct care for thousands of animals at our sanctuaries and rescue facilities, wildlife rehabilitation centers and mobile veterinary clinics. (D.C.)

Vision Outreach International tests and recommends the best tools, tips, techniques, and technology available. We are constantly looking for portable, affordable, high quality, superb outcome ordinated tools and procedures. We provide web based learning opportunities through the following subsidiary web portals: Global Sight Alliance & classroom.globalsight.org. (MI)

Islamic Relief USA strives to alleviate suffering, hunger, illiteracy, and diseases worldwide regardless of color, race, religion, or creed, and to provide aid in a compassionate and dignified manner. Islamic Relief USA aims to provide rapid relief in the event of human and natural disasters and to establish sustainable local development projects allowing communities to better help themselves. (VA)

Spectrum provides necessities like a warm place to get a meal or do laundry, along with an emergency shelter and longer term transitional housing for homeless or at-risk youth and those in or aging out of foster care. (VT)

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The Alliance supports the arts in our community and, through our *Kids and the Arts* program, provides outreach programs and funding that enables underprivileged children to learn about and attend live performances at the Thousand Oaks Civic Arts Plaza, who otherwise would not have the opportunity.

In addition to bringing children and the arts together, we also provide funding for more than 40 nonprofit performing arts groups, support for theater operations and maintenance, and continuing art education scholarships. Pro-bono marketing and media services are provided by the Alliance to promote performances and special events. Funds are raised by the Alliance for the Arts through a dedicated Board of Directors, the Angels of the Alliance auxiliary, special events, annual memberships, endowments and more, including:

- Subsidize theatre operational costs to keep ticket prices affordable.
- Provide funding for Resident Companies and local nonprofit performing arts groups that perform on the Fred Kavli Theatre and Scherr Forum Stages at the Bank of America Performing Arts Center.
- Provide access to the arts through our Kids and the Arts School Outreach Program, with free bus transportation and tickets for underserved children and families.
- Provide funding to subsidize world-class artistic productions.
- Provide annual contributions of cash and in-kind support for the marketing, advertising, community and public relations of the Thousand Oaks Civic Arts Plaza.
- Provide funding support to the Theatres, theatrical productions and the facility. (CA)

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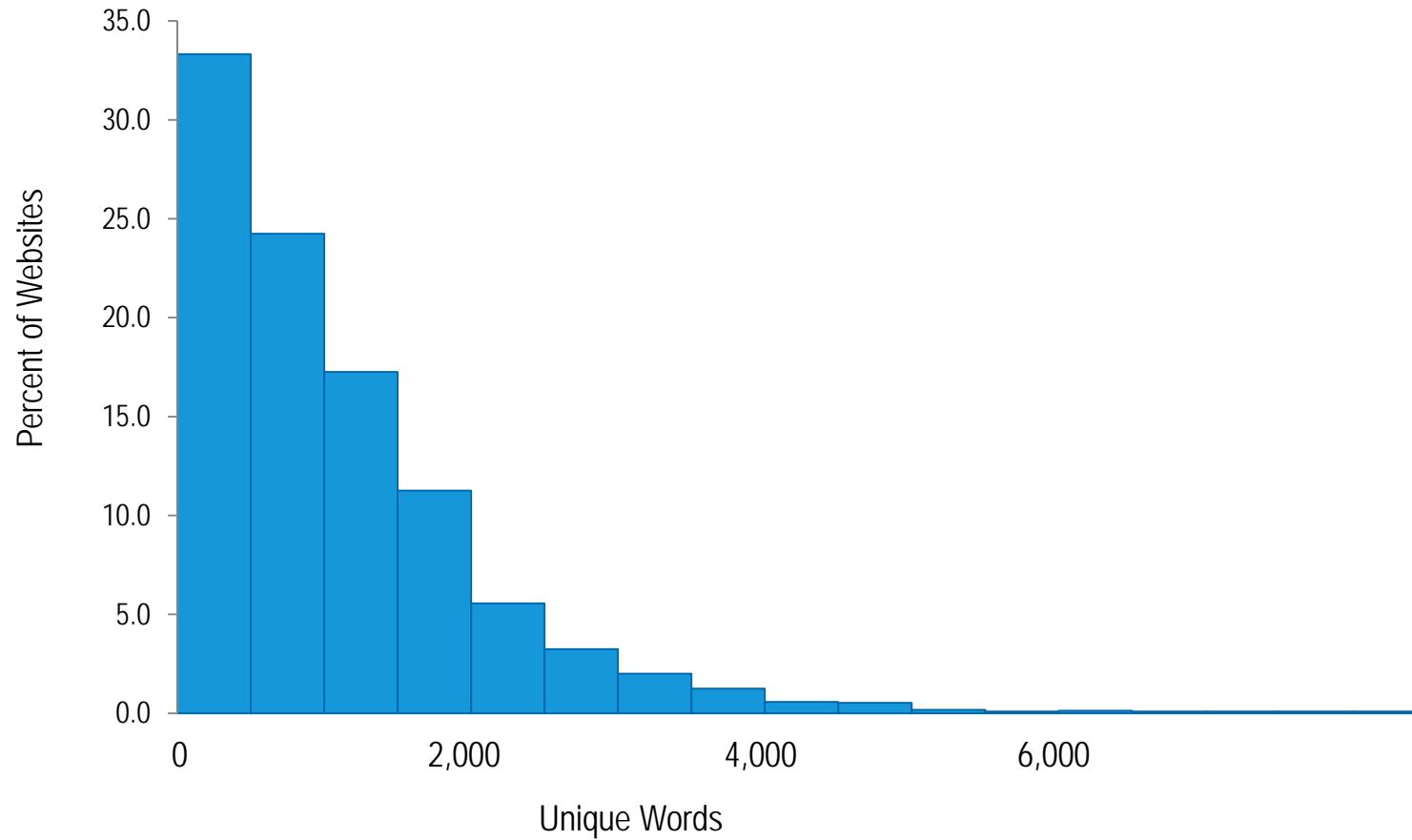
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Nonprofits aren't using many words



