



Top Nonprofits

Your Message, Your Fundraising, and More

WORKSHEET

April 28, 2022



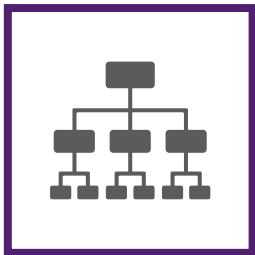
LET'S GET SPECIFIC



How to Tell if Your Message is Failing You and Your...



FUNDRAISING



TALENT MANAGEMENT



OVERALL EFFICIENCY



DECISION MAKING



MEDIA RELATIONS



Raise Funds More Confidently

Benchmarking

Compare:

- ✓ Year-on-year results
- ✓ Campaign results

Research

Survey your donor base:

- ✓ Do they understand your message?
- ✓ Do they find it relevant?
- ✓ Do they find it compelling?
- ✓ Do they support similar organizations over yours?

A/B Testing

Experiment with your message:

- ✓ Break you mailing list into two groups
- ✓ Pick one major theme to change
- ✓ Share that with one half
- ✓ Send the other half your current message

Messaging Audit

Review your top five competitors:

- ✓ Positioning
- ✓ Audience
- ✓ Overall clarity
- ✓ Calls to action
- ✓ Tone of voice, and
- ✓ Social media presence



Attracting & Retaining the Best Talent

Research

Survey your current employees:

- ✓ Do they understand your message?
- ✓ Does it align with reality?
- ✓ Does it motivate them to do their best?
- ✓ Do they recommend working here to others?

Messaging Audit

Review your top five competitors:

- ✓ Positioning as an employer
- ✓ Audience
- ✓ Overall clarity
- ✓ Calls to action
- ✓ Tone of voice, and
- ✓ Social media presence, especially as it pertains to recruitment

Exit Interviews

Ask exiting employees:

- ✓ Did they understand your message?
- ✓ Did it align with reality?
- ✓ Were they able to explain it others?
- ✓ Ask them to contrast the positive aspects of their new organization with yours



Work Smarter, Not Harder

Messaging database

Do you have a central repository for commonly-used content?

- ✓ Boilerplates
- ✓ Calls to action
- ✓ Catalog of FAQs

NOTE: Be certain to spell out what's modifiable and what's not

Style guide

Make decisions and stick to them:

- ✓ Oxford comma?
 - ✓ "And" or "&"
 - ✓ Acronyms
 - ✓ Tone-of-voice guidelines
-

Wheel-reinvention

Survey your colleagues:

- ✓ Do they feel as if they're frequently reinventing the wheel?
- ✓ Where do they see the biggest bottlenecks?
- ✓ Are those related to decision making?



Yes, No, but not Maybe

Guiding Principles

Do you have guiding principles for decision making?

- ✓ Does your message align with them?
- ✓ Does everyone understand and support them?

Arguments

Survey your colleagues:

- ✓ Do they feel as there is too much bickering about how to execute on your mission?
- ✓ Are their philosophical differences getting in the way of decision-making?



Getting Your Message Out for Free

Research

Who's getting the attention you want?

- ✓ What makes you more qualified to serve as a resource than they?
- ✓ Does their point-of-view differ significantly from yours?

Ask

Get to know your media contacts:

- ✓ Invite them for a tour (virtual or otherwise)
- ✓ Ask them what they look for in a media source
- ✓ Invite them to everything

Messaging Audit

Conduct a messaging audit on them (or include them in your broader one):

- ✓ What are they saying that is particularly appealing to the media?

A man with a full, dark beard and mustache is shown from the chest up, wearing a grey t-shirt. His hands are pressed together in a prayer or 'namaste' gesture, with his fingers pointing upwards. He is looking down at his hands. The background is a solid light blue.

**Our mission is
to help those
who help us all.**

Spencer Brenneman, LLC

Spencer Brenneman was formed in late 2014 by Douglas Spencer, after managing a \$13 billion global business-to-business brand. For five years, Spencer Brenneman served a variety of clients, from technology and financial services to consulting and not-for-profits.

In 2020, after experiencing nearly a lifetime of both challenge and privilege, Douglas shifted the company's focus exclusively to supporting the work of mission-driven organizations. By applying his experience and the talents of his virtual team, he knew he could help those who were helping us all.

A lifelong volunteer, including two years as chairman of a \$100 million community health center and research institute, Douglas is intimately aware of the challenges facing mission-driven organizations. That first-hand experience helps Spencer Brenneman adapt the latest private-sector strategies to help not-for-profits, associations, and B Corps sharpen their focus and create messaging that secures all the support they need to flourish in any environment.

Learn more, at spencerbrenneman.com.

