

Making Your Case....

Why You? Why are you worthy of support?

Tools to help you begin a conversation



Wallet Size Ambassador Cards:

Put your core messages and data points, on business size cards—
either 2 or 4 panel

(Avery has templates you can run out on your computer)

Ask Board members to put these in their wallets—with their credit cards—
so, they are constantly reminded of their ambassador role.

Ideas to Consider in Creating your Message Card

Why You?

Determining Your Key Messages and Unique Selling Points

List 10 Reasons WHY you are Worthy of Support

(list them on the inside of a 4-panel card—with your mission/logo and contact info on the front panels)

OR Option 2

Consider 3-5 foundational messages

(things that differentiate your organization from others—your unique selling points)

Also consider your real impact:

(# served, how you demonstrably change lives in meaningful ways, the value you provide to “customers”)

list them on the inside of a 4-panel card—with your mission/logo and contact info on the front panels)

Now What?

Becoming an Organization Ambassador

With these messages, you have the basis of your “pitch talk” and are now equipped to be an active ambassador.

Think about the one point you will highlight to begin a conversation.

Head and Heart:

The best pitches appeal to both the head and the heart

(strong facts and emotional stories)

Better yet if you can think about a call to action.

Invite this person to attend an event, to volunteer, to take a tour etc.

It is ok if the goal is to raise the profile of your organization



Christiansen Consulting

Helping Non-profits Achieve More Mission Per Dollar