



“ *The [workshop series] provides a unique opportunity to balance communication theories with practical application. We were able to network with and learn from fellow nonprofits, all while gaining perspective on more strategic ways to craft communications messages. I think we are all in organizations that are similar and we’re facing the same challenges. If someone else shares an idea, it’s applicable to the work that we’re doing.”*



Kristan Allen,
Director of Marketing and
Communications,
The Mentoring Partnership

“ *Assessing and incorporating social distance as we message to our diverse audiences—tailoring our message to be relevant to each stakeholder interest adds great value. The shift from ‘what we need’ to ‘what we give’ makes it easier to solicit support from funders and potential collaborators, enabling greater impact on common goals.”*



Elizabeth Visnic,
Director,
Social Venture Partners—
Pittsburgh

—○ The Communication Alliance project at the Office of Child Development is working to enhance the way child and youth-serving nonprofits communicate. By integrating the recent findings from emerging research on giving and the best practices in communication design, we strive to help nonprofits develop their ability to communicate effectively, and in turn improve the lives of children, youth and their families.

The Communication Alliance project brings together a team of researchers, communication experts, and business professionals to strengthen nonprofit communication and build a more informed and cohesive community.

We offer workshops to nonprofits in the Pittsburgh region. Each workshop connects research to practice by offering practical approach to developing effective communication strategies and crafting effective messages for the participant’s organization.

—○ **contact**

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funders

The Grable Foundation

The R.K. Mellon Foundation



primary workshop

The Science of Giving: How to Apply it to Your Ask

People are compassionate by nature, but do not give rationally. They give more to a crisis affecting a few, and less to chronic conditions that affect the masses (e.g., poverty, war). They give more to a person with a name and face, and less to a group suffering from the same conditions. They even give more to causes with younger children and less to older youth. How do we ask in a way that connects donors and volunteers with the people and communities we serve? How do we talk about those whom we serve in a way that does not add to the distance others feel toward them? In this workshop, we integrate decision-making science with our communication practice and find intersections for more effective ways of asking. Particularly suited for social and human service non-profit organizations.

knowledge base

Social Decision Science
Participatory Design Methods
Communication and Rhetoric
Messaging and Framing
Strategic Communication Planning
Persona, Touchpoint, Benchmarking Analysis
Child and Youth Development
Education and Community Programs

collaborators

University of Pittsburgh Office of Child Development
Carnegie Mellon University Department of English
The Boys and Girls Club of Western Pennsylvania
Kidsburgh
The Mentoring Partnership of Southwestern Pennsylvania
Pittsburgh Cares
The Pittsburgh Project
The Pittsburgh Promise
Pittsburgh Social Venture Partnership
Spark
The United Way of Allegheny County