

What's your pitch?

Nonprofit marketing worksheet

What are we selling? In other words, what do we do well?

Write down three things about our organization -- accomplishments, structure, the people involved, etc. -- that you're most proud of:

- 1.
- 2.
- 3.

Differentiation: What makes our group unique?

What do we *have* or *do* that no one else has or does? It's OK to think about this geographically: "We are the only group in Washington County that..."

- 1.
- 2.
- 3.

Market segmentation: Who are we trying to reach?

List the audiences we want to reach for any purpose: education, service delivery, fundraising, advocacy, collaboration, etc.

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|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

What's your favorite story?

Write notes about your favorite anecdote or example that describes the impact of our work. Remember, "Statistics raise eyebrows but emotions raise money" – so go easy on the data and jargon. Pretend you're talking to a friend or neighbor.