

Purposeful Marketing: Maximizing Mission Impact Workshop Worksheet

Create a purposeful, focused, intentional message to captivate donors and motivate impactful action!

Section 1 Background:

What is the organization's purpose?

What is the organization best at or what is its natural advantage?

Section 2 Main Character:

Who is the donor?

What motivates you to support this cause?

Section 3 Villain or Problem:

What is the number one result/outcome you hope to achieve by donating?

When thinking about this cause, what makes you most anxious, or keeps you awake at night?

Section 4 Barrier:

What is the consequence or cost of not resolving this?

What do you feel when thinking about this right now?

Section 5 Guide:

What aspects of the organization's mission resonate most with you?

What initially attracted you to the organization?

Section 6 Victory:

What is the number one result or outcome you deeply desire for this cause?

What success/result will this outcome bring you personally/emotionally?

Bring it all together: Compile a short 3-paragraph story, less than 3 sentences per paragraph, using your answers as verbatim as possible from the above sections as follows:

- Paragraph 1: Sections 3 and 4.
- Paragraph 2: Section 5 with phrases from sections 1 and 2.
- Paragraph 3: Section 6.

Now refine or wordsmith the above to flow better. This is your **Brand Message** or **Donor Story**:

Condense the above story into 1 or 2 short sentences that capture the essence...your **Mission Theme**:

Next Steps:

Now you have the core messaging for social media, website, email, direct mail, ads, or other outreach or communications. Just condense, expand, or adjust for relevancy, but the core message and phrases are always the same everywhere! "Go therefore and make disciples of all the nations..." Matthew 28:19

Request Presentation Slides and **Donor Interview Questions** here:
<https://rebrand.ly/purposefulmarketing>



Need help or **want to dig deeper?**
Book a Meeting with Jed here:
<https://rebrand.ly/MeetWithJed>



Book recommendations:

[The Purpose Factor: Extreme Clarity for Why You're Here and What to Do About It](#) Brian & Gabrielle Bosché
[The ONE Thing: The Surprisingly Simple Truth About Extraordinary Results](#) Gary Keller & Jay Papasan
[Building a StoryBrand: Clarify Your Message So Customers Will Listen](#) Donald Miller