

Draft

Approved

Date: _____

_____ will be responsible for reviewing content for adherence to these guidelines.

Organizational Info

Public name of your nonprofit:

Website URL:

Accepted Acronym/Abbreviation/AKA name for your organization:

General email:

Main phone number:

Street address:

City, State:

Zip:

Brand Voice *

Our tone is typically (e.g. caring, humorous, informed, impassioned, etc.) _____

Example:

Our tone is never (e.g. scornful, pedantic, glib, harsh, etc.) _____

Example:

Primary verb tense/s (e.g. present, future, past): _____

Example:

Primary point of view (e.g. I, we, this organization, etc.) _____

Example:

Translations for Organizational Acronyms | Professional Terms

Acronym / Term

Translation for general public

Examples:

NPO

M&C

nonprofit organization

marketing and communications

* For a deeper understanding of brand voice, check out the [Nonprofit Branding Workbook](#).



Types of Content / Audience

<u>Audience</u>	<u>Type of content</u>	<u>Channel/platform</u>
e.g. General public, volunteers, supporters	e.g. Monthly updates: Your NPO’s activities, news stories about your NPO, major gifts to your NPO, supporter quotes/profiles	e.g. e-Newsletter and FB / T / IG / LI, etc.
e.g. General public, volunteers, supporters	e.g. Event promotion: info, offers, user generated content (e.g. from previous events, why I’m going testimonials, etc.) e.g. Post-event content (e.g. selfies, pics, etc.)	e.g. Email and FB / T / IG / LI, etc. FB / T / IG / LI, etc.
e.g. Small to Mid-Size Donors / Prospects	e.g. Informing & Fundraising: relevant general news, news about your NPO, specific fundraising goals e.g. Thank-you for past support/interest + ask	e.g. FB / T / IG / LI, etc. e.g. Email to new leads
e.g. Small to Mid-Size Donors / Prospects	e.g. Parlor meeting invite e.g. Post-event content (e.g. selfies, pics, etc.)	e.g. e-Vite, ActBlue? e.g. FB / T / IG / LI, etc.

Acceptable Sources of Content *

Accredited news organizations, including: _____

Philanthropic / professional publications, including: _____

Selection criteria (e.g. connection to your field, issue, etc.) _____

User-generated content, including: _____

Other: _____

*Note: Your nonprofit can set up Google Alerts to send emails to designated recipients’ inboxes regarding web content based on selected key words/phrases.

Readability

You have a lot of competition for your audience’s attention. You can’t expect them to wade through dense copy, especially online. This isn’t about their ability. It’s about how much you can impose on their time.

- Make your copy short and to the point.
- Use headings to make it easy to skim.
- Give users information *they* value.



Reading level

<u>Audience</u>	<u>Reading level</u>		
Example: Major Donors	<input type="checkbox"/> High School	<input checked="" type="checkbox"/> Undergraduate	<input type="checkbox"/> Graduate / Professional
Example: Small Donors	<input type="checkbox"/> High School	<input checked="" type="checkbox"/> Undergraduate	<input type="checkbox"/> Graduate / Professional

Compositional style

No more than __ % of the words have three or more syllables.

No more than __ % of sentences have more than 20 words. No more than __ % of sentences are in the passive voice.

No more than two sentences in a row start with the same word.

Paragraphs are no more than __ number of words long.

The total length of web pages is between __ and __ words long.

Grammar and Writing Style Guides

There are a few different style guides that are free or reasonably priced. The one you choose may depend on whether your audiences have a more popular or scholarly approach. However, all the copy for your nonprofit should be consistent. Choose which source you expect everyone in your nonprofit to use:

- [Grammarly](#) [GrammarBase](#) [AP StyleGuard](#) Other: _____

Visual Styles *

Logo file links:

Logo size and placement:

Color palette:

Color 1 – hex # _____ | R ___, G ___, B ___ | C __%, M __%, Y __%, K __%

Color 2 – hex # _____ | R ___, G ___, B ___ | C __%, M __%, Y __%, K __%

Color 3 – hex # _____ | R ___, G ___, B ___ | C __%, M __%, Y __%, K __%

Color 4 – hex # _____ | R ___, G ___, B ___ | C __%, M __%, Y __%, K __%

Color 5 – hex # _____ | R ___, G ___, B ___ | C __%, M __%, Y __%, K __%

Visual Styles, cont.

Web picture styles: Orientation: Horizontal Square Vertical
Thumbnail size: w = ____ px h = ____ px
Medium size: w = ____ px h = ____ px
Full size: w = ____ px h = ____ px

Website Styles *

Web page styles: Audience: _____ Content Type: _____
Page Template: _____ CTA: _____

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Page Template: _____ CTA: _____

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Page Template: _____ CTA: _____

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Web picture styles: Orientation: Horizontal Square Vertical
Thumbnail size: w = ____ px h = ____ px
Medium size: w = ____ px h = ____ px
Full size: w = ____ px h = ____ px

* For an exploration of of logos and visual and web styles, check out the [Nonprofit Branding Workbook](#).

