orgStrategy

YOUR NON-PROFIT ONLINE STRATEGY WORKBOOK

Creating a Clear Strategy to Achieve Your Non-Profit's Goals Online



Storytelling

Core Questions (5Ws)
What is your story about?
Who is the hero of your story? (How?) (Your organization? Beneficiaries? Supporters?)
When is the story happening?
Where is the story set? Where are you making an impact?
Why is this story important? Why is it important to your online viewer?



Bonus Questions:
How is your program helping?
How is it different from all the other programs out there with similar aims?
Whom are you talking to?
Who/What is the villain?
(Disease, avarice, apathy, time)



Goal-Setting

What goals do you want to achieve with your online presence?

These may be directly from your mission statement, or they could be ancillary goals that will help you make a greater impact.

Keep in mind that each goal must be measureable in terms of actions taken that boost your impact.

Goal 1:			
Goal 2:			
Goal 3:			
Goal 4:			
_			



Target Audience Avatar

Whom are you addressing? Whom are you trying to engage?

Be as specific as possible. You can always revise it later. Spend time to really imagine this person's life. When you're done, feel free to fill it out for a second and third ideal website visitor or customer.

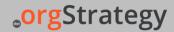
Name:	
Role: (Beneficiary, Donor, etc.)	
Age Range:	
Gender:	
Location:	
Level of Education:	
Occupation(s):	
Income Level (annual):	
Family Structure:	
	can think of, including nationality, religion, pet ownership, etc.
Interests: What do they like to do in their spa	re time? What interests do they have?
Morals and Values: Religion, politics, upbringing, hopes	and dreams
Online Habits What do they like to do online? What	ich websites do they frequent? Which groups do they "like"?

dotOrgStrategy.com



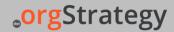
What's Your Fish?

hat value are you providing that will keep your target avatar(s) coming back ver time?	
ow are you delivering your value to your audience?	
hat criteria should every piece of content (especially those that drive action) meet?	



Creating Content

From wh	at sources can you steadily draw your cor	ntent?
What the	emes are possibly in the zeitgeist that you	can tap into?
How ofte	en can you (reliably) publish new content?	
How will	you disseminate the content to your curr	ent and potential avatars?



Calls to Action

What are the actions you want your avatars to take?

These should be directly related to your stated goals.

Primary Actions (End-of-Funnel)

Sign up to a newsletter, donate to your cause, attend an event, sign a petition, take a class, call your hotline, etc.

1.	
2.	
3.	
Alternative Actions	
What actions can people who haven't gotten enough value to take the actions above tak actions can help you boost your message, or create a stronger value proposition for you ago, share your content, watch a video, like your Facebook page, follow you on Twitter, etc.	

Social Media Resource Allocation

What platforms are your Avatars already using?

Compare your Avatars to the <u>Sprout Social infographic</u> and/or <u>Pew Research data</u>, and rank the platforms below.

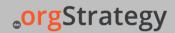
Example: You only have resources to devote to three platforms. Your beneficiaries are in high school and college, your supporters are women in their 30s and your donors are wealthy individuals in their 40s and 50s.

You can use the "total" column as a rough estimate of your best allocation of resources across the board, or focus on the top platforms that reach your highest priority avatars.

Platform	Avatar 1 (Beneficiaries)	Avatar 2 (Supporters)	Avatar 3 (Donors)	TOTAL
Facebook	3	1	2	6
Twitter	5	3	8	16
Instagram	2	4	6	12
LinkedIn	8	2	1	11
Pinterest	6	5	3	14
Google+	7	7	5	19
Snapchat	1	8	7	16
Other (<u>WhatsApp</u>)	4	6	4	14

For each column below, order the likelihood for platforms your target avatars are most likely to be on today.

Platform	Avatar 1 (Beneficiaries)	Avatar 2 (Supporters)	Avatar 3 (Donors)	TOTAL
Facebook				
Twitter				
Instagram				
LinkedIn				
Pinterest				
Google+				
Snapchat				
Other ()				



Passive and Active Fundraising

Passive Fundraising (Donate Page)

What stories can you tell?

It's the end of your funnel, you've connected to your avatars, now it's time to convert them from "visitors" to "impactors"!

List	three stories you can use that illustrate the work you do:
1.	
2.	

What are the easy ways that someone can support your cause?

List five donation levels and what each level does for you or, preferably, your beneficiaries. Highlight #3 or #4 as your "preferred" or "most common" suggestion and use #5 as your pricing anchor.

	Dollar Amount	Specific Benefit of Donation
1.	\$	
2.	\$	
3.	\$	
4.	\$	
5.	\$	

What Active Campaigns can you run?

What are the times of year, specific drives and causes that you can create a campaign around, involving your entire organization and supporters? (See example in first line.)

Time of year	Cause / Rally Cry	Newsworthiness	Goal
November (end- of-year-campaign)	Send 50 kids to the Winter Games	Shaun White's Foundation just offered to match up to \$25,000 to help us send 50 kids with disabilities to this year's Winter Games!	\$25,000
			\$
			\$
			\$

This workbook is intended to accompany the dotOrgStrategy course:

Creating Your Non-Profit Online Strategy

orgStrategy is devoted to helping
Non-Profits and NGOs maximize
and leverage their online presence to have
a greater positive impact on the world.

Please visit our website to learn more.