

Sayable

A proven program that teaches nonprofits how to talk about their work — and leaves them with the tools to keep doing it.

The Problem

Most nonprofits do critical work but struggle to explain it clearly. They have strong missions, meaningful programs, and deep community relationships — but without a strategic approach to communications, their messaging can feel inconsistent and disconnected from the audiences they need to reach.

Most small and mid-sized nonprofits don't have dedicated communications staff. Outreach falls to program teams, development staff, or executive directors — often without clear tools or shared language to guide them.

Who It's For

Small and mid-sized nonprofits, especially those that:

- Rely on program, development, or executive staff for outreach
- Want practical tools, not complex strategies
- Are preparing for a campaign, rebrand, or leadership transition
- Do important work that's hard to explain quickly

The Process

Sayable is a three-session program delivered over 4–5 weeks, designed for a single organization at a time. Each session is 3–4 hours. The results are organization-specific and organic.

- **Session 1: Define** — Clarify core ideas, audiences, and positioning
- **Session 2: Build** — Develop messages, tone, and key tools
- **Session 3: Apply** — Create templates and train staff to use them

What Organizations Take With Them

Internal tools:

- Sayable Communications Poster for staff and leadership
- Defined positioning, personality, audience understanding, and key messages
- Hands-on training in how to use these tools

External templates:

- Email, social media, web/program description, and partnership outreach templates
- A defined structure for how information is organized and prioritized

The Outcome

After this program, every staff member can explain what the organization does in under 30 seconds — and apply that clarity across every channel, from email to social to in-person outreach.

DRAKE CREATIVE

collaborative

About Drake Creative Collaborative

Drake Creative brings more than 20 years of experience working with public institutions, nonprofits, and major corporations. Our work is grounded in real-world application — not theoretical strategy. Sayable is a proprietary communications system developed by Drake Creative.

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