

# NONPROFIT

## Business Agility Series

A collaborative initiative of Foundation For The Carolinas, United Way of Greater Charlotte, The Lee Institute and SHARE Charlotte

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# Purposeful Communications for Nonprofits

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# Today's Goals

- Not To Solve Everything
- Carve Time to Think
- Provide Strategies & Tools
- Opportunities for Engagement



I get it. These are really challenging times.



A New Beginning.

**From:** Randy Cohen

**Sent:** Thursday, July 1, 2021 9:15 AM

**To:** Krista Terrell <[krista.terrell@artsandscience.org](mailto:krista.terrell@artsandscience.org)>

**Subject:** RE: A New Beginning

Hi Krista,

This is a wonderful announcement and communications approach to all of the amazing (and strenuous) work you have been doing. Congratulations! It feels fresh, personal, is specific, it's a jargon-free easy read, and most folks can see how they connect. I have passed it along to our new CEO, Nolen Bivens, as a great example of a local approach not unlike what we will be tackling nationally.

I hope you have a great Holiday weekend ahead.

Warmest,

Randy

# Feedback Provides Insight

Randy Cohen  
VP of Research, Americans for the Arts



Let's Talk About Your Value Prop.

**If I am your ideal donor, why should I give to your organization rather than to another - or at all?**

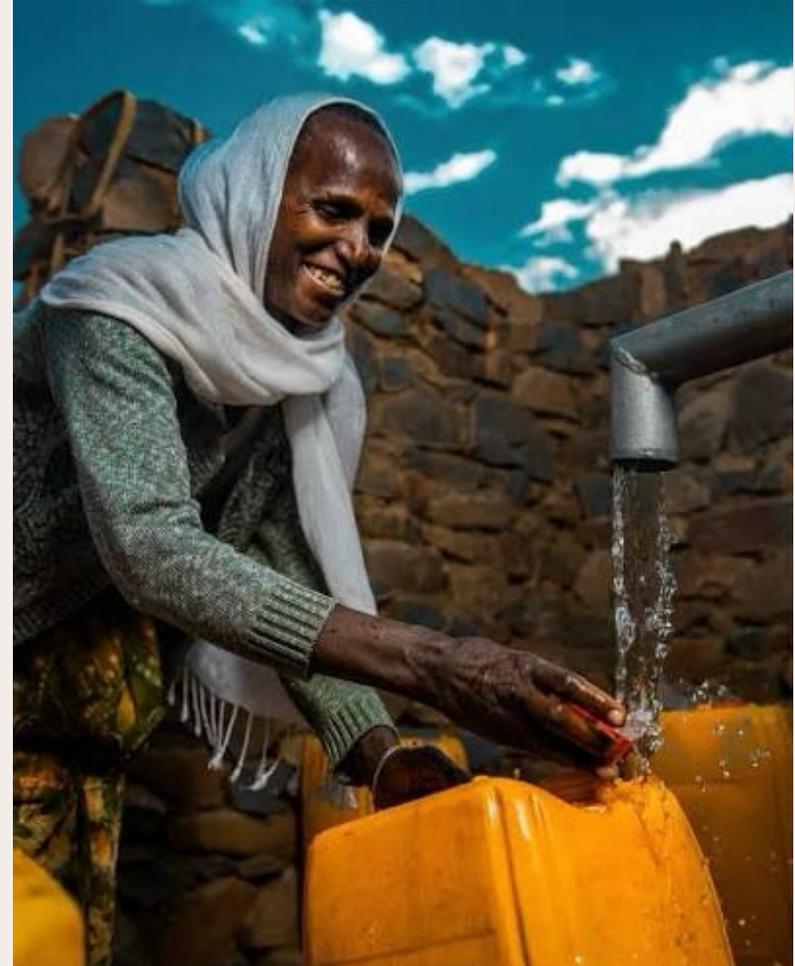
**What is your organization's  
concise and unique selling proposition?**

**[Organization name] solves [problem] by [unique claims], which means [outcome].**

# Strong Value Proposition: [charity:water](#)

A nonprofit dedicated to providing clean and safe drinking water to people in developing countries.

