

Sayable

MAKING COMMUNICATIONS
MANAGEABLE FOR NONPROFITS
BY TURNING STRATEGY INTO
CLEAR, USABLE TOOLS

DRAKE CREATIVE

collaborative

The Problem

NONPROFITS DO CRITICAL WORK BUT OFTEN STRUGGLE TO EXPLAIN IT WITH CLARITY

They may have strong missions, meaningful programs, and deep community relationships.

What's missing is a strategic approach to communications – like those used by for-profit organizations to build clearly recognizable brands.

As a result communications can feel muddled, inconsistent, and disconnected from their intended audience.

THE CAPACITY GAP

Most small and mid-sized nonprofits don't have dedicated communications staff.

Outreach is handled by program or development teams when time allows, or even by executive directors in smaller organizations.

Too often, strategies, when they exist, live in long and complicated documents developed for use by designers.

What nonprofits need are simple, practical tools that make communications easier and more intuitive to manage day to day.

THE PROCESS

Sayable is a three-part interactive series that helps nonprofits distill and simplify communications strategy into succinct and intuitive tools that can easily be used by anyone.

Each program is designed for a single organization, and the tools are built based on interaction with participants.

The results are organization-specific and organic.

- 1. Define the core**
Identify the essential ideas that drive the organization's work and its people
- 2. Distill the work**
Refine program discoveries into succinct ideas.
- 3. Define communications principles**
Establish tone and simple guidelines
- 4. Build the Sayable Guide**
Create a clear internal reference for staff

WHAT ORGANIZATIONS TAKE WITH THEM

INTERNAL TOOLS

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

EXTERNAL TEMPLATES

1. Email template
2. Social media template
3. Web/program description template
4. Partnership outreach template
5. Defined structure for how information is organized and prioritized

OUTCOME

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

HOW THE PROGRAM WORKS

Three working sessions over 4-5 weeks

Each session is approximately 3-4 hours

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

Between sessions

Light (virtual) team input and review

Outcome

A complete set of usable communications tools, plus hands-on training in how to apply them day to day.

Why this works

Most communications strategies are too long and too abstract for non-designers to use.

Sayable focuses on tools people return to every day.

Organizations leave with shared language, visible references, and intuitive systems that make communication consistent and easier to execute even for the smallest teams.

Who this is for

Small and mid-sized nonprofit organizations, especially those that:

- rely on program or development teams/executive directors for outreach
- want practical tools, not complex strategies

Core group typically includes leadership, advocates, and 2-4 key staff

Organizations can choose to include additional staff for training in the final session

Initial focus: Mid-Hudson Valley nonprofits

FUNDING APPROACH

Building regional communications capacity through shared investment.

Total program cost: \$15,000

Example structure:

Foundation support: \$12,000

Organizational participation: \$3,000

This is a suggested model. Funding can be structured based on available support.

Team bios

Dean Temple

Creative Director, Drake Creative

Dean is an award-winning creative director and filmmaker whose work in communications strategy includes multinational corporations (AIG, Morgan Stanley, Thomson Reuters) global and regional nonprofits (V-Day, Walkway Over the Hudson, Family Services) and federal government (National Archives and Records Administration, DC Transportation Council).

His writing in film and on stage has shown and toured internationally, notably at the Napa Valley, Rhode Island, Raindance, Hollyshorts, and Venice Film Festivals, as well as the Edinburgh Festival Fringe.

Danielle Frimer

Communications Lead, Drake Creative

Danielle is an Emmy-nominated writer, narrative designer, and creative director with deep expertise in storytelling and persona building for products and organizations. Her work spans tech (Google, Amazon, Meta), entertainment (Sesame Street, HBO/Kilter Films, Netic Studios), game and production studios (Baobab Studios, Sherpa Productions), and nonprofits (Backline, Global Citizen).

Also a playwright, Danielle has been twice published in the Smith & Kraus Best Ten-Minute Plays anthologies, as well as the Cincinnati Review and the Stonecoast Review. Her plays have been developed and performed on stages nationwide.

About & Contact

Drake Creative brings more than 20 years of experience working with public institutions, with proven campaign work recognized by the Anthem Awards, grounded in real-world application rather than theoretical communications strategy.

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Sayable is a proprietary communications system developed by Drake Creative.

Sayable

AFTER THIS PROGRAM, EVERY STAFF MEMBER CAN EXPLAIN
WHAT YOUR ORGANIZATION DOES IN UNDER 30 SECONDS.