

## Keys to Conversation: Integrated Communication for Non-profits

Problem: What is the problem in the world that only you can solve?	
Unique: Why are you the only one who solves this problem in the way you do?	
Purpose: What is your purpose?	Values: What are your 5 top values (beginning with a verb)?  1.  2.
Promise: What can your donors, stakeholders and customers rely on with every interaction they have with you?	3.  4.  5.
Takeaway: If the whole world knew only three things about you what would you want them to know? (in order of priority)  1.  2.  3.	Call to Action: What can someone do to help you most today? (in order of priority)  1.  2.  3.
At [ <i>organization name</i> ] we solve [ <i>problem</i> ] because we believe [ <i>purpose</i> ]. Our biggest challenge is that we need more [ <i>call to action</i> ] because [ <i>restate the problem</i> ]. Would you consider [ <i>call to action</i> ]?	

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