

CONTROVERSY

**COMMUNICATING ABOUT TABOO TOPICS
MASSACHUSETTS NONPROFIT NETWORK
CONFERENCE 2017**

WELCOME

WARM UP EXERCISE

**On the index card provided, write down
one taboo topic that's been on your mind
lately.**

AGENDA

OUR GOALS TODAY

01 My story in 3 parts

The Why **02**

03 The How

Examples and
Discussion **04**



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SADAH

MEET SARAH

Sarah has extensive experience in strategic partnerships and communications, currently serving as an advisor, coach, and strategist to GreenLight Fund and other organizations. Previously, Sarah served as senior advisor to Opportunity Nation, a bipartisan campaign to increase economic opportunity in America, and held senior fundraising roles at the University of Massachusetts Foundation, Boston College and Brown University. Sarah serves on the board of the Boston Area Rape Crisis Center.

**hello@sarahbeaulieu.
me**

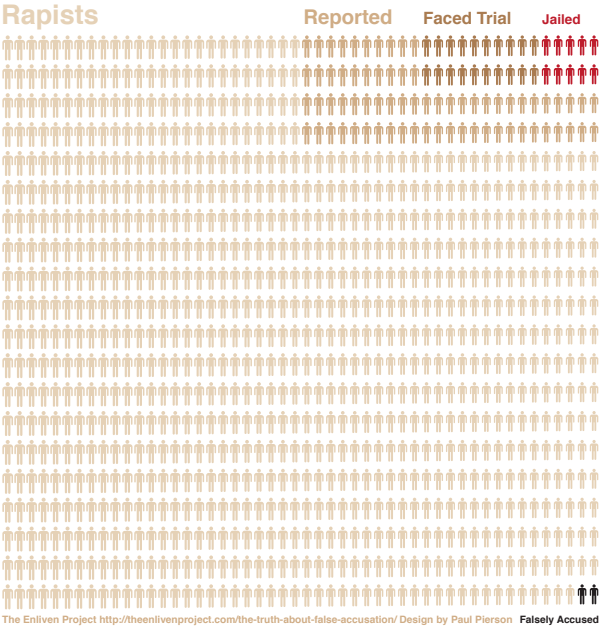
@sarahbeaulieu

Sarah graduated from Brown University and has an MBA from Boston College's Carroll School of Management. She lives in Roslindale with her husband and two children.

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●
MY 3rd TUMBLR POST





THE NEXT MORNING...

Wonkblog

The saddest graph you'll see today

By Dylan Matthews January 7, 2013



The Washington Post

Show This Depressing Graph to the Rape Apologist in Your Life



Katie J.M. Baker

1/07/13 5:40pm · Filed to: RAPE RAPE

50.8K 353 ☆

JEZEBEL

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AND ALSO THIS

Lies, Damn Lies, and Infographics [Updated With Links]

by MARK BENNETT posted on JANUARY 8, 2013

You may have seen [this graphic](#):

Feminists Try To Debunk False Rape Culture With False Data





THE WHY

SEXUAL VIOLENCE

ABORTION

RACE

RELIGION

POLITICS

MENTAL HEALTH



HEARD THESE BEFORE?

**WE'RE NOT AN
ADVOCACY
ORGANIZATION.**

IT'S NOT OUR ISSUE.

**WHAT IF WE STEP ON A
LANDMINE?**



WHY GET UNCOMFORTABLE?

- **CONSTITUENTS**
- **GRANTEES**
- **STAFF**
- **BOARD**
- **DONORS**
- **PUBLIC DIALOGUE**





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THE HOW

PRACTICAL STEPS

01

**Get out of your
echo chamber**

**Understand the
issue**

02

03

**Stand for
something**

**Choose the right
conversation**

04




AM I IN AN ECHO CHAMBER?


LIBERAL ⓘ

SHOWING POSTS ABOUT:
"ABORTION"


CONSERVATIVE ⓘ

 **Reverb Press** ✓

13 hours ago



Women in Texas have an unlikely defender.




Satanic Temple Says New Anti-Abortion Rule Vi...
The Satanic Temple holds that these new Texas rules violate religious fr...
REVERBPRESS.COM | BY MEGAN HAMILTON


👍 239


💬 23

➦ 214


 **Daily Kos** ✓

18 hours ago




 **American Center for Law and Justice** ✓

12 hours ago



In a major victory for life and religious liberty, the Supreme Court unanimously sided with the Little Sisters of the Poor against the Obama Administration's abortion-pill mandate.
This is a huge step in the right direction as litigation continues.



