



# Dwight Stuart Youth Fund

**BACKGROUND** The Dwight Stuart Youth Fund (DSYF) supports nonprofit organizations that help underserved youth in Los Angeles County. Recognizing that strategic communications leads to better results across an organization, DSYF asked us to help its grantees strengthen their communications skills. As a result, Cause Communications has become an ongoing partner to the foundation in building capacity for its grantees, and in doing so, also increasing the impact of the foundation’s grantmaking efforts.

**STRATEGY** For the past six years, Cause has led cohorts of DSYF grantees in a comprehensive training program called *Communicating for Results!*. The program emphasizes strategy and best practices and takes participants through the building blocks of developing a communications plan. Over the course of the 8-month training cycle, participants attend a series of half-day group trainings with customized one-on-one coaching in between. The group training sessions also allow the participants to form a community of practice with their peers.

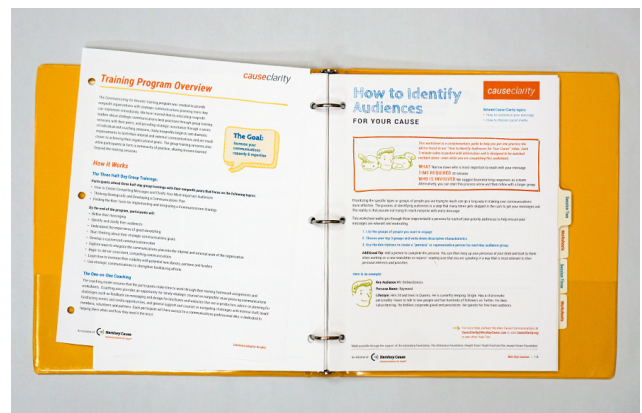
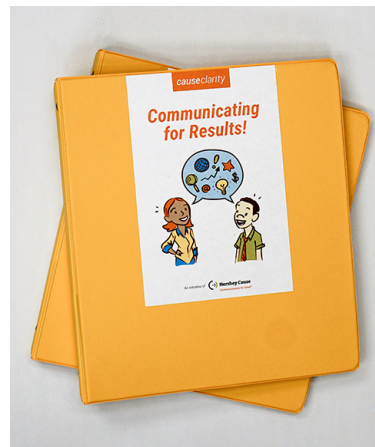
**OUTCOME** Participants came away from the program with sharper messaging, tailored strategies to reach specific audience groups, and a completed communications plan for their organization. Graduates of the program have gone on to update their brands, bring in more fundraising dollars, and produce materials that more effectively articulate the value of their work. For many nonprofits, participation in the program also led to internal changes to make communications a greater priority within their organization. Since Cause began partnering with DSYF, we have helped more than 60 of the foundation’s grantees transform their communications and increase their ability to make an impact.

## TACTICS

- Training
- Individualized coaching
- Communications strategy
- Capacity building

“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



Training Materials