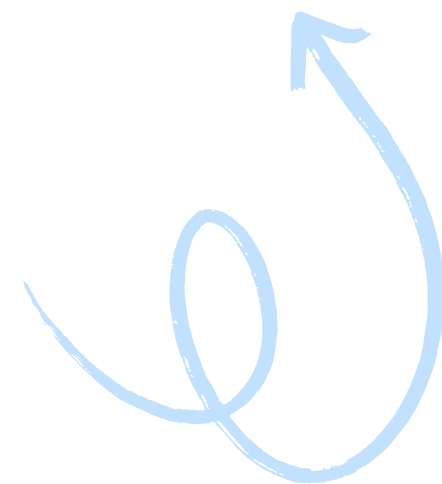


# Getting Your Organization Known



# The Importance of Visibility

Visibility is crucial for nonprofit success, as it drives connection, support, and impact.

Focusing on simplicity in communication can foster understanding and engagement among stakeholders, amplifying your mission's reach.



# Your Visibility Framework

## Five key steps to success

### Know Your Audience

Understanding your audience builds trust. Knowing **who you're speaking to** helps tailor your message and ensures that your communication resonates with both the community and supporters.

### Build Relationships

Strong relationships foster engagement. By actively **leading with relationships**, you demonstrate your commitment to the community, encouraging support and collaboration from those who share your mission.

### Simplify Messaging

Clear communication is vital. When you **make your message easy to understand**, it ensures that supporters can quickly grasp your mission and know how to get involved effectively.