How can the sector solve
these communications
problem?

The Claxon Method

1

2

3

4

Section No. 1: Why

1. Why do you exist?

Section No. 2: What

2. What do you want to be known for?

3. What is your Brand Personality?

4. What is in your Organizational Lexicon?

5. What are your organizational goals and marketing objectives?

Section No. 3: Who

6. Who are your believers?

7. Who is your ideal supporter?

Section No. 4: How

8. How will you let people know what you want to be known for?

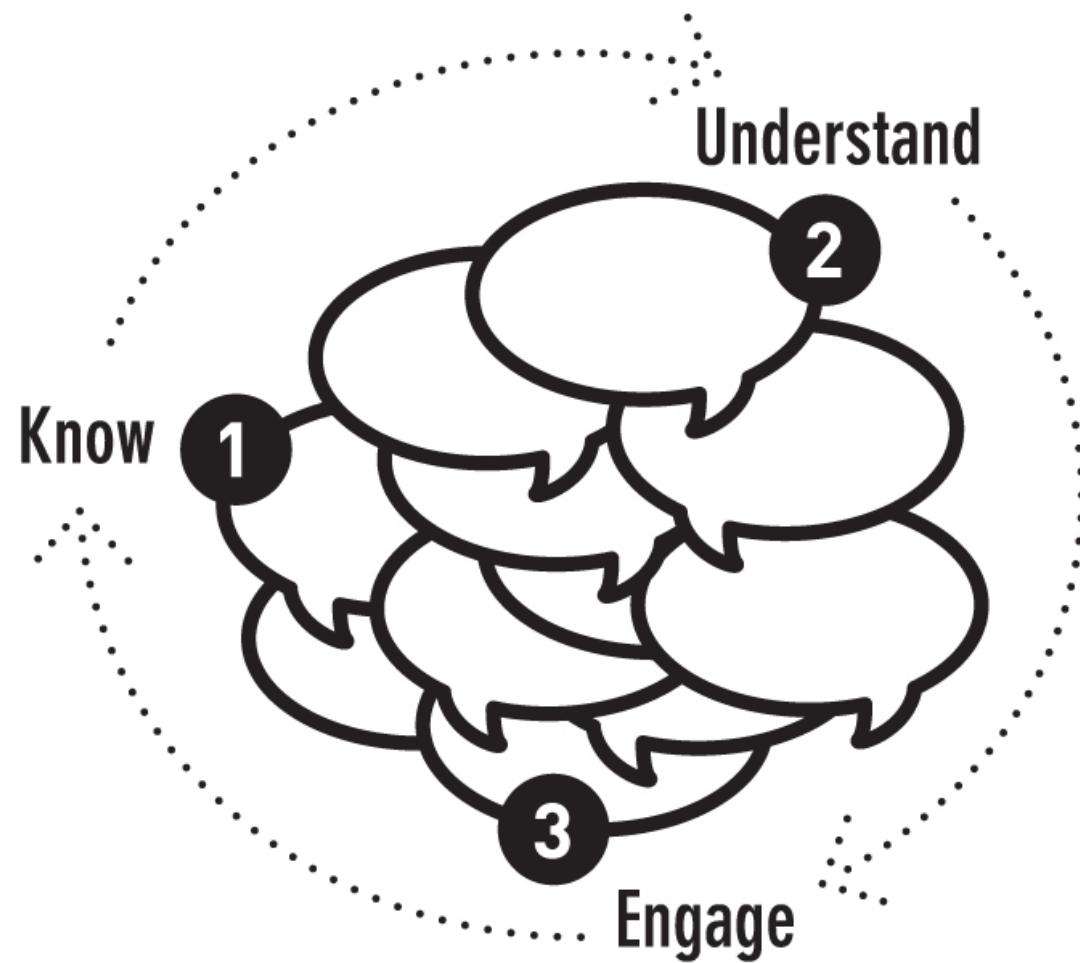
9. How will you get people to understand what you do?

