

CREATING AN EFFECTIVE LIST OF TALKING POINTS

It is important that board members “speak with one voice” about the organization. One of the most useful tools in assuring that this is the case is to provide board members with a list of talking points that reflect the essential information you want people to know about you. Board members can then choose a few points that resonate with them that they can easily remember and articulate to potential friends and supporters.

These questions may help you create your inspiring talking points list:

1. When and why was our organization created?
2. What is its purpose NOW?
3. What is the main problem that we are trying to solve or the main opportunity we see?
4. Who is affected by the problem or opportunity, and how are they affected?
5. How has the demographic profile of the “who” changed, and what will the demographic profile look like in the future?
6. What are some compelling statistics related to our issue - international, national and local?
7. What will these statistics look like in the future?
8. What is our track record in relation to these statistics?
9. What are the future projections in relation to these statistics, and our anticipated rate of success?
10. What is one compelling story that clearly reflects how we change lives?
11. Of what one or two things is this organization most proud?
12. What makes us unique?
13. Why are we worthy of philanthropic support?
14. What are our organization’s values?
15. How do we engage the community as partners in achieving our vision?
16. What are two easy ways I can further involve the person with whom I am speaking with our organization?