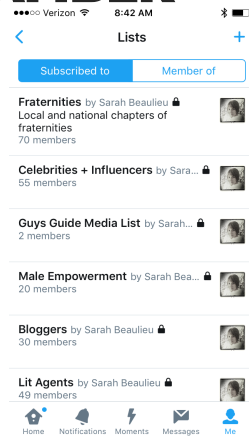
2016 Victories: Massive Victory For Religious Li...
This is the latest installment in a year-end series looking back at a few of...
ACLU.ORG

👍 6.2K

💬 181

➦ 1.5K

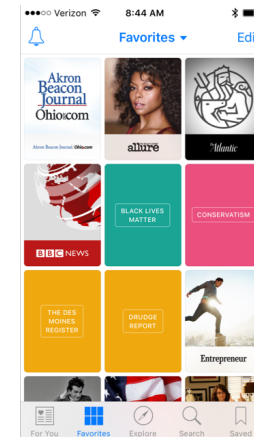
HOW TO GET OUT OF AN ECHO CHAMBER



TWITTER LISTS



MORNING READING



APPLE NEWS

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UNDERSTANDING TABOO TOPICS

MY ASSUMPTIONS

What do I know? What am I missing?

THE DATA

What data is available? What does it really tell me?

UNANSWERED QUESTIONS

What questions do I still have? What questions will others have?

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EXAMPLE: UNPACKING SEXUAL VIOLENCE

IT'S NOT A WOMEN'S ISSUE

1 in 4 U.S. women will be sexually abused or assaulted. **So will 1 in 6 men.**

IT'S AN EDUCATION AND JUSTICE ISSUE

Victims of sexual abuse face higher rates of delinquency (3-5x) and dropping out of school. 39% of sexually abused girls have academic difficulties.

IT'S A HEALTH ISSUE

Exposure to trauma, including sexual abuse, increases risk of certain health conditions including obesity, heart disease, and diabetes.

IT'S A MENTAL HEALTH ISSUE

Adolescents with history of sexual abuse face 3-4x higher rates of substance abuse. 1/3 of rape survivors contemplate suicide.

PRACTICE

GROUP EXERCISE: 5-10 min + report-back

Start unpacking the taboo topic provided to your group. What are some of the unanswered questions you have? How might you go about answering them?



STAND FOR SOMETHING BIGGER



WHAT ARE YOUR VALUES? CAN YOU WALK THEM IN ALL DIRECTIONS?

WHAT NEGATIVE BELIEFS ARE HOLDING US BACK FROM PROGRESS?

WHAT ALLIES OR PARTNERS DO WE NEED TO INCLUDE?

WHAT IS THE CORE ISSUE HERE?



WHICH CONVERSATION? WHO IS HAVING IT?

- **YOUR SELF**
- **INTERNALLY WITH STAFF**
- **JUST YOUR BOARD**
- **THE PEOPLE YOU SERVE**
- **YOUR CONSTITUENCY**
- **THE PUBLIC**



MESSENGERS



MARK EDWARDS



CHRIS EVANS



JUSTIN NORMAND



EXTERNALLY: THE BASICS STILL APPLY

KNOW YOUR ORGANIZATION

KNOW YOUR AUDIENCES

CLEAR MESSAGES

HANDLE YOUR CHANNELS





OTHER TIPS

USE DATA TO TEST FIRST

**KNOW THE LANDSCAPE AND
LANGUAGE**

BUILD CLEAR CONNECTIONS

EXPECT THE UNEXPECTED





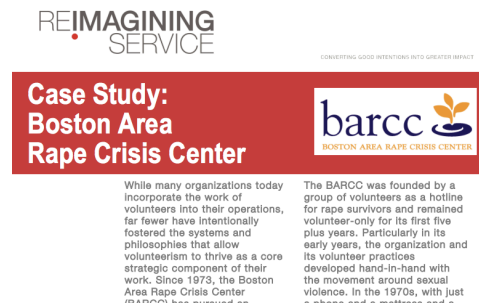
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MESSAGES