10. How will you get people to engage with what you do?

11. How will you tell your story?

12. How will you socialize your message?

Engagement Cycle



? = :)



The Wordifier will tell you whether you should **stop using a word**, **use it with caution**, or **use it all you want**!

enter your word here:



community

Go!



STOP!

That word is way overused by nonprofits, my friend. If you want your words to stand out, pick a word that's used less often...bearing in mind these caveats, of course.

community:a unified body of individuals
[\[show more\]](#)

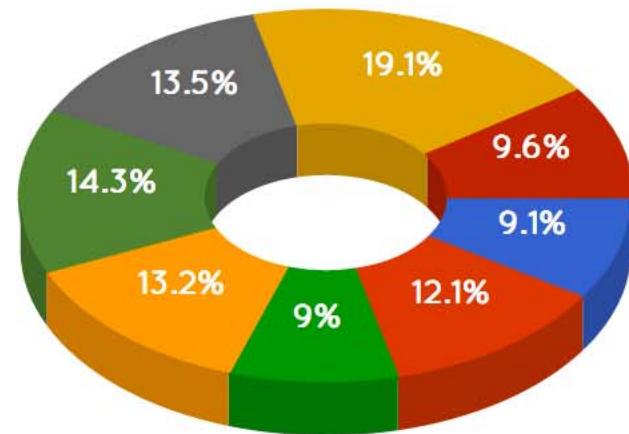
Part of Speech:

