How to Customize Your Message

FOR YOUR CAUSE

Related Cause Clarity topics:
- How to create a core message
- How to identify audiences
- How to choose a messenger

This worksheet is a complementary guide to help you put into practice the advice found in our "How to Customize Your Message for Your Cause" video. Each 3-minute video is packed with information and is designed to be watched multiple times—even while you are completing this worksheet.

WHAT Create a message that connects with and compels a particular audience to act

TIME REQUIRED 20 minutes per audience

WHO IS INVOLVED We suggest brainstorming responses as a team. Alternatively, you can start this process alone and then refine with a larger group.

To get the response and engagement you want for your cause, you need to communicate with people in a way that is relevant and resonates with them. This means reversing the thinking from what you want to tell them to what they will find important.

This worksheet walks you through three steps to create a message specifically for the audience you are aiming to reach and to think through how to connect with any new contact. Complete it for each key audience.

    1. Identify who you're trying to reach

    2. Identify what motivates each audience

    3. Adapt your core message to suit them

Here is an example:

Core Message: Children need safe places to play and we ensure kids have one, which leads to healthier, happier kids and communities.

Audience: Public health providers

Motivations & Priorities: Reduce childhood obesity, increase activity, ensure accessibility, improve future health chances.

How interests relate: Children's outdoor play is active, free and local

Customized message: Outdoor play is one of the easiest ways to improve children's health. Research shows that ensuring children can play outside for just 30 minutes every day decreases obesity, increases their activity levels and is free, local and accessible to all.

→ For more help, contact Hershey Cause Communications at *CauseClarity@HersheyCause.com* or visit *CauseClarity.org* to see other How-To's.

An initiative of   **Cause Communications**
Communications for Good ®
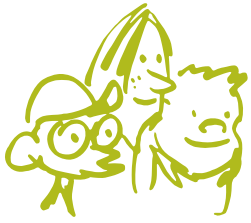
How to Customize Your Message

FOR YOUR CAUSE

You know what you want to tell them, but it is also important to consider what your audience wants to hear. Complete the following steps for each key audience to create a message that is made for them.

Start with a review of your cause's core message.

Write your core message in the space below: If you do not have one that works, use our "How to Create a Core Message" worksheet to succinctly express the need, your unique solution and your impact.

1. Identify who you're trying to reach:

This could be a specific group of people or in some cases a particular funder or donor.

2. Identify what motivates each audience:

A. Take five minutes to brainstorm what you know about the interests of this group or person. Use the personas you created with the "Identify your Audiences" worksheet to help you. Put yourself in the shoes of this audience and list their priorities and motivations. What do you want to hear about? What matters to you?

B. Take another five minutes to write down bullet points that connect or relate to your cause.

An initiative of **Cause Communications**
Communications for Good ®

3. Adapt your core message to suit them:

Now, take 10 minutes to draft a customized message for this audience incorporating step 2 ideas with your core message. Share the draft with colleagues to refine it. After you try out different versions with various audiences there will most likely be particularly effective aspects you can incorporate into messages for related audiences.