Why Messaging Matters

- As AFI grantees, you are responsible for...
  - Recruiting accountholders
  - Raising funds
  - Developing partnerships
  - Educating decision-makers and the public

- ...and well-crafted messaging can help with all of these.
What Do We Mean By “Messaging”? 

1. Articulating answers to key questions: 
   - Why should someone join/fund/support/partner with my IDA program?
   - What has my program accomplished?
   - What is the individual impact? The community impact?

2. Presenting those answers in a way that resonates with your audience
Four Key Steps

1. Know your audience.
2. Craft your message.
3. Gather your background information.
4. Make the ask.
1. Know your audience

- Who are you targeting?
- What do you want to ask this prospect for?
- What do you already know about this person/organization?
- How else can you get information about this person/organization?
2. Craft your message

- Messaging is not “one size fits all”!
- Customize your “ask” to your target’s perspective
- Use well-chosen keywords and phrasing
- See “Asset Building: Key Frames To Use With Specific Audiences” to help jump-start your ideas
3. Gather your background info

- What kind of data / information about your program would this prospect find compelling?

  For instance…
  - Statistics  – Saver stories  – Economic impact
  - Business/strategic plans  – Budgets  – Testimonials

- What data do you already have and what do you need to collect?
4. Make the ask

- Be prepared to make a realistic and specific request
- Use the frames/keywords you’ve already identified
- Tie the request to a specific measurable return: “Your support will allow us to…”