

Targeted Messaging Worksheet

The first step of targeted messaging is critically analyzing the purpose of your message. Knowing this information will assist with allocating the appropriate resources for the messaging campaign and enhance your marketing effectiveness.

With a messaging campaign in mind, use this table to identify why (*purpose*) you are conducting this outreach, who (*key audience*) you aim to reach and the value (*value*) that audience holds and will bring to the campaign, how (*tool*) you are going to reach them, and what resources (*resources*) are needed for message distribution.

EXAMPLE:

Your organization has received a federal grant to help fund your new mobile food pantry program. This program will help combat the effects of food deserts in your community.

Purpose	Key Audience ----- Value	Tool	Resources
Recruitment	Program Volunteers ----- Serving and representing their community	Community Flyers	\$25.00 to print flyers
Promote program results and earn support	Legislators ----- Supporting low-cost, high-return investments	Meeting with legislator or legislative aide	\$10.00 of printed meeting materials Travel expense

Campaign

Purpose	Key Audience ----- Value	Tool	Resources

