



# Raise Your Voice: A Cause Manifesto

*Brian Sooy*

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## **Raise Your Voice: A Cause Manifesto** Brian Sooy

"Raise Your Voice: A Cause Manifesto" is an inspirational and practical guide for leaders of mission-driven organizations who desire to align their communications through strategy, design, and purpose.

It is a resource for understanding how your organization's purpose and identity represents your cause, and moves your organization beyond nonprofit branding to lead by design, as you set about to raise your voice and change the world.

Called a "a must read for anyone, regardless of industry or sector," the principles of the Cause Manifesto will help you align how you lead your organization through its purpose, character, culture, and unique voice. These twelve strategic planning, inspirational communications, relationship building, and leadership principles will empower you to communicate with clarity, transform your culture, and challenge you to share your story more powerfully and effectively.

Every day, meaningful causes are trying to rise above the noise and be heard. Together, mission-driven design and the Cause Manifesto will change your cause marketing and nonprofit communications, and inspire your followers to serve more, give more, and engage more.

This book is for nonprofit leadership and management of purpose-driven causes and companies who want to make a positive impact. Executive directors, communication officers, marketing directors and leaders who read this book are transforming their organizational culture and nonprofit marketing strategy. Grantees who read it are finding more powerful ways to communicate impact and outcomes. Development directors and fundraising professionals are finding the principles are relevant to nurturing relationships every day, when they make them part of their philanthropic culture.

Are you ready to change the world? It's time to Raise Your Voice.

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