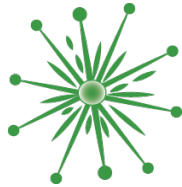


PARTICIPANT WORKSHEET FOR MAYTREE WEBINAR
Five good ideas to get your communications fundamentals in order
Thursday, February 24, 2022



Reflection #1

Do you regularly use your strategic plan and priorities to guide marketing communications decisions? Why or why not?

If your answer is yes, keep doing what you're doing, leveraging your brand.

*If your answer is no, here are some potential actions to consider based on our first idea, **use the strategies and frameworks that you already have:***

- Gather and review your strategic plan as well as other strategies and frameworks that are available to you.
 - Look for alignment with your current marketing communications, considering what should stay, and what you can drop.
 - Use these frameworks when planning upcoming marketing communications activities this year.
- Drive the conversation about connecting communications to organization priorities – in overall planning and when making individual decisions.



Reflection #2

Can you identify your nonprofit organization's core audiences and list them in priority order?

Do you consult audience personas when planning and designing your marketing communications? Why or why not?

If you were able to answer this question, keep doing what you're doing: planning and designing communications with your core audiences in mind.

*If not, here are some potential actions to consider based on our second idea, **always come back to your audiences:***

- Revisit and if necessary, re-prioritize your marketing communications audiences.
- Consult your audience personas regularly.
- Update your audience personas as needed – adding insights that come up when planning marketing communications projects.



Reflection #3

Do you consult your organization's brand strategy when making creative, messaging or content decisions? Why or why not?

If you answered yes, keep doing what you're doing: aligning your creative work with your brand guidelines.

*If you answered no, here are some potential actions to consider based on our third idea, **let branding be your guide:***

- Put your brand to use as a framework for your creative and messaging decisions.
- If your brand needs to be updated in either small or large ways, make a plan for doing so.
- If you have neither a visual identity nor messaging platform, start by defining your brand positioning, personality and key messages. This messaging platform can start to inform and guide your work right away, while you then move through the visual identity development process.



Reflection #4

Consider your reflections so far and then...

Does your website convey who your organization is, how you do your work, and the difference you seek to make? *Why or why not?*

Does your website offer opportunities for visitors to learn and engage with your organization in ways that are useful to them and align with your nonprofit's priorities?

If you answered yes, you have a website to which you can confidently direct people as your digital home base.

*If you answered no, here are some potential actions to consider based on our fourth idea, **give your website the attention it deserves.***

- Evaluate: what level of care and attention does your website need? Then either:
 - Make the necessary content updates, OR
 - Start working on your new website content strategy



Reflection #5

Make a list of the stories your organization has shared recently (in any format or channel).

Does each story have a clear purpose?

Do these stories work together and complement each other?

If you have a strategically aligned and consistent approach to storytelling, keep building on this success.

*If not, here are some potential actions to consider based on our fifth idea, **deliver your nonprofit's narrative over time**:*

- Plan your stories out well in advance – try for six months at a time, acknowledging that you might need to be flexible and make changes.
- Use this longer time frame to ensure that each story delivers a component of your organization's overarching narrative.
- With each story you develop, clarify your priority audience, purpose, key message, and call to action.