

# Five Good Ideas®

on how to use persuasive  
messaging for advocacy

SEASON  
**22**

## Sarada Peri, Founder, Peri Communications

Monday, October 28, 2024 - 1:00 to 2:00 p.m.

Every day, non-profit leaders must advocate for their causes in an increasingly polarized environment. They need to reach multiple audiences with multiple interests, usually with minimal support and resources. How can we develop messages that are sharp, compelling, and actually persuade audiences to act? In this Five Good Ideas session, Sarada Peri - a communication strategist and former speechwriter for President Barack Obama - will share concrete tools to improve your communication and become a more effective advocate.

### Five Good Ideas

1. Say one thing
2. Know your audience
3. Speak from their values, not yours
4. Tell a story
5. Write and speak like a human

### Resources

- [Say It Well](#) by Terry Szuplat
- [Writing Tools: 50 Essential Strategies for Every Writer](#) by Roy Peter Clark
- [Elements of Style](#) by Strunk & White



**Sarada Peri** was Special Assistant to the President and Senior Speechwriter for President Barack Obama. She is the founder of Peri Communications, where she helps C-suite executives, nonprofit leaders, philanthropists, politicians, and celebrities with speechwriting, speech delivery, message strategy, and more.



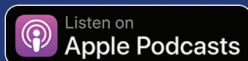
Prior to joining the White House, she was a Principal at West Wing Writers. She was a member of the 2012, 2016, and 2020 Democratic National Convention speechwriting teams. At the 2024 convention, she was on the team that ran the writers' room. Sarada's writing has been published in The Atlantic, The Washington Post, The Daily Beast, and other outlets.

A recovering policy wonk, Sarada worked in the U.S. Senate as a health care and education legislative staffer. She started her career as a high school English teacher in New Orleans through Teach for America, and is a graduate of Tufts University and Harvard University's Kennedy School of Government.

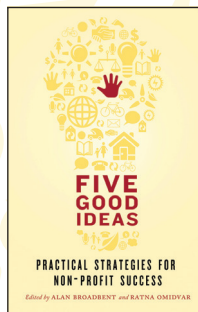
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## FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

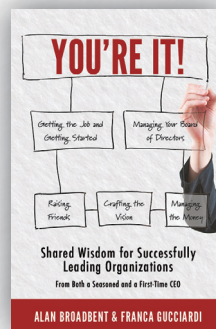
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