

# Is My Message Relevant?

Try to check off at least two of the Six R's of Message Relevance with each of your messages.



## It's Rewarding

The **benefits** to following through on the call to action are clear.



## It's Realistic

The **barriers** to following through on the call to action are addressed.



## It's Real Time

It makes sense given the **context** and what else is happening right now.



## It's Responsive

They can tell we are **listening** and taking what we hear into account.



## It's Revealing

We are sharing or showing something **new or interesting**.



## It's Refreshing

The style and tone are **authentic** and maybe a little **surprising**.

**This checklist works a lot better when you are clear and specific about your target audiences and your calls to action!**



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