



WORKSHEET #1

Creating the story or “hook” for your campaign. Your goal is to take your organization’s central message and connect it deeply to your audience’s emotions. Remember that there are many, many emotions that cause people to act and react.

YOUR GOAL:

DESCRIBE YOUR ORG’S MISSION:

OUTLINE YOUR TANGIBLE IMPACT:

WHAT MAKES YOU UNIQUE? :

YOUR PRODUCT’S PRODUCT’S PRODUCT? :



WORKSHEET #2

It's time to work on your Communication's Plan for the big day.

YOUR GOAL:

YOUR STORY:

LIST YOUR POINTS OF CONTACT:

WHO ARE YOUR TOP 10 TO 15 DONORS? :

WHAT DEMO IS MOST LIKELY TO GIVE? :

BRAINSTORM YOUR COMM PLAN (USE BACK) :



WORKSHEET #3

Choose a project from your comm plan and outline how you will implement it.

PROJECT GOAL:

BUDGET:

DEADLINE:

DESCRIPTION:

TOOLS NEEDED & CHANNEL:

HOW WILL YOU MEASURE SUCCESS? :

CREATE A TO-DO LIST WITH DATES (ON BACK) :