

# Checklist: crafting your message

- ☐ **1. Define your audience**  
Identify who you want to communicate with and what they care about. Consider their needs, values, interests, and beliefs.
- ☐ **2. Identify your unique value proposition**  
Determine what sets your organization apart from others in your space. What do you offer that nobody else does?
- ☐ **3. Develop your key messages**  
Create a set of messages that reflect your unique value proposition and that you want your audience to remember about your organization.
- ☐ **4. Use clear language**  
Avoid jargon, acronyms, and complex technical terms. Use clear and simple language that your audience will understand.
- ☐ **5. Use a storytelling approach**  
Use stories, anecdotes, and real-life examples to illustrate your points and help your audience connect emotionally with your message.
- ☐ **6. Focus on benefits**  
Emphasize the benefits your organization provides to your audience, rather than just the features of what you do.
- ☐ **7. Use visuals**  
Utilize photos, videos, infographics, or other visual elements to reinforce your message.
- ☐ **8. Be consistent**  
Use the same message across all your communication channels, including social media, email, website, and print materials.
- ☐ **9. Test and refine**  
Test your message with a small sample of your audience before launching a full-scale communication campaign. Analyze feedback and adjust your message accordingly.
- ☐ **10. Get it out there**  
Create a strategy that efficiently amplifies your message through a variety of curated traditional and digital channels. Focus on consistency rather than quantity.