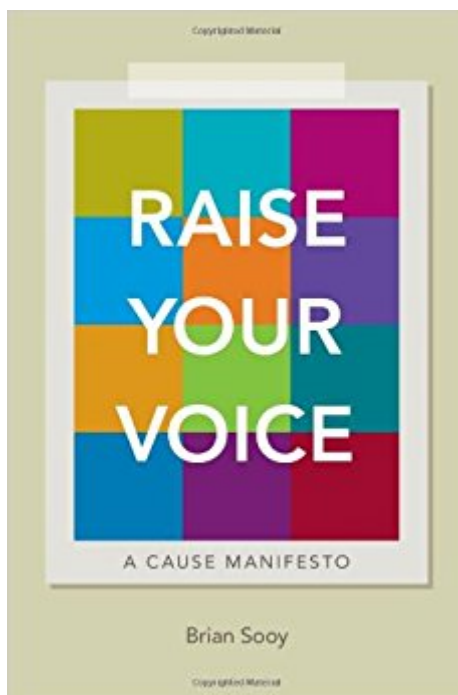


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# Raise Your Voice: A Cause Manifesto



## Synopsis

"Raise Your Voice: A Cause Manifesto" is for leaders who desire to create a strategic communications framework and sustain a breakthrough nonprofit brand through strategy, design, and purpose. Through the four dimensions of communications and culture--purpose, passion, people, and promise--"Raise Your Voice" will help you unite your organization's purpose, values, culture, and voice to create a unique identity your supporters and advocates will love. It will help you understand the difference between your purpose, mission, and vision--and why it matters. The principles of The Cause Manifesto will help you lead your organization through four dimensions of culture and communications. Strategy, inspirational communications, relationship building, and visionary principles will empower you and developing leaders around you to communicate with clarity, transform your culture, and through strategic brand storytelling advance your mission more powerfully and effectively. Every day, meaningful causes and companies are striving to be seen, be heard, and understood. The Cause Manifesto will renew your cause marketing and nonprofit communications, and inspire your donors and advocates to serve more, give more, and engage more. This book is for leaders who want to create positive impact and nurture a culture of philanthropy through their causes and companies. Executive directors and board of directors are changing organizational culture and nonprofit marketing strategy. Nonprofit professionals learn more powerful ways to communicate impact and outcomes. Development and fundraising professionals who know how to fundraise find the principles are relevant to nurturing donor relationships.

## Book Information

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## Customer Reviews

"Your book was extraordinary, challenging traditional and conventional strategic thinking." -- Steve Fedyski, COO, PureFlix Studio

"The take-away I have is to use the principles outlined in the 12 steps to create meaningful mission-based communications that effectively tell our story and form a case for support, even if other messaging that is disseminated from other arms of our organization are going in another direction." Vice President, Wesleyan Senior Living

Brian Sooy writes in his book "Raise Your Voice: A Cause Manifesto" that a non-profit organization must be passionate about their cause and clearly articulate their cause using both words and visual imagery. This clarity will inspire others to join their cause and take action. --Linda Freeman, author (Thrive; Inspired for Greater Things), and mission director

"First, ask (and answer) the right questions in terms of branding and visual engagement, followed by deeper understanding of engagement strategies that are most effective in reaching our many different stakeholders. This helps us keep focused on a communications strategy that compliments and strengthens our stated goals." Executive Director, Cleveland Water Alliance

Now more than ever, effectiveness in the marketplace depends on our ability to rise above the noise and cut through the clutter. Brian Sooy provides a practical, design-driven approach for sharing your message with clarity and passion. --Todd Henry, Die Empty: Unleash Your Best Work Every Day

Part of what brings a donor to a cause is the hope of being part of a greater good. With Raise Your Voice, Brian Sooy gives nonprofits a means to go beyond being the loudest voice in the room to crafting a clear, articulate message which allows donors to see themselves as part of the solution. --Julie Chase-Morefield, Executive Director, Second Harvest Food Bank of North Central Ohio

Finally, a great marketing book for charitable organizations. Brian Sooy brings clarity and structure to the challenge of branding a cause. --Marty Neumeier, The Brand Gap

Every day, meaningful causes are trying to rise above the noise and be heard. Is your nonprofit or philanthropy one of them? Raise Your Voice is an exploration of mission-driven design and the touch points that are meaningful to your audience. It explores a framework for understanding how your cause is represented by your organization's unique personality and distinctive voice. The resolutions of the Cause Manifesto are timeless principles that align how an organization communicates its values through its purpose, character, culture, and unique voice. These twelve strategic, inspirational, relational, and aspirational principles will transform your culture and

empower you to communicate more powerfully and effectively. The principles of mission-driven design, and the resolutions of the Cause Manifesto, are a call to be courageous as you inspire your audience and connect them with your mission. This book is for anyone who supports and believes in a meaningful cause. It's full of insights for executive directors, communication officers, grant and program managers, development directors and fundraising professionals. Share it with your board members, grantees, and volunteers. Encourage the organizations that you support and believe in to apply the principles, and make them part of its culture.

