

NON-PROFIT MESSAGE MAKEOVER SESSION PREPARATION

We are looking forward to our Non-Profit Message Makeover Session! This is a true work session where you'll be crafting messages for your organization. To make the most of our time together, you may want to gather the following materials if you have already developed and/or documented them for your organization. You can bring them with you or just refresh your memory so you're ready to jump right in!

1. MISSION/VISION/VALUES

Please bring any thoughts or finalized messages you may have related to your mission, vision and core values.

2. SWOT ANALYSIS

If you have conducted a recent SWOT analysis, please bring your results. (SWOT = strengths, weaknesses, opportunities, threats)

3. COMPETITORS

List your top 3 competitors: How is your non-profit similar? How is it different? Consider the competitors on both the client and donor side. Where is your client receiving services if not through your organization? Who else is competing for donor dollars in your space?

4. IDEAL CLIENTS/DONORS

List your 5 ideal clients or donors. What characteristics make them ideal?

5. RESULTS/REVIEWS

What do your satisfied clients/donors often say about your organization? What is the biggest compliment they give you? If you have testimonials or survey results you may want to bring those for reference.

6. POSITIONING

What do you see as your organization's unique position in the marketplace? What gap do you fill or what problem do you solve that is not currently being met by a competitor?

7. MOST MEMORABLE MESSAGE

What is the one thing you want people to remember when they hear about your organization?

8. MYTH BUSTING

What is the biggest misconception about who you are and what you offer? How do you typically clarify that misconception?

9. STORY

Write down the story of your brand. How did your organization get started? Why do you do what you do? Why is it so important to you?