

How will you bring your brand to life through digital?

Question 1: What is your team trying to make true that isn't true now? (goal)

- Lead Conversation
- Start Conversation
- Build Reputation
- Access Diverse Populations
- Set an example for nonprofits
- Increase Investment
- Build/share knowledge
- Mobilize People
- Coordinate resources/Action
- Be more approachable
- Other: _____

Question 2: Who has to do something they're not doing now (or stop doing something or keep doing something) for you to achieve that goal? (Audience)

Generally Speaking: _____

(Think current donors, future/next gen donors, professional advisors, grantees/potential grantees, current/future scholarship awardees, foundation partners/sponsors, community leaders)

Name: _____

Age: _____

Gender Identity: _____

Attitudes/Psychographics: _____

Attributes/Demographics: _____

Image: (short visual description):

Question 3: How will you measure success? (objective)

Ex: Increase volunteer inquiries among 24-35 year old community residents by 10 percent prior to the end of July as measured by emails to the foundation.

Accomplish what? _____

Among whom? _____

By how much? _____

In what time frame? _____

Measured how? _____

Question 4: What would motivate them to take action?

Types of stories:

- Our People Our Impact Our Values Our Community
- Other: _____
- Other: _____

STEPS :

- Social Currency Triggers Emotion Public/Observability
- Practical Value Stories

Write a short description of the story you want to tell this audience.

Question 5: How will you get that message in front of them?

Think Paid, Earned, Shared, Owned.

Authority: _____

Paid Media: _____

Incentive: _____

Content: _____

Publicity: _____

Influencer Engagement: _____

Partnerships: _____

Social Media: _____

Always evaluate and communicate your results to assure maximum growth, impact and success!

A few resources to help you on your digital path

Guide from Hootsuite for social media posts across platforms

<https://blog.hootsuite.com/ideal-social-media-post-length/>

Free tools for producing content on mobile

All of the Adobe mobile apps are pretty solid and free

- Adobe Spark: create simple static and motion graphics.
- Premiere Clip – simple video creation tool
- Capture CC: create vector images from a photo and use colors from a photo to create a palette.

Other fun free tools for mobile photo editing:

- Snapseed
- Pixlr Express

Free tools for producing content on your desktop

- Unsplash – free photos
- PowToon - animations
- Splice – music
- 1001 Fonts – fonts
- Hubspot Icon Kit - icons
- Canva - design and infographics
- PiktoChart - design and infographics
- Visme - design and infographics
- Easel.ly - design and infographics

Inexpensive tools

- Constant Contact - email
- Mail Chimp - email
- Fiverr – hire designers for projects