

# Communicating for Change

---

**NCJW<sup>®</sup>**

National Council of Jewish Women





# Overview

- Developing and communicating your message
- Practicing your message
- Identifying goals and target audiences
- Conceptualizing your narrative/story
- Identifying the best channel to deliver the message

# When to Share Your Story



- Recruiting new members
- Section events
- Social media posts
- Newsletters
- Email listservs
- Donor appeals
- At a rally or march
- Talking to press



# Communications Strategy



Determine goals



Identify target audience(s)



Identify internal spokespeople and external validators



Develop and implement tactics



Evaluate results and shift strategy as needed

# Components of a Powerful Message



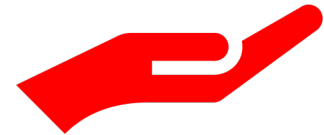
## Head:

Substance and/or Facts



## Heart:

Emotion



## Hand:

The "Ask"

# Developing Your Elevator Pitch



- **Belief Statement:** Tell the audience the opportunity/challenge you are working to change.
- **Statement of Work:** Tell the audience what you are doing to face the challenge.
- **Call to Action:** Tell the audience what you want them to do with the information you are giving them.



# Practice!

- Breakout rooms
- You have a messaging worksheet to map out your ideas
- Take the next 5-10 minutes to practice in your group
- We'll ask for volunteers to share with the full group



# Elements of Storytelling

- **Know your last line:** Just like a good piece of writing or podcast, it should be strong and impactful.
- **Name your characters:** Talk about real people, with real names and identities, so the audience can connect with them.
- **Add sensory information:** Bring the audience into your experience. Help them see, hear, imagine the moment you are describing.
- **Don't shy away from emotion:** People connect to stories that they can feel. There are reasons to be concerned and reasons to be hopeful; give the audience both.



# Story Prompts



- What was the moment you realized the work of NCJW can make a difference in someone's life or in your community?
- Who is a person who inspires you to continue doing this work?
- What was an “ah-ha!” moment that reminded you why the work you do matters?
- Describe a time when you succeeded despite pitfalls and challenges along the way.



# Practice!

- Breakout rooms
- Take the next 5-10 minutes to practice in your group
- We'll ask for volunteers to share with the full group

# Message Presentation Best Practices



- Identify your “key message” and three supporting points
- Provide your name and NCJW affiliation
- Connect with your audience authentically
- Avoid jargon and acronyms
- Be confident. You are an expert.



# Questions? Comments?

Reach out to us!

West End Strategy Team

[ncjw@westendstrategy.com](mailto:ncjw@westendstrategy.com)

NCJW<sup>®</sup>

National Council of Jewish Women