

# **YOUR NON-PROFIT ONLINE STRATEGY WORKBOOK**

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

# Storytelling

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## Core Questions (5Ws)

What is your story about?

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Who is the hero of your story? (How?)

*(Your organization? Beneficiaries? Supporters?)*

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When is the story happening?

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Where is the story set? Where are you making an impact?

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Why is this story important? Why is it important to your online viewer?

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**Bonus Questions:**

How is your program helping?

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How is it different from all the other programs out there with similar aims?

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Whom are you talking to?

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Who/What is the villain?

*(Disease, avarice, apathy, time)*

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# Goal-Setting

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## 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 measurable in terms of actions taken that boost your impact.*

### Goal 1:

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### Goal 2:

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### Goal 3:

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### Goal 4:

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# Target Audience Avatar

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*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:** \_\_\_\_\_

## Additional demographic info

*Any other relevant information you can think of, including nationality, religion, pet ownership, etc.*

\_\_\_\_\_  
\_\_\_\_\_

## Interests:

*What do they like to do in their spare time? What interests do they have?*

\_\_\_\_\_  
\_\_\_\_\_

## Morals and Values:

*Religion, politics, upbringing, hopes and dreams*

\_\_\_\_\_  
\_\_\_\_\_

## Online Habits

*What do they like to do online? Which websites do they frequent? Which groups do they "like"?*

\_\_\_\_\_  
\_\_\_\_\_

# What's Your Fish?

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What value are you providing that will keep your target avatar(s) coming back over time?

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How are you delivering your value to your audience?

*What criteria should every piece of content (especially those that drive action) meet?*

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# Creating Content

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From what sources can you steadily draw your content?

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What themes are possibly in the zeitgeist that you can tap into?

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How often can you (reliably) publish new content?

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How will you disseminate the content to your current and potential avatars?

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# Calls to Action

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## 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 take? These actions can help you boost your message, or create a stronger value proposition for your audience. *E.g., share your content, watch a video, like your Facebook page, follow you on Twitter, etc.*

4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_



# Social Media Resource Allocation

## What platforms are your Avatars already using?

Compare your Avatars to the [Sprout Social infographic](#) and/or [Pew Research data](#), 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 ( <i>WhatsApp</i> )	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. \_\_\_\_\_
3. \_\_\_\_\_

## 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**

 dotOrgStrategy 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.