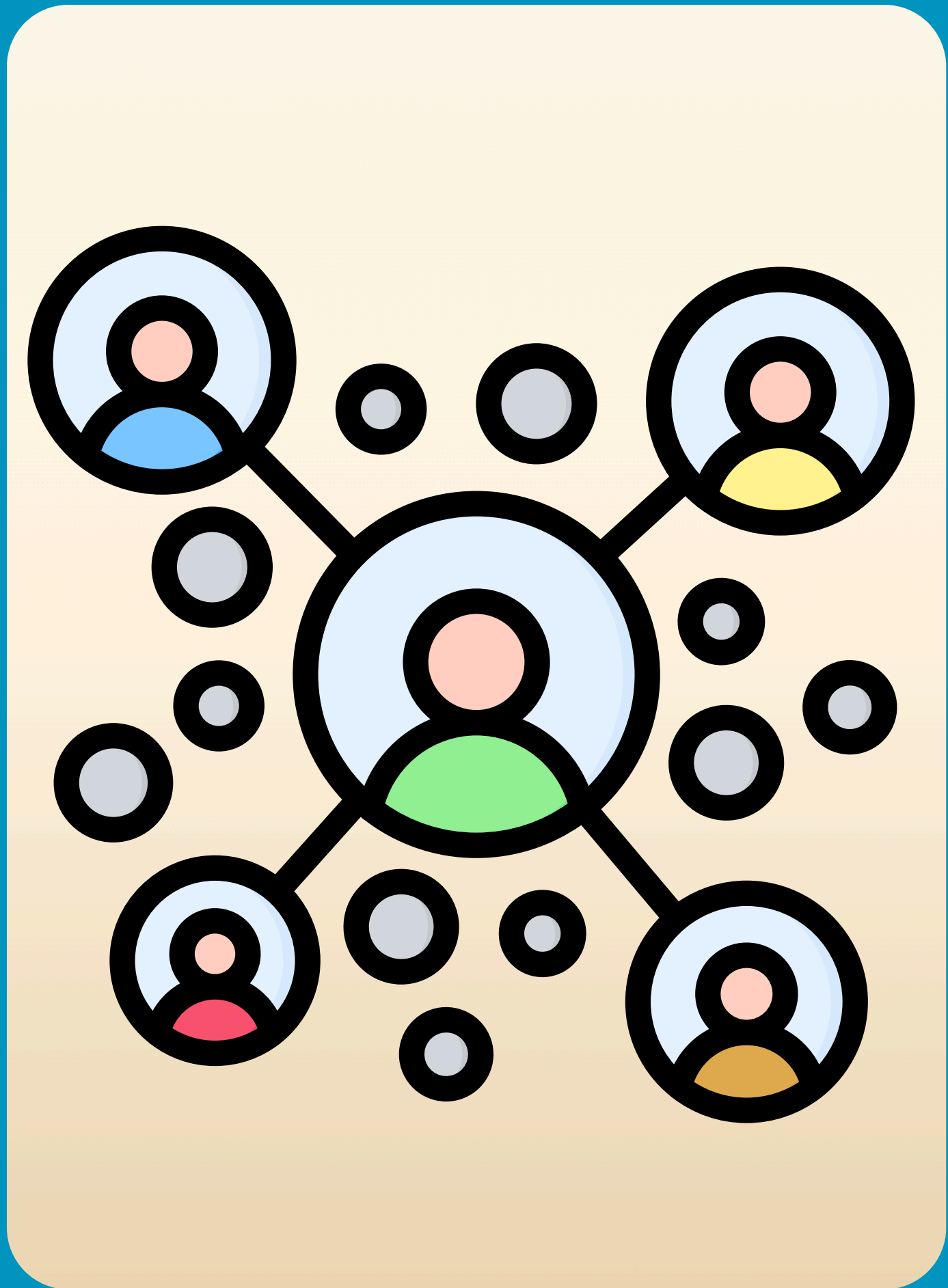


# Understanding Your Audiences

Knowing the **two main audiences**, the people you serve and those who support your mission, is crucial.

This clarity helps build momentum and fosters **stronger connections** within the community.





# Building Strong Relationships

Consistent presence in your community fosters **trust and familiarity**.

Introduce your mission clearly, partner with local organizations, and actively share wins to invite involvement and strengthen connections.

# Make Your Message Clear

## Simplifying Communication for All Audiences

### What We Do

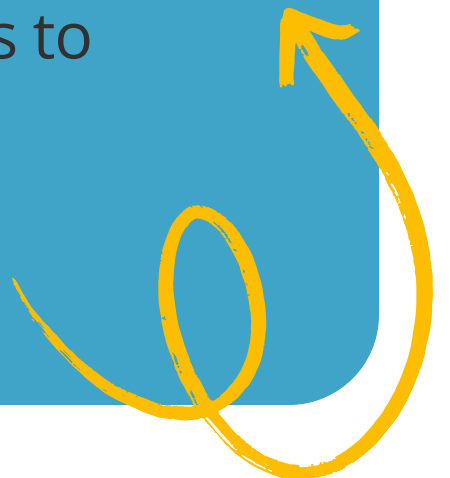
Clearly state your organization's mission and services. This allows visitors to understand your purpose and aligns potential supporters with your cause effectively.

### Who We Help

Identify your target audience explicitly. Specify the groups or community members you serve, creating a deeper connection with those who resonate with your mission.

### How to Get Involved

Provide straightforward information on participation. This includes volunteering, donations, or partnership opportunities, making it easy for interested individuals to engage with your organization.



# Show Impact Consistently

**Build trust through regular updates**

## Monthly Newsletter

Sending out one email newsletter per month helps keep your community informed of your activities, milestones, and upcoming events, fostering engagement and ongoing interest in your mission.

## Weekly Stories

Sharing one story of impact each week allows you to highlight the difference your organization makes, showcasing real outcomes that resonate with supporters and attract new interest.

