

ATTACHMENT 3: MESSAGE DEVELOPMENT WORKSHEET TEMPLATE

When you have determined **what audience** you want to communicate with and **why** you want to communicate, you need to determine **what your message will be**. Answer the following questions to determine your message for each audience group.

Remember that your message should:

✓ Be clear	✓ Have the right tone
✓ Be consistent	✓ Be credible
✓ Stress main points	✓ Be targeted to the information needs of the audience

Developing your message is not an exact science. It requires time and experience to get just the right message. As you gain experience communicating your message, you can make changes and fine tune it to improve its effectiveness.

Note: This worksheet has space for 4 audience groups. Your NPO may identify just two main audience groups (beneficiaries and donors), or it even have more than 4 main audience groups. If you have more than 4 audience groups to work with, make copies of this template.

Audience Group #1

Name of this Audience Group:	Beneficiaries
Reason(s) for communicating with this audience group (from Attachment 2)	
What does this audience group know about your NPO? What opinion does it have of your NPO?	
How do you want this audience group's knowledge or opinion of your NPO to change?	
What action would you like members of this audience group to take as a result of your communication?	
What concerns might this audience group have about taking this action?	
Now, based on what you know about your audience and your goals for this audience group, what are the 3-4 most compelling statements you could use to motivate this audience? This is your message.	

Audience Group #2

Name of this Audience Group:	
Reason(s) for communicating with this audience group (from Attachment 2)	
What does this audience group know about your NPO? What opinion does it have of your NPO?	

How do you want this audience group's knowledge or opinion of your NPO to change?	
What action would you like members of this audience group to take as a result of your communication?	
What concerns might this audience group have about taking this action?	
Now, based on what you know about your audience and your goals for this audience group, what are the 3-4 most compelling statements you could use to motivate this audience? This is your message.	

Audience Group #3

Name of this Audience Group:	
Reason(s) for communicating with this audience group (from Attachment 2)	
What does this audience group know about your NPO? What opinion does it have of your NPO?	
How do you want this audience group's knowledge or opinion of your NPO to change?	
What action would you like members of this audience group to take as a result of your communication?	
What concerns might this audience group have about taking this action?	

Now, based on what you know about your audience and your goals for this audience group, what are the 3-4 most compelling statements you could use to motivate this audience? This is your message.

Audience Group #4

Name of this Audience Group:

Reason(s) for communicating with this audience group (from Attachment 2)

What does this audience group know about your NPO? What opinion does it have of your NPO?

How do you want this audience group's knowledge or opinion of your NPO to change?

What action would you like members of this audience group to take as a result of your communication?

What concerns might this audience group have about taking this action?

Now, based on what you know about your audience and your goals for this audience group, what are the 3-4 most compelling statements you could use to motivate this audience? This is your message.