

Actionable Communication Audit For Nonprofit Messaging

This audit enables you to hear the voice of your organization across the platforms where you interact with your audience, in both digital and print spaces. You can then evaluate the effectiveness of your current communication strategy and create a concrete messaging plan.

Text and Visual Content Collection

To start, compile text and visual content from the following types of messages sent out from your organization:

- Content from 4-6 of the most recent emails sent from your organization,
- Content from 10-15 of the most recent posts from each social network where your organization has a presence,
- Content from 5-10 of the most recent print communications sent to your target audience (postcards, annual report, event invitation, etc.),
- Content created to leave behind or hand out during in-person interactions (business cards, brochures at your physical location, banners and signage used at conferences, folders, one-pagers, policy reports, RFPs, etc),
- Content used for the main message of each key page of your website (the 1-3 sentence “thesis statement” and main visual of each key page).

Content Analysis

Read each communication piece out loud, listening for the following:

Voice

1. Describe the tone and personality of the voice being conveyed in each piece
2. Is this voice consistent across all messages we send?
3. Is this voice an accurate representation of the brand and personality of our organization, the right tone to represent our mission?

Intent

4. What is the goal we hear each piece intending to accomplish?
5. What specific action is each piece asking and leading our audience to take?
6. Who is the message speaking to, who is it aiming to mobilize?

Compare the messaging and voice heard in your digital and print communications with the primary messages currently on your website.

1. Does our audience encounter the same voice wherever they engage with our content?
2. Though the content and its intended audience may differ between platforms, is the voice coming through our messages recognizable as "us"?

Evaluate the outcome each piece of communication achieved after it was sent out.

1. What did each piece of communication accomplish, what were its results?
2. What feedback did we receive from our audience who engaged with the message?

Reflection & Planning

Based on your own insights and those shared with you through audience engagement, consider the following:

1. What actions do we want to focus on asking our audience to take (Donate, share our mission, advocate, volunteer, attend an event, and which communication channel is the best platform to communicate each type of call to action?)
2. What changes can we implement today in our communication to more effectively mobilize our intended audience?
3. What guidelines can we establish to add consistency and focus to our voice and its message across all of the platforms we use to communicate?
4. What long-term needs can we take steps toward today to ensure our audience hears a consistent message across multiple communication channels?
5. What milestones can we set for implementing shifts in our communication plan to achieve our desired outcomes (end of year campaign, holidays, anniversaries)?