## Community Updates

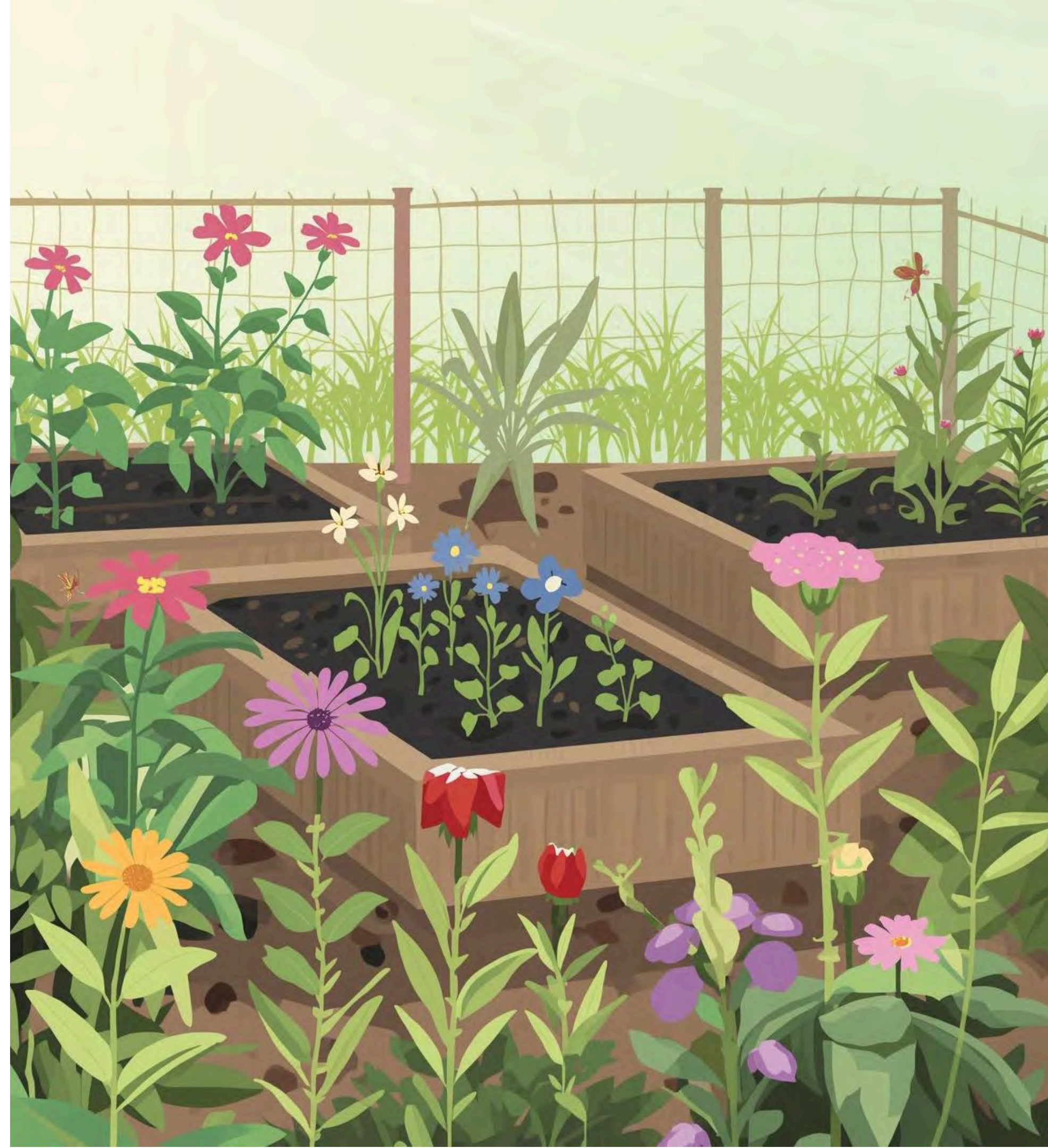
Regular updates in existing community spaces, whether through social media or local events, ensure your organization remains visible, cultivating relationships and enhancing your presence within the community.



# Keep Communication Sustainable

A sustainable visibility strategy focuses on **small, steady communication** efforts that maintain momentum over time.

Consistency fosters connection and support, ensuring your message resonates without overwhelming your audience.



# Reflection Questions

Engage in self-assessment for clarity

## Visitor Understanding

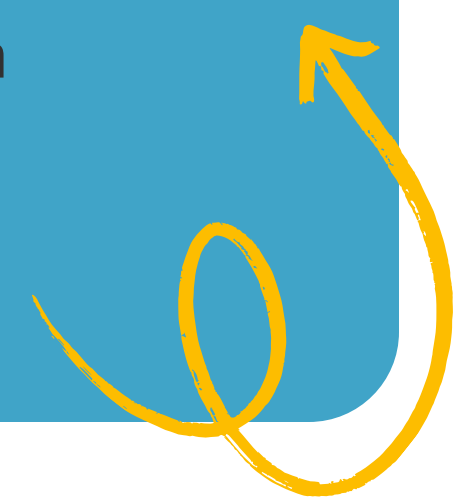
What would a first-time visitor glean about our mission and services within just **30 seconds** of viewing our website or materials?

## Clear Communication

Are we effectively communicating who we serve and how **supporters can engage** with our organization and its initiatives?

## Community Presence

Where are we actively showing up in the community, and how do we maintain our **visibility** across various outreach efforts and events?



# Key Takeaways for Visibility Framework

Understanding your audiences and **nurturing relationships** is essential for nonprofit success.

Simplifying messages and sharing impact regularly creates meaningful connections, while a sustainable rhythm enhances visibility over time.



# Taking Action for Visibility

Begin by auditing your communication channels to ensure clarity and consistency.

Commit to a consistent community presence and plan simple, effective storytelling that invites your team to collaborate and enhance visibility.



# Reflect and Enhance Visibility Together

Collaboratively assess your current communication strategies and identify areas for improvement.

Engage your team in discussions to develop actionable steps that ensure clarity and consistency in your nonprofit's visibility efforts.





We appreciate your participation today.

