

Relevance Rules! Message Worksheet

1. What is the most important marketing or fundraising challenge your camp faces right now?

Select a challenge that is driving a current or coming campaign.

2. What do you want people to do (the goal of your campaign)— enroll their child, donate for the first time, take a more active role in the alumni association, accept the job offer, or...?

3. What is the SINGLE best reason people should take this action?

Just one sentence or phrase, ideally a message you're using in the campaign.

4. What segment or group of people is your #1 focus (or target) for this campaign?

The more narrowly-defined, the better—what's important to them will be easier to uncover.

5. What do your people (this segment) want most?

What's most important to them in making this decision to act (or not)?

6. What benefits will they get from acting?

What's in it for them? Should be related to their wants and habits.

7. What barriers stand in their way?

What may stop your target audience from following through, even when they understand how they'll benefit from acting? Is it too confusing, expensive, time-consuming to act?

8. Revise (frame) your message to reflect your people's wants and habits, and the benefits and barriers to your call to action. Then compare your "before" (#3) and "after" messages.