

ATTACHMENT 3A: MESSAGE DEVELOPMENT WORKSHEET

EXAMPLE FOR THE CHILDHOOD LITERACY NPO

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:	<i>Beneficiaries – Families of children who could receive tutoring</i>
Reason(s) for communicating with this audience group (from Attachment 2)	<i>To educate families about this opportunity and to encourage them to let their children participate.</i>
What does this audience group know about your NPO? What opinion does it have of your NPO?	<p><i>Some families are already familiar with our NPO because their children are already receiving tutoring. Most of these families will have a good opinion of our NPO.</i></p> <p><i>Potential beneficiary families may not have heard about our NPO. They probably will not have an opinion of it.</i></p>
How do you want this audience group's knowledge or opinion of your NPO to change?	<i>We want all families to understand our NPO's services and believe that participating in our tutoring and book donation services is a good way to make sure that their children learn how to read.</i>
What action would you like members of this audience group to take as a result of your communication?	<i>We want them to sign their children up for tutoring through our program.</i>
What concerns might this audience group have about taking this action?	<p><i>They might be concerned that the tutoring would be too time consuming or inconvenient.</i></p> <p><i>They might be concerned that the tutoring will not help their children.</i></p>
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.	<ul style="list-style-type: none"> <i>• Reading is essential for success in school and in life. By receiving tutoring and books through our program, your child will learn to read.</i> <i>• In our tutoring program, skilled trainers will work one-on-one with your child, at a time and place that is convenient for your family.</i> <i>• Families who have participated in our tutoring program report that their children have made great progress in their reading. (Provide testimonials from families.) The progress is also shown by reading proficiency test scores of students who have participated (provide test scores).</i> <i>• Here's how you can register your child to receive tutoring...</i>

Audience Group #2

Name of this Audience Group:	<i>Donors — To donate money to our NPO.</i>
Reason(s) for communicating with this audience group (from Attachment 2)	<ul style="list-style-type: none"> <i>To educate donors and prospective donors about our program.</i> <i>To encourage individual financial contributions to our program.</i>
What does this audience group know about your NPO? What opinion does it have of your NPO?	<ul style="list-style-type: none"> <i>Current donors know something about our NPO, since they have contributed in the past, and they probably have a generally good opinion of our services. But they may not be up-to-date on our NPOs accomplishments, and may not feel strongly about the importance of our NPO.</i> <i>Prospective donors know little or nothing about our NPO and do not have an opinion about it.</i>
How do you want this audience group's knowledge or opinion of your NPO to change?	<ul style="list-style-type: none"> <i>We want all current and prospective donors to understand our NPO and to strongly support it as an effective means of building childhood literacy.</i>
What action would you like members of this audience group to take as a result of your communication?	<ul style="list-style-type: none"> <i>For existing donors, continue to donate to our NPO, and to Increase their donations if possible.</i> <i>For prospective donors, to donate to our NPO.</i>
What concerns might this audience group have about taking this action?	<ul style="list-style-type: none"> <i>They do not know if the NPO is successful in helping children learn to read.</i> <i>They do not know if this is the best possible use of their donations, or if their donations would be better used by another organization.</i> <i>They are approached by many different NPOs requesting help, and they cannot support all of them.</i>
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.	<ul style="list-style-type: none"> <i>Reading is essential for success in school and in life. By receiving tutoring and books through our program, Ho Chi Minh City children are learning to read.</i> <i>We have a strong record of success, as demonstrated how well our student perform on reading competency tests.</i> <i>Your donation is critical for our program's success. We rely on financial contributions to help us train volunteer tutors and reach out to families. You can be assured that your donation will directly benefit children in your community.</i>

Audience Group #3

Name of this Audience Group:	<i>Volunteers – People who may have an interest in volunteering to be a tutor</i>
Reason(s) for communicating with this audience group (from Attachment 2)	<i>Educate prospective volunteers about the tutoring program and how it helps children. Describe the tutor’s role, how tutors are trained, and expectations for tutors. Tell them how to apply to become a tutor.</i>
What does this audience group know about your NPO? What opinion does it have of your NPO?	<i>Most prospective tutors know very little about our NPO and do not have any opinion about it.</i>
How do you want this audience group’s knowledge or opinion of your NPO to change?	<ul style="list-style-type: none"> • <i>Educate them about our program and its importance in our community.</i> • <i>Encourage them to run periodic newspaper articles about our program and its accomplishments, and the need for volunteers.</i>
What action would you like members of this audience group to take as a result of your communication?	<i>We would like them to volunteer to become reading tutors.</i>
What concerns might this audience group have about taking this action?	<p><i>I do not know how to teach reading.</i></p> <p><i>I do not have the time to commit to being a volunteer.</i></p>
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.	<ul style="list-style-type: none"> • <i>Reading is essential for success in school and in life. By receiving tutoring and books through our program, Ho Chi Minh City children are learning to read.</i> • <i>By volunteering as a reading tutor, you can play a direct role in helping children learn to read, setting them out on the right path for life.</i> • <i>As a volunteer, you will receive thorough training on how to tutor children on reading. You will have access to an expert coach to support you as needed during your tutoring. After you are trained, tutoring requires a commitment of only 2 hours a week, on the day of your choice.</i>