



Nonprofit Marketing & Resource Development Professionals

Brand Positioning Worksheet

1. Core Values

List 3-5 values that guide your nonprofit's work (e.g., compassion, impact, inclusivity, innovation):

- _____
- _____
- _____

2. Target Audience

Define who you serve and support (e.g., donors, partners, beneficiaries):

- **Primary audience:**

- **Secondary audience:**

3. Key Differentiator

What sets your organization apart from others in your space? Think about unique programs, partnerships, or approaches:

- _____

4. Emotional Connection

What emotions or values does your organization inspire in your audience (e.g., hope, empowerment, trust)?

- _____

5. Value Proposition Exercise

**In a single sentence, describe your value proposition:
(What do you provide, for whom, and why it matters?)**

We provide

(service/product/impact)

to

(specific audience)

so that

(outcome/benefit).

6. Brand Voice

Describe how you communicate (e.g., friendly, professional, inspiring):

- ---

7. Call to Action

**What do you want your audience to do as a result of engaging with your brand
(e.g., donate, advocate, partner)?**

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Sharing Activity

Step 1: Take a few minutes to draft your value proposition sentence using the prompts above.

Step 2: Share your value proposition with the group for feedback and refinement.

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