

MISSION → MESSAGE = MORE DONORS

Organization: _____ BUDGET: \$ _____ YEAR est. _____

Planting your flag

MISSION STATEMENT:

FIELD: What specific audiences are interested in your field or area of focus? What does your organization uniquely offer?

Leading with results

IMPACT: Describe the **impact** your organization has in the community. Think about what, where, when, and how you have had impact in the community.

Examine your ideas and your actions above:

<i>IDEAS (Nouns)</i>	<i>ACTIONS (Verbs)</i>	<i>Modifiers</i>

Moving donors to action

EMOTIONAL MESSAGE: What do your stakeholders *feel* when they consider your mission? What do you *want* them to feel? (one sentence):

Examine your ideas and your actions above:

<i>IDEAS (Nouns)</i>	<i>ACTIONS (Verbs)</i>	<i>Modifiers</i>

Changing the world

BIG IDEA FOR GREATER IMPACT:

Write down a big idea for which YOU would be eager to express the following to friends or colleagues: "I am asking for your help to raise \$ _____ in new funding by mm/dd/yr. With these funds we will work to..."

Examine your ideas and your actions above:

<i>IDEAS (Nouns)</i>	<i>ACTIONS (Verbs)</i>	<i>Modifiers</i>

Treat them as investors

RETURN ON INVESTMENT:

Quantify the positive, mission-critical outcomes made possible by donors to your big idea: You can only write down changes that are measurable.

- 1.
- 2.
- 3.
- 4.
- 5.

Examine your ideas and your actions above:

<i>IDEAS (Nouns)</i>	<i>ACTIONS (Verbs)</i>	<i>Modifiers</i>

Meaningful engagement to change the world

DONOR MESSAGE: Think about what donors should know (in terms of your opportunities) that will compel them to invest in your mission? How would you ask them to do that? Write to invite them to change the world!

Begin with the ideas and actions you identified above. Look for words you repeated or which especially move you.