Merriam-Webster Collegiate Dictionary

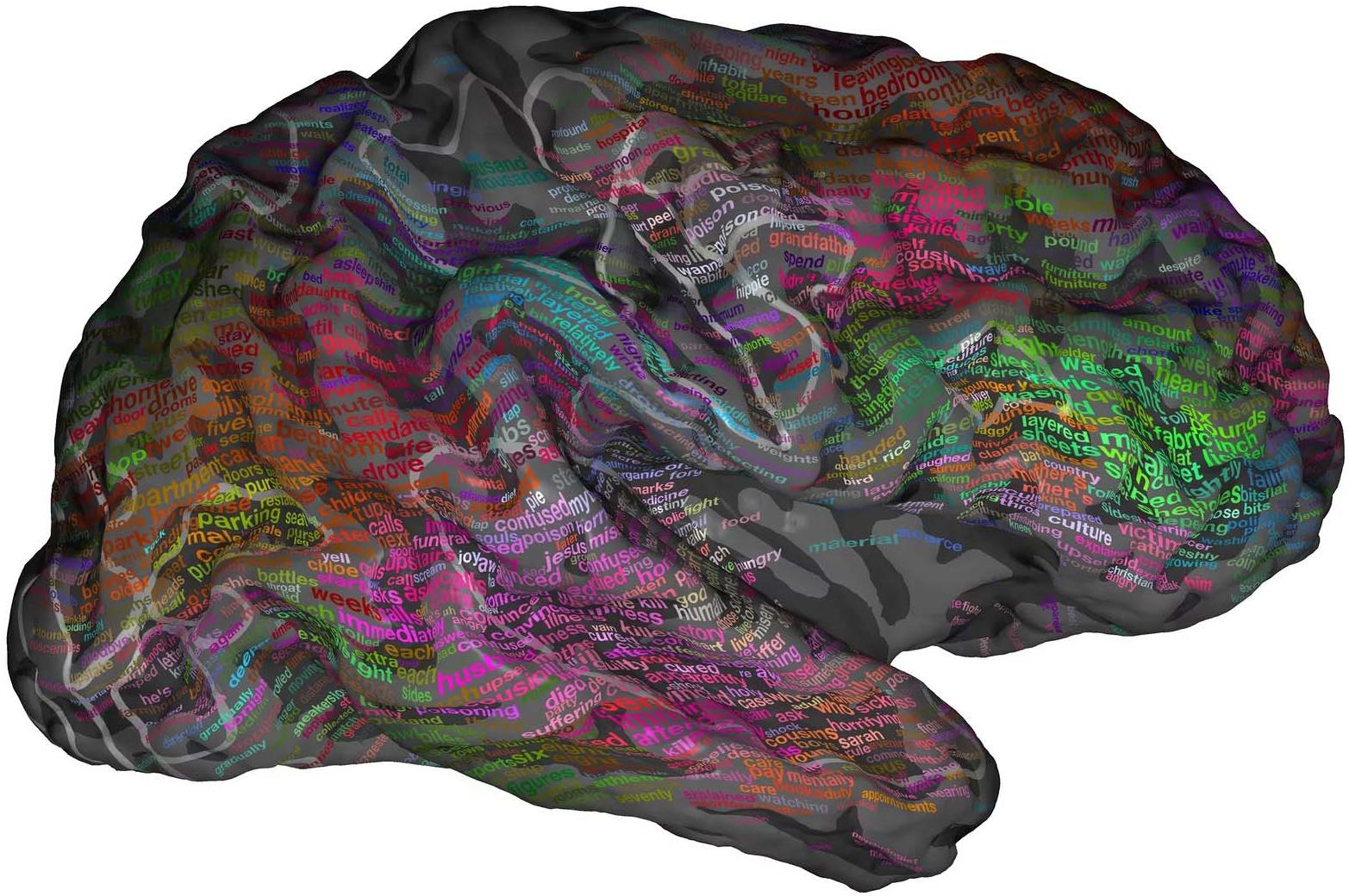
Related Words & Synonyms for community

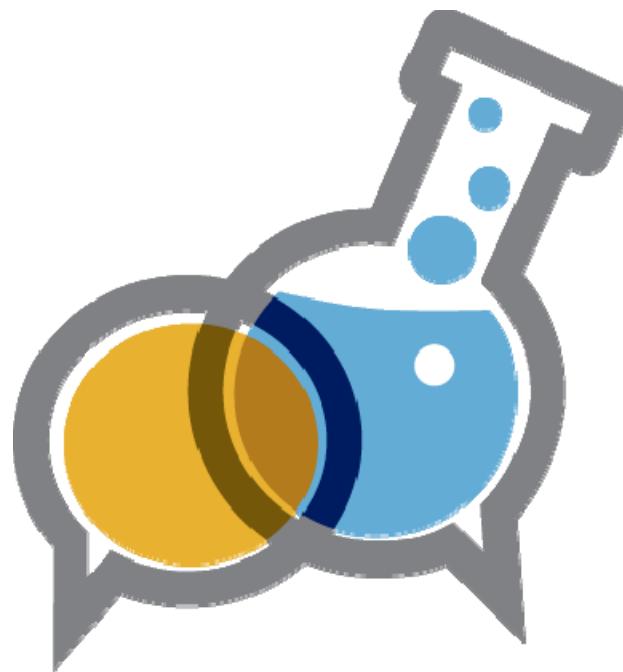
society	set	company	body	network	lot
clan	crowd	ring	fraternity	vocation	pack
brotherhood	neighborhood	fellowship	circle		
bunch	fold	camaraderie	colony		

