



Connecting Nonprofit Organizations  
to Policymakers and the Media

# USING STRATEGIC COMMUNICATIONS TO REACH FUNDERS



DC Children and Youth Investment Trust Corporation

*What DC Nonprofits Should Know About Media,  
Messaging and Marketing*

# How a small nonprofit raised funding and achieved its goal

---

## FAIR Fund:

- Educates DC students about sexual violence and exploitation.
- Trains teachers, police officers, social workers and teens to recognize the signs of DC young people coerced into prostitution.
- Has a tiny staff with limited budget and communications capacity.
- Wasn't well known.
- Grantee of Washington Area Women's Foundation.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Differentiate between your aspiration, your strategy and strategic goals

---

## Aspiration:

- *FAIR Fund* works alongside young women to prevent sexual violence and exploitation, and to support young survivors. We help vulnerable young women and build strong communities of support for a young person who has been affected by sexual violence, exploitation, and human trafficking.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# What is your strategy?

---

## You are trying to get *whom* to do *what*?

- We want to train more DC teachers, police officers, social workers and students to recognize the signs of DC children coerced into prostitution.
- We want an alternative housing option instead of jail for DC kids picked up by police for prostitution.
- We want to gain support for the DC anti-trafficking bill to protect kids from exploitation.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Identify Strategic Goals

---

## Strategic goal:

- In 2010, we plan to have a building in DC that can serve as a safe space for young people picked up by police for prostitution.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Develop a communications plan around each of your *strategic goals* (not your aspirations)

---

## Goal: Safe Space Building:

- **Hold an evening event for funders, policymakers and others and present need for a space**
  - Display youth artwork
  - Give awards to adults who work with youth
  - Release findings from study about problem in DC
- **Get *Washington Post* and others to write about the problem and program**
  - Make sure youth are trained for media interviews
  - Include Post clip with fundraising letters to funders



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# You're Invited...



Every month, D.C. police and youth agencies report up to 30 new cases of young people forced into prostitution, and they believe those are just a small fraction of the actual cases, most of which go unreported.

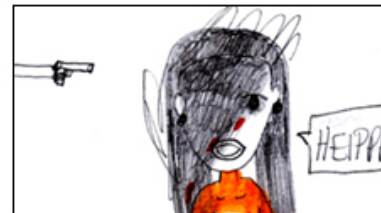
Join FAIR Fund for an evening reception to learn more about this important problem in our city. At this event, we will:

- Release a preliminary study, *Pathways*, funded by the Justice Department, about how youth are lured into and escape the sex trade
- Present **awards** to a police officer, a teacher and a social worker working to help local youth
- Garner support for the **DC Anti-Trafficking bill** to protect youth from exploitation
- Display DC teens' powerful **artwork** depicting prostitution culture
- Discuss the pressing need for a **safe space** for victimized teens



**Tuesday, November 18**  
**6 to 8 pm**  
**Front Lobby, 1425 K St. NW**

*The event is free and open to the public.*  
**Space is limited. Please RSVP to [rsvp@wawf.org](mailto:rsvp@wawf.org)**



FAIR Fund gratefully acknowledges the sponsors of this event:

**BOIES, SCHILLER & FLEXNER LLP**



FAIR Fund, Inc. | 202.285.1505 | [www.fairfund.org](http://www.fairfund.org)

# How do you make this strategic goal compelling?



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Clearly connect your strategic goal with your funders' program objectives

---

- We believe a safe space will significantly advance The Herbert Foundation's commitment to building a stronger community in DC through youth development and preventing violence against women.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Connect the dots for them. How will their support advance your strategic goal?

---

- \$40,000 from The Herbert Foundation will allow us to lease a space to house youth forced into prostitution.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Demonstrate your commitment to documenting outcomes

---

- How will you track success?
- It's not enough to say you need a building –  
Need to say how many kids will benefit from this building and what is your evidence?



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Put a human face to your strategic goal

---

- Document success stories through the stories of the people you're helping (examples: youth voice on evening event panel, City Council hearing and media interviews).



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Provide compelling statistics

---

- Every month, D.C. police and youth agencies report up to 30 new cases of young people forced into prostitution.
- They believe those are just a small fraction of the actual cases, most of which go unreported.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# Connect to what's happening in the news

---

- **Fair Fund media advisory mentioned a recent big FBI bust:** In October, more than 600 adults were arrested and 47 children rescued in an FBI bust targeting child prostitution. The arrests were the result of a three-day roundup by federal, state and local law enforcement in 29 cities nationwide.



Connecting Nonprofit Organizations  
to Policymakers and the Media



DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)

# How did FAIR Fund project turn out?

---

The Washington Post WASHINGTONIAN.COM

The Examiner

WAMU 88.5 FM  
AMERICAN  
UNIVERSITY  
RADIO

- Lots of media attention, including great *Washington Post* story.
- Courtney's House secured private funding and is set to open in January as a safe space for kids coerced into prostitution.
- Fair Fund secured a generous grant from Cafritz Foundation.
- Many police officers and social workers have stepped forward to donate their time and help in identifying and assisting youth.



Connecting Nonprofit Organizations  
to Policymakers and the Media



2009 Grantee Institute  
DC Children and Youth Investment Trust Corporation

[www.thehatchergroup.com](http://www.thehatchergroup.com)