

CORE MESSAGING DEVELOPMENT



As you work to segment your fundraising audiences and find them online, you will want to develop messages and content that resonates with each targeted audience, designed to engage and attract the persona.

Target Audience/Persona: _____

CONTENT

What programs, events, aspects of our work will appeal most to them?

1. _____
2. _____
3. _____

What void or challenge do they have in their life that we can fill or solve?

1. _____
2. _____
3. _____

How does their worldview align with ours?

1. _____
2. _____
3. _____

Are there any ways in which it does not align?

1. _____
2. _____

What do we want/need them to understand about our Section?

1. _____
2. _____
3. _____

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tone

What adjectives and emotions associated with our Section will motivate this person?
(Circle a few.)

- | | | |
|---------------|--------------|---------------|
| Active | Generous | Revolutionary |
| Bold | Hip | Serious |
| Caring | Hilarious | Silly |
| Collaborative | Impactful | Sincere |
| Direct | Inspiring | Smart |
| Dynamic | Nostalgic | Sophisticated |
| Efficient | Playful | Stimulating |
| Exciting | Powerful | Strong |
| Familiar | Professional | Timeless |
| Friendly | Proud | Trustworthy |
| Fun | Quirky | Wild |
| Funny | Rebellious | Witty |

Now put them together and speak their language! Write two authentic, descriptive statements about your Section that would compel this person to make a donation.

By giving to NCJW - [Section], you ...

Because of your donation, NCJW [Section] will be able to...



CORE MESSAGING REVIEW CHECKLIST



- Are your key messages specific or could they apply to anyone?
- Do they have emotional appeal?
- Do they have practical appeal?
- Are they authentic/true? Is it what we really deliver?
- Do they align with your audience's worldview? Is this the impact they want to see in the world?
- What problems/challenges do they solve for the audience?
- Could you imagine this person describing your Section to their friend in this way? Is this something the person would naturally say (and how they would say it)?