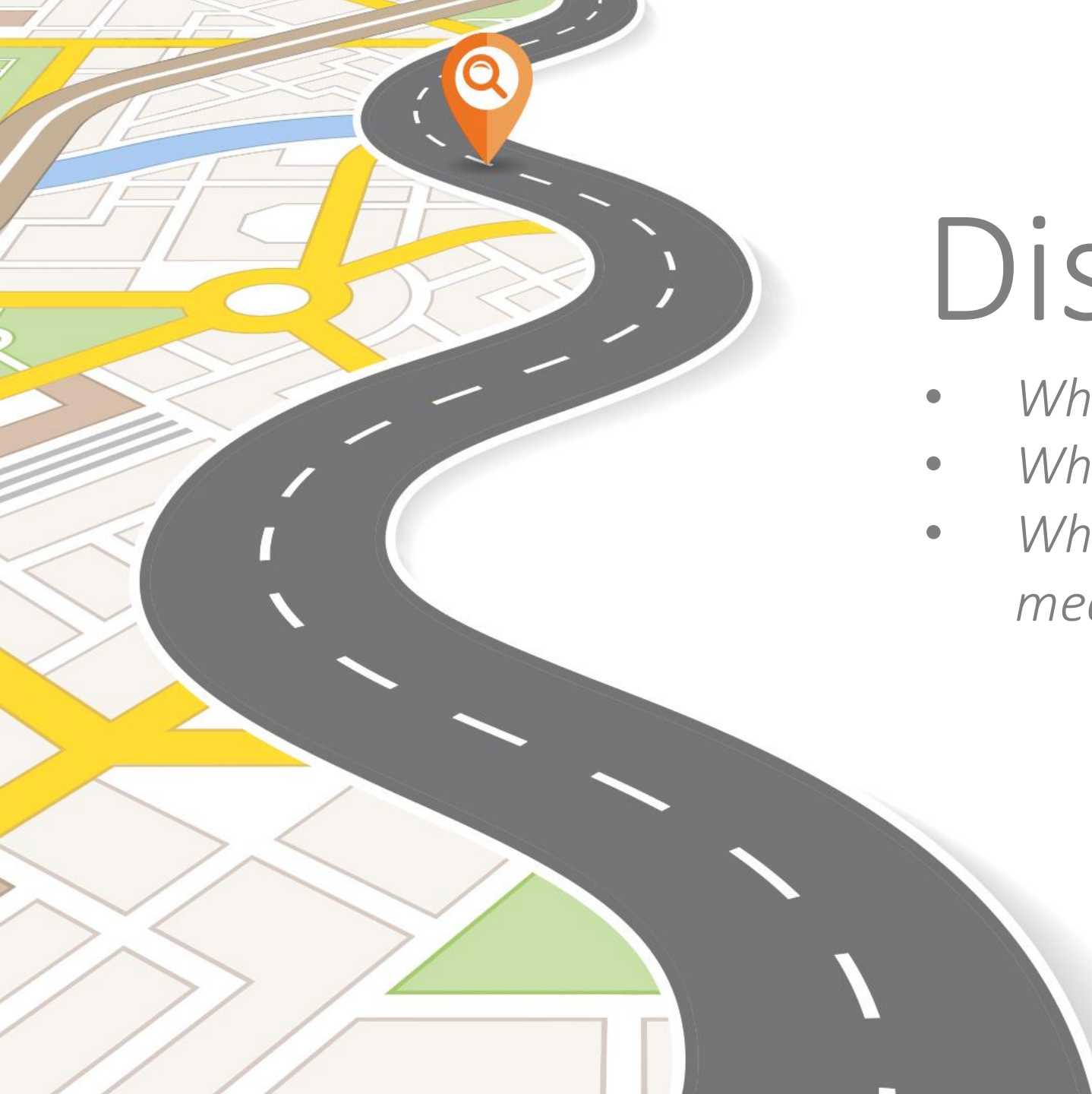




Discovery

- *What is our identity?*
- *What is the scope of our work?*
- *What are our goals and how will we measure them?*



Discovery

What are we communicating?

- *Philanthropic Need → Drives Action*
- *Philanthropic Impact → Drives Stewardship*
- *Philanthropic Recognition → Drives Awareness*



Audiences

- Primary
- Secondary



Messaging

*Communication Needs +
Audiences = Developed
Themes*



Channels

- Owned Media
- Paid Media
- Earned Media



Content Strategy

- Themes
- Audiences
- Channels
- Frequency

Impact

- Evaluation

