

12-Point Checklist to Move Your Mission

When your organization is in a growth phase, you don't need a huge budget to build a powerful brand, but you do need absolute clarity. Go through this checklist to find your biggest opportunity.



I. Positioning

Smaller organizations often stall by trying to be everything to everyone. Growth happens when you narrow your focus. Figure out your "who".

- ☐ Fill in your "Only": We are the organization in our space that solves _____ [problem] for _____ [specific community] by doing _____ [your approach].
- ☐ Identify your Support:
Name the specific profile of the donor or advocate who champions your cause fastest.
Try to be hyper-specific.
- ☐ Audit your program list: Are you spreading resources too thin? Identify the one core program that drives 80% of your impact and lead with it.

II. Storytelling

Once you know who you are talking to, Storytelling dictates the "why" of your work to move people to tears, anger, or action.

- ☐ Review your latest newsletter or appeal and see if you featured one specific person's journey or just a list of statistics.

Identify success stories to share, then;
- ☐ Map a template for transformation stories:
 - › Where they started/their challenge
 - › How your organization intervened
 - › Where they are now/post support.
- ☐ Assess your organic social media posts:
After every post, ask yourself "So what?" until you get to the core emotional reason why a donor should care.

III. Audience Trust

Trust is built through predictability. Donors trust organizations that communicate clearly and show up consistently. Think of this as your "how."

- ☐ Examine your digital presence:
Do your channels say exactly what you do in simple words, or is it buried in vague jargon and unclear phrasing? Make it direct.
- ☐ Commit to Communication:
Set up a realistic cadence (e.g., a monthly newsletter or bi-weekly donor update) and stick to it. Silence kills trust.
- ☐ Update your digital front door:
Ensure your website's footer copyright date, latest blog post, current programs, and recent impact numbers are accurate and updated.

IV. Brand Power

On a smaller budget, brand power can be harnessed authentically with strict consistency and an airtight elevator pitch.

- ☐ Create a Visual Toolkit:
Choose exactly two fonts (one for headers, one for body text) and 3-4 brand colors. Use only these across every graphic and document.
- ☐ Solidify your 10-Second Pitch:
Come up with a one sentence answer for "What do you do?" that every board and staff member will be able to answer
- ☐ Review ALL of your material (internal and external):
Everything should feel like they belong to the same organization. Review your teams' email signature, biz cards, and other forgotten about touchpoints.

So, how are you doing?

If you checked fewer than 8 boxes, pick one area to focus on this month and complete each item. The tools you create will be a guide for you and your staff to ensure your brand grows intentionally and strategically.

We help mission-driven institutions unlock measurable impact through strategic branding and digital design.

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