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.

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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.