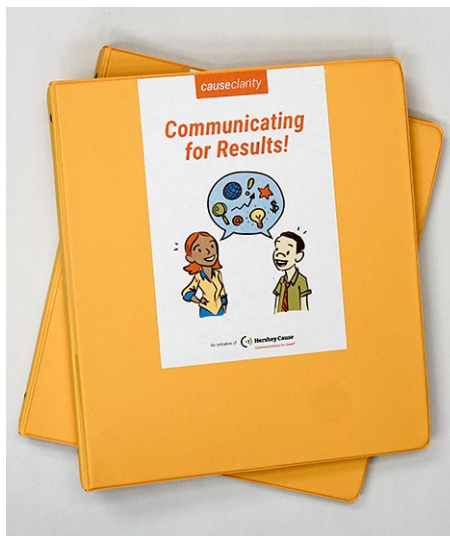


Dwight Stuart Youth Fund

Helping Nonprofits Strengthen Their Impact With Communications and Community



“Cause’s training programs are the best investment we can make in our grantees’ futures. With their newfound communications skills, these organizations walk away more prepared than ever to strengthen their impact.”

– Wendy Chang, Director, DSYF

Opportunity

Recognizing that strategic communications leads to better results across an organization, the Dwight Stuart Youth Fund (DSYF) asked us to help its grantees strengthen their communications skills. Cause Communications has become an ongoing partner to the foundation in building capacity for its grantees and, in doing so, extending the impact of the foundation’s grantmaking efforts.

Strategy

Since 2012, Cause has led cohorts of DSYF grantees in a comprehensive communications training program that combines group sessions with one-on-one coaching over six months. Emphasizing strategy and best practices, we tailor the curriculum to the specific interests and external realities each cohort is navigating. We also prioritize peer learning and connection to foster a community of practice and spark new partnerships. The responsive and nimble structure of the program has led to rapid response

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virtual trainings during COVID, specialized experiences for “alumni” participants, and guest speakers that reflect our commitment to being community-centered, strategic, and practical.

Outcomes and Impact

For more than 10 years, participants have come away from the program with sharper messaging, tailored strategies to reach specific audience groups, a completed communications plan for their organization, and a network of community-based leaders. Graduates of the program have gone on to update their brands, bring in more fundraising dollars, secure new partnerships, and more effectively carry out their missions. Since Cause began partnering with DSYF, we have helped more than 125 of the foundation’s grantees transform their communications and increase their ability to make an impact.