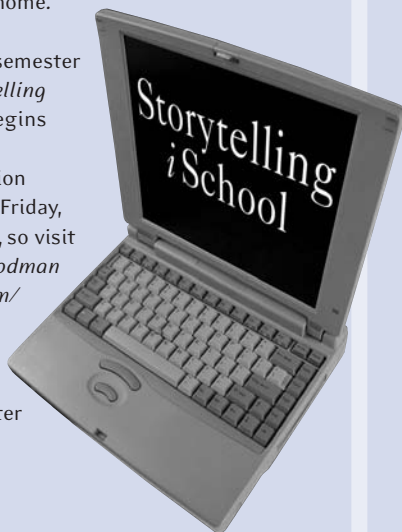




Summer Storytelling Starts July 1st

Storytelling iSchool is the online way to learn how to tell better stories and use them for advocacy, fundraising, recruitment and more. Classes run one hour a week over four consecutive weeks and can be taken from the convenience of your office or home.

The next semester of *Storytelling iSchool* begins July 1st. Registration closes on Friday, June 27th, so visit www.agoodmanonline.com/ischool to learn more and register online. ■



Read what nonprofit leaders have to say about Andy's storytelling classes:

Andy's work is more than a wonderful resource – it is that all-too rare combination of rigorous education and unbridled entertainment. Our nonprofit community should consider itself lucky that Andy has applied his prodigious talents to helping support our vital causes.

Diana Aviv, President and CEO, Independent Sector

If you work for a not-for-profit, you're on a mission. Andy is too. His is to give you the specific tips, tools and insights you need to tell your story well. His workshops are incredibly useful, and the takeaways are both numerous and long lasting.

Hank Armstrong, VP Communications, Monterey Bay Aquarium

Andy Goodman makes marketing (or communication) fun! He cuts through the gobbledeygook and teaches nonprofit leaders how to tell their stories better. Andy helped Citizen Schools discover its essence and communicate more powerfully, leading to more growth and impact.

Eric Schwarz, President, Citizen Schools

Winning Over Women

A new book, *The She Spot*, makes the case that if you're truly intent on changing the world, get women on your side first.

It's rare for political pundits to agree on anything, but on one point there is little dissent: white males will be the voters to watch in November. They will swing the swing states and turn the tide, the talking heads say, so all eyes on the white guys.

Lisa Witter and Lisa Chen aren't having any of it. In their new book, *The She Spot: Why Women are the Market for Changing the World – and How to Reach Them*, they assert that women remain the primary driver of change in this country, and not just on election day. After all, women still make 83% of the consumer decisions and control 51%

of the wealth. And if we must talk politics, then just look at the presidential primaries where women cast nearly 60% of all votes.



As COO of Fenton Communications, the largest public interest communications firm in the U.S., Witter has led the firm's practice in women's issues. Chen is Fenton's senior editor and writer, and she has teamed with Witter to write a comprehensive how-to book on attracting, engaging, and motivating women.

Inside this month: an interview with the Lisas and an excerpt from the book that has essential advice for anyone in the world-changing business.

► **Goodman: Who should read this book?**

Lisa Witter: This is for *anyone* who wants to change the world, and who needs to know that women shouldn't be put in a "pink box." This is not just a women's book, written for and by women.

Lisa Chen: It's also not skewed by a particular issue, so whether you're doing environmental work, women's issues, get out the vote, or whatever, all of it speaks to why women are important to you.

How do you define "The She Spot"?

Witter: It's the spot that motivates women to get involved in social change.

Can you cite an example of a nonprofit that consistently hits the spot?

Chen: MoveOn.org does a lot of the things we think are effective. Community is very important to women, and there's a big difference between being asked to write a check for \$50 and being invited to someone else's house to meet others who share your politics. In the book we describe a MoveOn house party in the Lower East Side tied to the "Live Earth" global warming concerts, which brought together a group of people, including an architect, a guy with a PhD in physics and a cartoonist, most of whom had never met before.

How well are the presidential candidates doing in appealing to women?

Witter: If you go to Hillary Clinton's website, there are real people there and there's a warm feeling. It's all very front and center. Obama's site has a similar feel and does an excellent job of communicating community and optimism. If you go to McCain's site, on the other hand, the design is harsh. It's all about McCain, and if it's not about him, it's all about the war. He's definitely going to have to adjust if he's going to attract independent women.

Having displaced a woman as the Democratic Party's candidate, Obama must have a lot of work to do to rally women to his side in November, true?

Witter: He needs to do what he started doing in Indiana: getting intimate with the voters. Another reason he's done so well with women so far is that he understands the importance of community. More than any other candidate, he has created a movement that supports

him as president, but is also bigger than he is – a movement for change. He gets that if you connect women to other people, you connect them to you.

How can someone get a copy of your book?

Witter: The book is listed on Amazon.com, Powells.com, and through the publisher's website, BKConnection.com.

Barnes & Noble and Borders are also carrying it.

And I hear you're building a community of your own, right?

Chen: We'll have a website where we're encouraging people to be "she-spotters" of campaigns that are reaching women as well as those that don't. Just visit www.shespotbook.com. ■



Lisas Chen and Witter, co-authors of *The She Spot*

And if I had to physically locate it...?

Witter: I'd point to the head *and* the heart.

Chen: A lot of people think that marketing to women is just marketing to their hearts, but you have to appeal to their heads, too. One way to think about it is that women are tougher customers. They're the ones you see reading the label in the grocery store because their criteria check list is longer. That's why if you meet women's bottom line, you'll pick up men, too.

The Four Cs: Care, Connect, Cultivate and Control

Based on our own field experience as communications consultants for nonprofit clients and our research into corporate marketing practices, we've identified four key principles for effectively marketing to women. They are:

- **Care:** Most people choose to do good not because they've reasoned it's the logical thing to do, but because their sense of caring and empathy has been triggered and it becomes the right thing to do. When we strike directly at the "heart" of our issues, we unleash an emotional response, the necessary first step to engagement.
- **Connect:** Women place a premium value on creating community in their lives. They understand that the ties between people are the force that makes the world go round – and forward. When we tap into this powerful force, we honor people's deep-felt desire to connect with others, and help build a movement for progressive change.
- **Cultivate:** Women are tough customers who take decision-making seriously. If they've signed up to support your organization, it's because you've successfully addressed their checklist of concerns. Once they're on board, however, they more than pay it back by being true believers and loyal supporters who turn around and cultivate new donors and members on your behalf.
- **Control:** Remember our prospect versus product argument? This marketing principle is about working within, not against, women's busy multi-tasking lifestyles and leveraging their hopeful, take-control approach to life to creating a better future for all of us.

These marketing principles are especially effective for reaching women, but, as we'll show, they work for men as well – and this is no accident. Our goal is to help sharpen your marketing senses and help you cast aside misguided assumptions regarding gender marketing that may be inadvertently tuning out or turning off women and preventing you from identifying opportunities that can help you actively appeal to them.

Excerpted from *The She Spot*