Organizations using this word:



- Arts and Culture
- Educational Research
- Environment/Animals
- Health
- Human Services
- International
- Public/Social Benefit
- Religion





claxon
Language Lab

How can the sector solve its communications problem?

- Get clear on what success looks like.
- Understand the perspective to the person you are talking to.
- Use research findings to create powerful messaging.

The Claxon Method

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2

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Example: La Casa Hogar

They were facing a bunch of organizational and communication challenges:

- Recent leadership change
- Recent shift in mission & program focus
- Drops in revenue
- Changes in the local community which created new opportunities and challenges



La Casa Hogar

Cultivating Seeds Of Success

December 1, 2015

Dear Linda ,

The path to U.S. Citizenship begins at La Casa Hogar.

Sorry my english is under construction.
Hi my name is Adriana and I am currently enrolled in La casa hogar's citizenship program. I would like to thank the volunteers who donated their time to help prepare us for the citizenship process. I would also like to thank (Inglewood Cristian Church) for allowing us to meet here for our citizenship classes. Without your support this wouldn't have been possible. this program has given me the confidence I need to go through this process. Thanks to la casa hogar and to all the people who support these type of programs . people like me are given a wonderful opportunity to become U.S. citizens.

Over the past three years, La Casa Hogar has equipped over 375 students, like Adriana, to become U.S. citizens.

Please invest in more students like Adriana with a tax deductible donation TODAY.

Warmly and gratefully,

Laura Armstrong

Laura Armstrong
Executive Director



"I pledge allegiance to the flag, of the United States of America." Adriana taught herself the U.S. pledge of allegiance and leads her classmates through it in every citizenship class.

Adriana has lived in Yakima for four years. A wife and mother of two children, she works in a local fruit warehouse packing apples.

On June 25th, 2015, she came to La Casa Hogar and courageously began her path to citizenship with one goal: "to help my family."

In one week, Adriana will take her test to become a citizen... and we know she'll pass with flying colors.

RECEIVED DEC 07 2015

PS - So close. Our goal is \$15,000 (only 5% of the budget) and we must reach it by the end of the year.

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Success: La Casa Hogar

- Gains in revenue
- Attracting new supporters
- Attracting new clients
- Able to articulate their new focus with a new mission statement
- Empowered and energized staff
- Strengthened internal culture

"Claxon University has been instrumental in helping our bilingual and bicultural team to collectively identify how we want to speak about ourselves, our work, and talk to our community. We've had important, stimulating and energetic conversations about the value of La Casa Hogar, why people care, and why we care. The course's firm grounding in goals and core values has grown our team's appreciation for our varied perspectives and brought us greater unity."

- Laura Armstrong, Exec. Dir.

A Mission Statement for Community Foundations

What does success look like (for a mission statement)?

- How might a clear, concise, and compelling mission statement help community foundations?
- How are you hindered by a lack of a collective mission statement?
- How would you know if this communication effort was effective?

A Mission Statement for Community Foundations

Who does this statement need to reach?

- Is it internally facing or externally facing?
- What do they care about?

A Mission Statement for Community Foundations

Draft a Mission Statement.

Tip: Start with the verb.

Mission Verbs

accelerate	defend	leverage	signal
aggregate	enlarge	motivate	solve
align	envision	nurture	spark
alleviate	examine	prioritize	stabilize
anchor	execute	rally	steward
broaden	forge	reinforce	stimulate
cheer	generate	repair	stretch
collaborate	govern	revitalize	supervise
construct	ignite	reward	sustain
cooperate	initiate	shield	unite
cultivate	integrate		



A faint, light blue graphic of a graduation cap (mortarboard) resting on top of a diploma or certificate is visible in the background of the central panel.

Thank You!