



## NONPROFITS KEY MESSAGE MATRIX

MASTER KEY MESSAGES	TARGET #1	TARGET #2	TARGET #3	TARGET #4
<b>WHO</b> What Individuals, group(s) or communities does your nonprofit serve?				
<b>WHAT</b> What does your nonprofit do for those those group(s)?				
<b>WHY</b> Why do you do what you do?				
<b>WHERE</b> Where is your impact focused?				
<b>END RESULT</b> What's the intended end result of your actions and focus?				

**Matrix Usage Tips:**

Identify a key point or two that you want to emphasize for each stakeholder or target group across all the messages.

Refer to them every time you develop new communications, across any channel. Align your external messaging with your key messages, rather than use key messages explicitly.

Distribute them organization-wide and hold a training among all staff, leadership and board members on how to use them.

Empower your staff to use the key messages as a basis for personalizing their conversations and content.