

# Identity-Driven Messaging Worksheet

Use this worksheet to craft appeals that resonate with your donors' sense of self and community. Fill in each section, then combine your answers into a short, powerful message.

## 1

### Define Your Community Identity

#### Core Value

- What single value unites your supporters?
- Example: "Preserving Jewish tradition," "Empowering local youth," "Standing for justice."
- Your Value: \_\_\_\_\_

#### Shared Experience

- What event, tradition, or milestone does your community rally around?
- Example: "Hanukkah celebration," "Graduation weekend," "Annual service trip."
- Your Experience: \_\_\_\_\_

#### Common Descriptor

- How do you refer to your community in a warm, inclusive way?
- Example: "Our extended family," "Camp alumni," "Justice champions."
- Your Descriptor: \_\_\_\_\_

## 2

### Mirror Your Donor's Story

#### 1. Representative Ambassador

- Name and role of a real person whose journey reflects your donors' values.
- Example: "Rabbi Cohen, who walked to synagogue every Shabbat"
- Ambassador: \_\_\_\_\_

#### 2. Key Anecdote

- A one-sentence snapshot of that person's experience with your cause.
- Example: "As a 10-year-old, Rabbi Cohen received his first Torah—now he leads our story."
- Anecdote: \_\_\_\_\_

#### 3. Emotional Hook

- Which feeling does this story evoke?
- Example: Pride, belonging, hope.
- Your Hook: \_\_\_\_\_

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### Craft Your Identity-First Subject Line

Use the formula: [Action] [Shared Value] [Community Cue]

- Action: Stand with / Give / Help protect
- Shared Value: Jewish families / Local students / Children in need
- Community Cue: this Hanukkah / before graduation / when disaster strikes

Your Subject Line: \_\_\_\_\_

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### Write Your One-Sentence Hook

*Use this pattern:*

“Because [Shared Value] is a part of who we are, [Action] [Impact Cue].”

- Shared Value: \_\_\_\_\_
- Action: \_\_\_\_\_
- Impact Cue: \_\_\_\_\_

Your One-Sentence Hook: \_\_\_\_\_

\_\_\_\_\_

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### Flesh Out the Ask (3–4 lines)

1. Reminder of Identity:

2. “As [Common Descriptor], we believe...”

◦ Your Line: \_\_\_\_\_

3. Tangible Request: \_\_\_\_\_

4. “Your gift of [\$X] will [immediate benefit].”

◦ Your Line: \_\_\_\_\_

5. Matching Gift or Micro-Match: (optional)

6. “Today, a generous supporter will match every gift up to [\$Y].”

◦ Your Line: \_\_\_\_\_

7. Permission Phrase:

8. “If it feels right for you...”

◦ Your Line: \_\_\_\_\_

## 6 Close with Connection

“Thank you for [reinforcing identity],”

“Together, we [future vision].”

- Thank-you Phrase: \_\_\_\_\_
- Future Vision: \_\_\_\_\_

## 7 Review & Refine

- Read aloud—does it feel personal and true?
- Check length—aim for 4–6 sentences total.
- Ensure clarity—no jargon or insider slang that might confuse.
- Test on a colleague—ask if they see themselves in the message.

*Use this worksheet every time you draft an email, social post, or campaign page to keep your messaging identity-driven—and watch generosity grow.*

### Check out our Supporting Documents below:

- **FREE Fundraising Guide:** [Peer-to-Peer Fundraising](#)
- **Webinar:** [5 Things They Don't Teach you in Fundraising School](#)
- **Article:** [Crisis Fundraising: Your Nonprofit Playbook for Resilient Giving](#)
- [Nonprofit Fundraising FAQ](#)