

Sayable

A communications workshop series from Drake Creative Collaborative

Mission-driven communications for overstretched teams.

Sayable helps nonprofit teams translate their organization's work into clear, effective language. Staff build a shared understanding of who they are, who they're talking to, and what matters most to say. The result is a practical communications system the team can use every day to reach clients, donors, and advocates.

WHAT IT IS

Three organization-specific workshops over about six weeks. It begins with the Sayable team's review of existing communications and an identity questionnaire completed by staff. Between workshops, the team distills what it learns, develops the organization's materials, and checks the work before moving forward.

HOW IT WORKS

1. **"WHO ARE WE?"** Facilitated activities and conversations clarify the organization's mission, vision, priorities, positioning, and personality.
2. **"WHO ARE WE TALKING TO?"** Persona building and narrative prompts identify priority audiences, what they need, and what might get in the way of their engagement.
3. **"HOW DO WE REACH THEM?"** Facilitators introduce the Six Sayable Questions and coach staff to apply them to real communications, drawing on everything learned so far. Staff receive a custom poster of the organization's core messaging and the Six Sayable Questions, designed to be useful long after the workshops end.

THE SIX SAYABLE QUESTIONS

Before every communication, ask:

Who are we talking to?
What result do we want?
What matters most to say right now?
How should we say it?
Why are we the right ones to say it?
What do we need them to do next?

WHAT THE ORGANIZATION LEAVES WITH

A clear way to describe its work, a shared understanding of priority audiences, core messages and supporting ideas, voice and tone guidance, a simple process for planning communications, and practical tools for putting the system to work.

WHO IT IS FOR

Small and mid-sized nonprofits that need stronger communications capacity but don't have the resources for a full communications strategy. Sayable works with one organization at a time and, ideally, a group of six to eight people who bring different perspectives.

PILOT PURPOSE

The first participating nonprofits will help test and refine the process: what works, what needs to change, and how to make Sayable as useful, efficient, and repeatable as possible.

Clearer thinking. Shared language. Communications people can use.