



## Engaging the Public Worksheet

### Section I: My Organization's Brand

1. What are my organization's \_\_\_\_\_?
2. What's its unique \_\_\_\_\_?
3. What is its \_\_\_\_\_?
4. What makes it \_\_\_\_\_ than any other organization?
5. Complete the following for your organization's brand description (no clichés!):

\_\_\_\_\_ (*name*) is a \_\_\_\_\_ (*primary adjective*) organization,  
committed to \_\_\_\_\_ (*primary value*) before anything else, and always striving to  
achieve \_\_\_\_\_ (*primary objective*) for \_\_\_\_\_ (*primary  
stakeholders*)

6. A succinct and interesting phrase to say this is...

### Section II: Marketing Strategy

1. Who is most likely to \_\_\_\_\_ about my cause and support it?
2. Where are they geographically? \_\_\_\_\_? Community?
3. What kind of \_\_\_\_\_ would be most welcome and used?
4. What kinds of \_\_\_\_\_ will resonate most with them? What should they focus on?
5. Who is already in my \_\_\_\_\_ that I could talk to about this? What's the best strategy to get their feedback?

### **Section III: Me, An Excellent Ambassador!**

1. What is it about my organization that is so \_\_\_\_\_ to me?
2. Who in my \_\_\_\_\_ might feel the same way?
3. How have I successfully used engagement to get \_\_\_\_\_ in the past?
4. What's something \_\_\_\_\_ I can do to engage others for support?
5. Who in my organization could also be an excellent \_\_\_\_\_?
6. How can I support them in doing this \_\_\_\_\_?
7. I will \_\_\_\_\_ my role of excellent board ambassador in the following ways:
8. One thing I will do this coming \_\_\_\_\_ to begin is...

### **Section IV: The Big Kahuna**

1. What \_\_\_\_\_ me most when it comes to marketing my organization is...
2. The three most important marketing \_\_\_\_\_ I need to execute are...
3. The most important thing I will do this coming \_\_\_\_\_ to get started is...

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