

Your Nonprofit's Personality



Your Nonprofit's Personality: Deciding on Voice, Tone, and Style

- Connect what's in column 1 with column 2.
- You don't need to connect everything and you can draw lines to more than one thing!
- Ask others to do the worksheet and compare your results. Where do you have the most in common? What are your top three combinations as an organization?

We want to be known as ...

with ...

A helpful friend

the clients we serve

A trusted authority

our typical donors

A reliable performer

our funders (contracts or grants)

An innovative changemaker

the mainstream media

our professional peer community

A _____
(adjective) _____
(noun)

elected officials

A _____
(adjective) _____
(noun)



Customizing Your Voice with the Right Tone

Circle the 3-5 (no more!) that you believe should best describe your tone.

Cross out any that you feel strongly are inappropriate for your organization.

Feel free to add to the list.

You may want to do a separate worksheet for each voice you identified on the previous page (e.g., one for “helpful friend with clients we serve” and another for “trusted expert with the media”). Or you may want to do a separate worksheet for your different communications channels (e.g., you may be more formal in print communications than on social media.)

Affectionate
Balanced
Candid
Caring
Cheerful
Concerned
Confident
Decisive
Enthusiastic

Friendly
Fun
Humble
Loving
Opinionated
Optimistic
Positive
Practical
Rational

Respectful
Serious
Soulful
Sympathetic
Tactful
Thoughtful
Warm
Witty



Customizing Your Voice with the Right Style

Circle the 3-5 (no more!) that you believe should best describe your style.

Cross out any that you feel strongly are inappropriate for your organization.

Feel free to add to the list.

Again, you may want to do multiple worksheets depending on the voice or communications channels you are exploring.

Authoritative
Businesslike
Chatty
Concise
Conversational
Crisp
Casual

Descriptive
Detailed
Eloquent
Emphatic
Flowery
Formal
Informal

Journalistic
Lyrical
Persuasive
Rhythmic
Simplistic
Succinct
Technical