I read "Raise Your Voice" in one sitting. Brian's eloquent manifesto for non-profits is equally applicable to for-profits. It's not a how-to-book, thank goodness! We have enough of those. Brian makes you stop and think about the purpose and mission of your organization - why you exist in the first place and how you fit into the ecosystem around you. We so often mistakenly confuse our organization with the cause itself - a big mistake. Brian makes it simple and clear and powerful. This is a must read for anyone, regardless of industry or sector. Please, read it!!!!

Such a powerful book. I run a school-based competitive robotics club that depends on donations. This book has given me such great insight into how we should be communicating with our sponsors and donors, and potential sponsors and donors! Easy to read and full of great, useful information!

I felt very inspired after reading "Raise your Voice". I loved the theme of speaking with one voice on behalf of a meaningful cause. The book really resonated with me because of my personal connection to mission-driven strategy and design. I especially love the twelve principles that are timeless and can serve as a foundation for improving non-profit and faith-based communications. This is a gem of a book.

Unique ideas from a unique voice. I particularly appreciated the balance between inspiring the reader philosophically and giving very concrete advice for nonprofit PR. A must have book if you are responsible for public relations, board leadership, or program development. Loved it!

If you ever served on the board of a not-for-profit this book is a must-read. Brian's story leverages his experience in working for not-for-profit's to help shape your message to ensure that it will inspire those who serve.

Have already used it for non-profit strategic planning. I bought a copy for each board member and had them read it prior too the strategy sessions. They loved it. Planning on presenting this book to other non-profits! I am a big fan!

As a development professional, I am always looking to learn about industry trends, cutting edge ideas, ways to do my job better and frankly, ways to be inspired, renewed and motivated. Brian Sooy's book, *Raise Your Voice A Cause Manifesto*, is truly a book that offered a clear, concise guide to communicating my organization's values through the twelve principles. More than that though, it reminds me of why I do what I do for a living. Raising money is a very personal business. The results I get will come from people.....people who require, consciously or subconsciously, many different things like being heard, being thanked, being appreciated, feeling they make a difference, etc. That is why I keep *Raise Your Voice A Cause Manifesto* near my desk and use it as a devotional, too. I will pick up the book, open it to a random page and read the reminder, message, tip or insight I need for that day. I count on it to be just the right juice I need so I can keep my goal and focus before me, and still offer just the right thing, in word or deed, to my donors. A must-have for development professionals!

As a program officer for a Cleveland nonprofit who very infrequently has a direct hand in organizational messaging (or so I thought), I was skeptical as to what Brian Sooy's book "*Raise Your Voice: A Cause Manifesto*" would be able to offer me. However, things quickly began to "click" with a section that explained what an organization is and does, in reality - which, according to Brian, can be explained as the overlapping segments of what the organization SAYS it is and does and what the public PERCEIVES the organization to be (picture a Venn Diagram). This means, simply, that organizational messaging isn't the only important thing in advancing your cause - perception and feedback from the public and your stakeholders (volunteers, partners, etc.) is equally critical to the essence of what your organization is and, therefore, what it is able to accomplish. Additionally, although I am not the CEO or a member of the marketing team, I realized that I could have a direct hand in how our organization is perceived through my work and and messaging for my own program, therefore positively influencing the capacity of our organization as a whole to strive toward our mission. Working in international relations, it is often difficult to boil down, briefly, what our organization does vis-a-vis our mission - particularly by way of how it serves local Clevelanders. In my particular program, which relies heavily on volunteer engagement, I would often find it challenging to communicate why people should volunteer to spend time with international visitors if

they didn't already "get it." Given that we are not an organization that works with issues such as combating hunger, or poverty, or homelessness - but, rather, international exchanges - it doubled the difficulty in my communications with prospective volunteers as to why their time and contribution would "matter." Through Brian's book, I have begun the process of reformulating how I present our work, with cause being the focal point of messaging to prospective and current volunteers. Per Brian's advice, I have also begun to find ways to promote the role of some of our longer-term volunteers as "stewards" of the program, such as through volunteer testimonials that I can share with prospective volunteers or even adding a link on host feedback forms for experienced volunteers to recommend friends and family as potential new volunteers. In all of my volunteer thank-you notes, I have also made efforts to mention the impact of each person's time in furthering our organizational mission and that their contribution worked directly toward the cause of increased international engagement and awareness. Thanks to the critical thinking and inward reflection prompted by Brian's book, I am beginning to keep cause as the focal point of even my most menial daily tasks - reinvigorating me as a nonprofit worker and getting more people excited about volunteering in international relations. Whether you are an Executive Director or part-time volunteer, I couldn't recommend "Raise Your Voice" more highly!

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