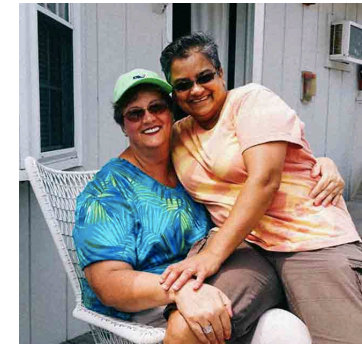
SPEAK TO YOUR AUDIENCE

Credit: National Mentoring Resource Network



HIGHLIGHT STRATEGICALLY

Credit: Reimagining Service

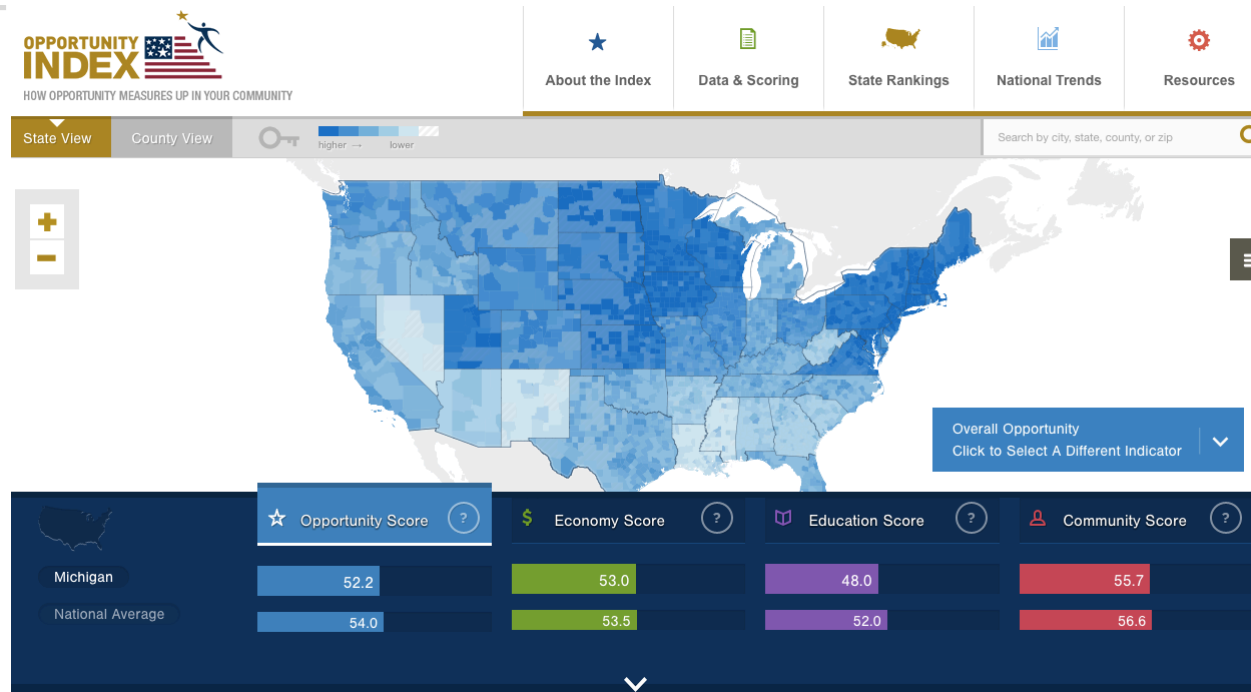


TELL MEANINGFUL STORIES

Credit: Love Has No Labels

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MAKE OR USE DATA





MORE EXAMPLES



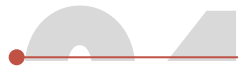
GO SUBTLE

MBTA



THINK AT THE INTERSECTION

CREDIT: Bethel Institute for Social Justice



TOOLS

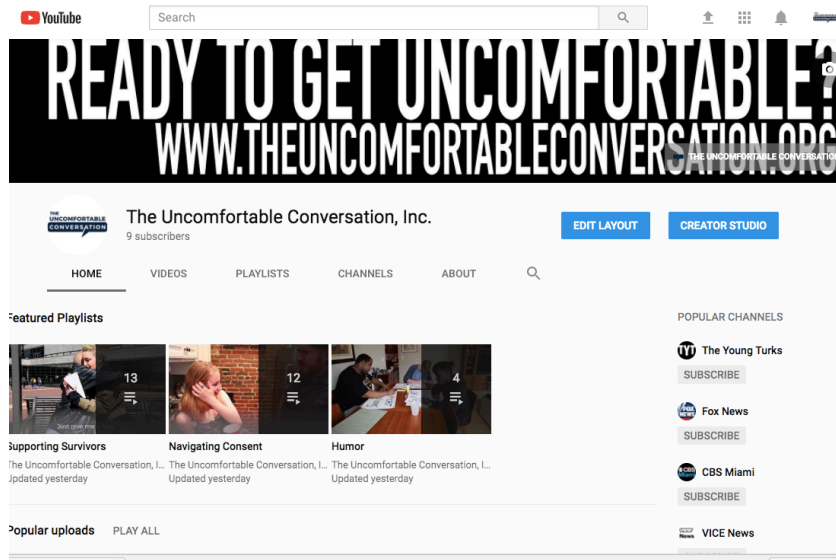
AMERICAN ASPIRATIONS



DISCUSSION

LET'S CHAT!

WHERE MY WORK LANDED



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