**Value Proposition:** They commit to using 100% of public donations directly for clean water projects, ensuring maximum impact and transparency with donors.



# Core Elements of a Value Proposition

<b>Element</b>	<b>Purpose</b>
Mission	Sets the purpose and scope
Appeal	Compels stakeholders to care
Clarity	Ensures understanding, avoid jargon
Exclusivity	Demonstrates what makes you unique
Credibility	Proves ability to deliver on promises
Evidence	Reinforces with proof and outcomes

## **Question 1:**

What specific problem are we uniquely positioned to solve for our community or donors?

## **Question 2:**

What unique outcomes can only our organization deliver that can't be found elsewhere?

## **Question 3:**

When people visit our website or hear our story, what stands out as the most compelling reason to support us?

What Are You Communicating?

# Key Questions

- What are we trying to accomplish?
- Who are the stakeholders that need to know and understand?
- What action do we want them to take?  
Is there a clear Call To Action?
- What are the measurable objectives?  
How will we know if we are successful?



**There is no such thing as the general public.**

# Key Questions

- What do our stakeholders care about?
- What is the single most persuasive idea we can convey?
- What are the supporting 'reasons to believe?'
- What channels are they on / consuming?
- What's your timeline?

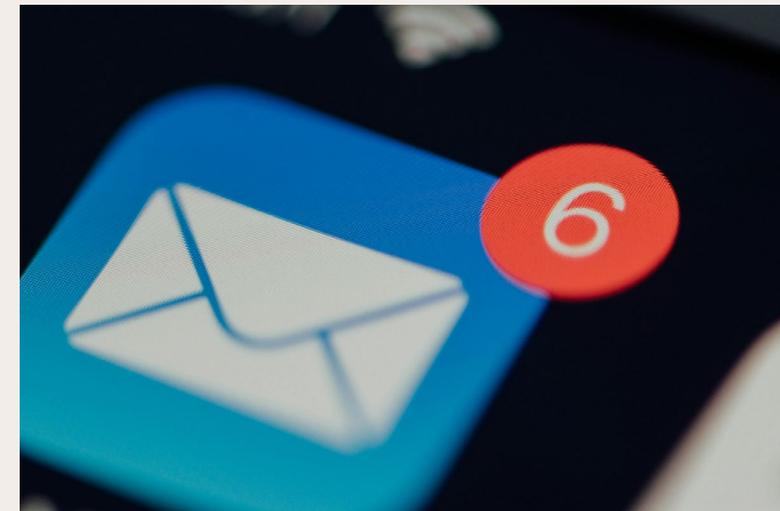
# 10 Storytelling Mistakes

1. Mistaking outputs for impact
2. Centering the institution instead of the community
3. Talking about people instead of handing them the microphone
4. Treating storytelling like a one-off campaign
5. Using jargon that snuffs out emotion
6. Underestimating the power of conflict and complexity
7. Overproducing instead of being real
8. Treating storytelling as a vanity project
9. Ignoring narrative ecosystems
10. Forgetting that storytelling is a long game

How Are You Delivering Your Message?

