

# Stronger Communications for Greater Impact

## SMART COMMUNICATIONS HAS THE POWER TO SPARK CHANGE, INFLUENCE BEHAVIOR, AND STRENGTHEN IMPACT.

Yet research\* shows that communications is often where organizations need help the most. Particularly within community-based nonprofits working on the frontlines of critical change, communications rarely receives the strategic investment needed. Now more than ever, there is an imperative for nonprofits to harness the power of communications to more effectively respond to the needs of their community and plan for their own organizational future.

For more than 40 years, Cause Communications has been committed to making the power of good communications accessible to all through our award-winning capacity building tools and comprehensive training programs.

## OUR TRAININGS STAND OUT WITH A HOLISTIC APPROACH THAT IS BOTH STRATEGIC AND PRACTICAL.

Cause has pioneered a cohort-based training model that remains unlike any other program in the field. Community-centered and highly participatory, our training programs are always tailored to each cohort and prioritize lifting up participants' own strengths, expertise, and lived experience. Sessions are designed to fit into nonprofits' busy schedules, requiring only 10-15 hours over 4-6 months.

Our training programs offer a unique combination of:

- Practical tips and best practices participants can start implementing right away
- Relationship building through a peer learning approach that fosters a community of practice
- One-on-one coaching that gives participants access to a communications expert and truly meets organizations where they are



## OUR TRAINING PROGRAMS ARE A SMART INVESTMENT.

Trainings can be designed in collaboration with funders as a capacity building strategy for grantees. And the results are transformative, creating a multiplier effect for all organizations.

*“Cause’s training programs are the best investment we can make in our grantees’ futures. With their enhanced communications skills, these organizations walk away prepared to strengthen and amplify impact.”*

Wendy Chang, Director, Dwight Stuart Youth Fund (DSYF)

*“So impressed by Cause’s approach and DSYF’s foresight in offering this program to its grantees. The program really strengthens the investment of the foundation in its nonprofit partners beyond program support.”*

Participant, 2020 Training Program

### THE LASTING IMPACT GOES BEYOND COMMUNICATIONS.

Participants come away from our training programs with sharper messaging, tailored strategies to engage specific audience groups, and a clear vision for how to use communications in the service of broader organizational goals. Graduates have gone on to more effectively articulate the value of their work and, as a result, bring in more fundraising dollars, larger grants, and visibility. For many nonprofits, participation in the program also results in making communications a greater priority within the organization. The bottom line? Stronger communications skills lead to stronger and more sustainable nonprofits.



**WE ARE A TRUSTED PARTNER.** Cause has brought its training programs and workshops to a broad range of organizations. Partners include:



### ABOUT CAUSE COMMUNICATIONS

As a capacity building organization, Cause Communications provides free tools, hands-on training programs, and select communications consulting services. Woman- and LGBTQ-led, we have worked on the frontlines for more than 45 years with purpose-driven partners and clients – over 20,000 organizations in more than 45 countries – to advance justice and equity by using communications for good. For additional information, visit [causecommunications.net](http://causecommunications.net).

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### PARTICIPANTS AGREE ON THE VALUE OF OUR TRAINING PROGRAMS.

An impressive 100% of our training program participants would recommend the program to other nonprofits. Comments from recent graduates include:

*“Better stories DO lead to bigger dollars! We just received our first 7-figure grant. Thank you for teaching us how to use communications for greater impact!”*

Stephanie Campbell, Former Executive Director, Bright Prospect

*“This training gave us many tools to build our communications effectiveness – and the confidence to use them. As we’ve communicated more effectively, we’ve gotten greater results.”*

Karen Mack, Executive Director, LA Commons

*“Thank you for introducing us to like-minded nonprofits; and thank you for making us think in new and challenging ways!”*

Participant, 2021 Training Program