

HIGHLIGHTS & DELIVERABLES

- Strategic Messaging Audit
- Audience Mapping + Trust-Building Content Prompts
- Digital Presence Evaluation (Website/Social/Print)
- AI Messaging Snapshot (via custom GPT tool)
- Downloadable Templates (Quick Response, Brand Messaging, Storytelling Framework)

The Community Foundation reported that the training helped leaders feel “seen, supported, and equipped to take action” no matter their size or budget.

CASE STUDY: Empowering Nonprofit Communicators Through Strategic Training

THE CHALLENGE

The Community Foundation serves a diverse group of nonprofit leaders across a six-county region—many of whom operate with small teams and limited budgets, making it difficult to communicate consistently or effectively across channels. Leaders struggled with:

- Unclear brand messaging
- Outdated or missing digital presence
- Limited tools for storytelling
- Lack of confidence in their communication strategies

THE APPROACH

To meet these leaders where they were, Moniek developed an interactive, accessible training focused on three pillars:

Message:

Clarifying internal identity through brand character, audience segmentation, and storytelling frameworks like the Pixar method.

Mission:

Auditing digital and printed materials, then framing social media, websites, and outreach tools as mission delivery systems—not marketing fluff.

Momentum:

Demystifying AI as a strategic partner for planning, content, and accountability. Each organization received a custom GPT-generated Messaging Snapshot to immediately apply what they learned.

The session prioritized high-impact, low-cost strategies and offered ready-to-use tools and templates for implementation.

COORDINATOR TESTIMONIAL:

Moniek makes herself accessible to our partners by working directly with the Community Foundation to bring her knowledge and expertise to a diverse audience in a way that is inspiring, digestible and practical... she puts a custom, personal touch on the practical application that makes every participant feel as if she has been walking alongside them the whole time... even if they've just met!"

— Program Officer, Community Foundation

PARTICIPANT FEEDBACK:

"The marketing session was one of the most valuable parts of the cohort. The customized handouts and messaging templates were especially helpful. I still consistently use the mission summary and belief-based core message created in that session—they both appear on our new website. This training helped sharpen our identity as an organization and gave me a framework for communicating more clearly with donors and partners."

— Capacity Building Cohort Member