



WORKSHEET:

Making Millennial-Friendly Messaging

You're confident in your nonprofit's mission. Make Millennial donors confident, too, by reworking your messaging to better reflect your cause.

1. What is your mission statement?

2. What cause do you support?

3. How does your mission statement define the way in which you support this cause?

4. Identify and list several other nonprofit organizations that support the same cause you do:

5. Visit their social media pages. Do they use any specific hashtags? What are they?

6. List 10 adjectives that describe your organization:

7. Search for images that embody those images (you can use your own, search Creative Commons or download from a stock photo site).

8. To create social media posts, combine your answer to #3, add hashtags you listed in #5 and combine photos you found in #7.

Voila! You've just crafted a social media post ready for Facebook, Instagram, or Twitter. Keep asking yourself how your posts show how your organization supports its designated cause and you're off to a great start.