



Kaleidoscope Messaging

*Effective
Communications
Across the Donor
Spectrum*

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Our Plan

- Warm up
- Introduction
- WHO
 - Activity
- WHY
 - Activity
- WHAT
 - Activity
- Takeaways/Conclusion

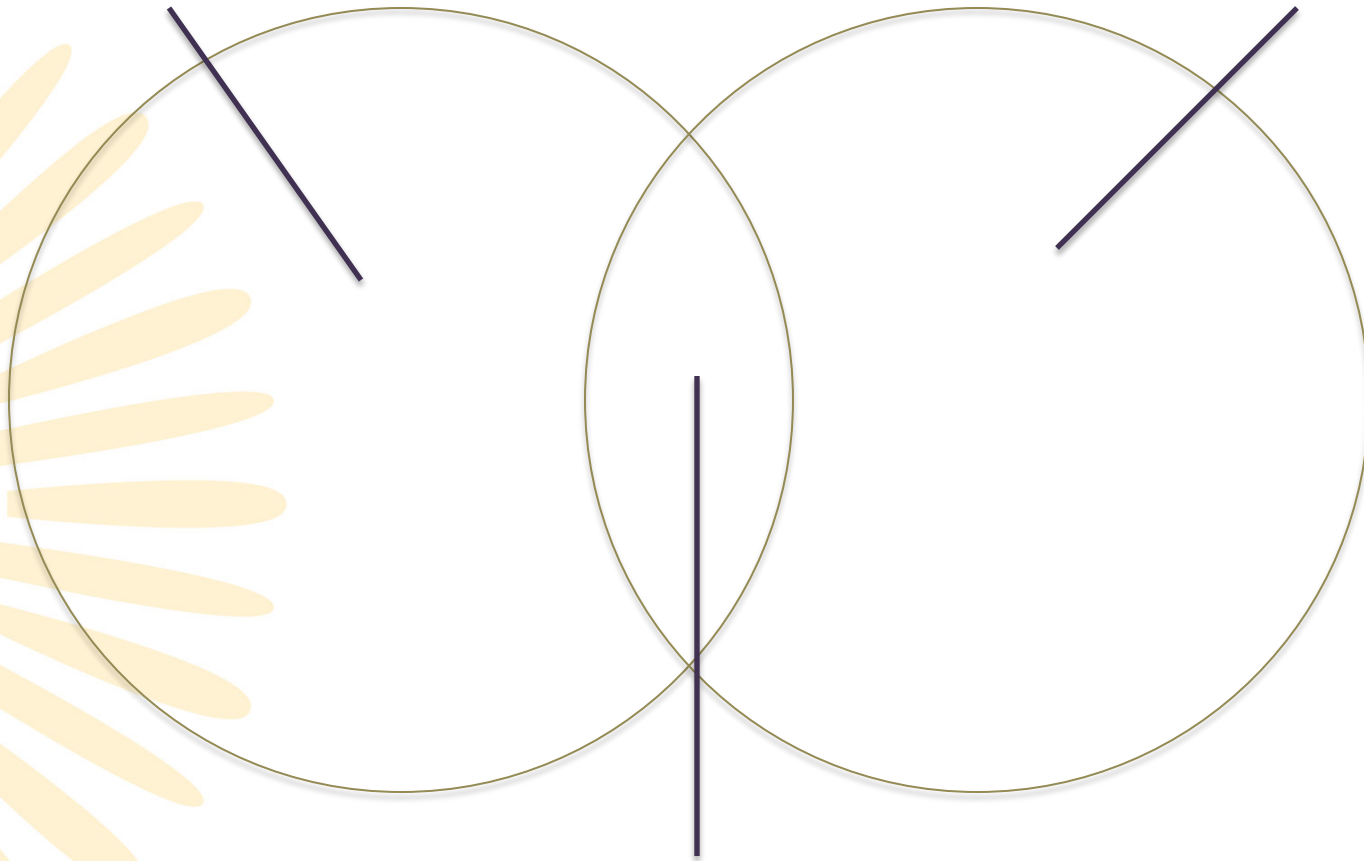


“Our days are a kaleidoscope. Every instant a change takes place. New harmonies, new contrasts, new combinations of every sort. The most familiar people stand each moment in some new relation to each other, to their work, to surrounding objects.”



What you want to communicate

What they are interested in hearing about



RELEVANCE





Understanding **WHO** you are

communicating with and the **WHY**

of your message will inform

WHAT you say.

WHO

- Who are we talking to?
- What are some of the common messages we want to share, no matter who we are talking to?
- How does the delivery of that message change based on the WHO?

WHY

“People don’t buy WHAT you do, they buy WHY you do it.” – Simon Sinek

WHAT you do

HOW you do it

WHY you do it

**Most people never answer this question!*

WHY

- Why are we raising money?
- Why are our donors *giving* money?
- How often do you get to the WHY?

WHAT

- How many facts do you know about your cancer center? How many of those facts make the donor give?
- Make it a conversation, not a lecture.
- Lead with WHY, back it up with “nuggets of greatness”

“Nuggets of greatness” = Easy to repeat, high impact statements

OUR EXAMPLES:

- 1 in 2 men and 1 in 3 women will be diagnosed with cancer in their lives.
- There are cancer treatments in use today that were discovered at Massey.
- Massey treats patients from every city and county in Virginia each year.
- Massey treats all patients, regardless of ability to pay.
- Our mission is to take discoveries made in the lab and turn them into new treatments for patients through clinical trials—all right here in Richmond.
- Massey is pursuing partnerships around the state that will allow more people to have access to their expert care and important clinical trials.
- Massey has a prestigious designation from the NCI—that means Massey is helping lead and shape the fight against cancer.



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In conclusion..