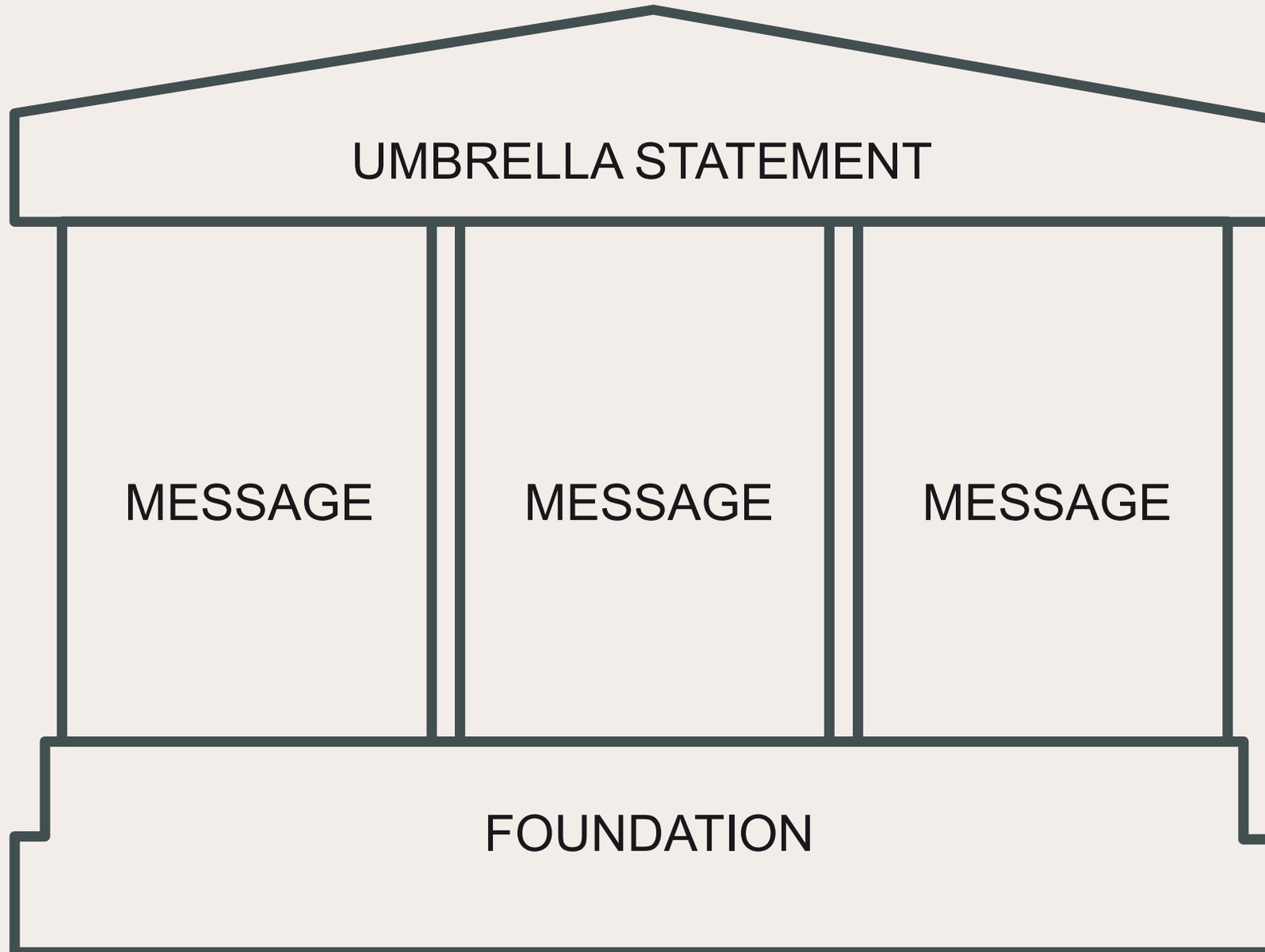
**Ready! Fire! Aim!**

# What channels are you using?



Let's Build Your Message.

# Message House



# Reminders

- Be Clear and Concise
- Tell Compelling Stories
- Know Your Audience | Personalize and Segment
- Be Consistent Across Channels
- Focus on Outcomes
- Use Strong Calls to Action | Incorporate Visuals | Maintain the Right Tone
- Test, Evaluate and Evolve

# Accountability

1. What is one thing you plan to take back to your organization and implement?
2. How will you hold yourself and your team accountable for creating/revisiting your organization's value proposition, learning about your stakeholders and crafting/refining messaging?

**Always Remember...**

**It's about  
Relationships.**



Krista Terrell, APR

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Thank you.

# **Session #6: Revenue Models**

**Monday, October 20 (9-11am)**

**Goodwill Industries**

# THANK YOU FOR COMING!

## Tells us what you think!

