

Empower your organisation with an effective core message

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Why develop a core message?

communicates
your purpose

informs meaningful
strategies and plans

makes you stand
out

motivates and
directs your people

supports your
accountability



Types of core messages

vision statement

mission statement

unique value proposition

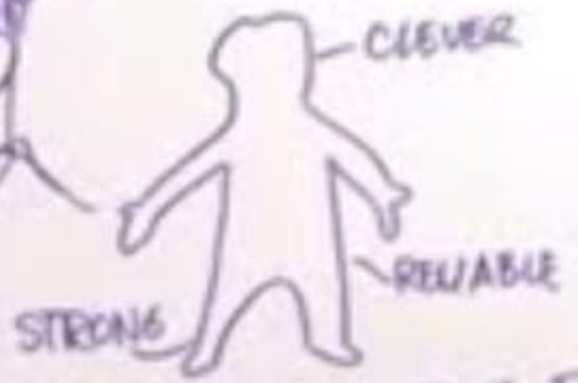
catchphrase

slogan



How to Create a Core Message

FOR YOUR CAUSE



IT'S HARD NOT TO BE BORING.

NEED

WE HAVE THREE STEPS THAT HELP YOU TELL YOUR STORY -
SOLUTION

IN A RELATABLE WAY THAT WILL INSPIRE PEOPLE TO LEARN MORE AND SUPPORT YOUR CAUSE.

Different approaches

Capturing the essence:

- What?
- Why?
- Who for?
- For what outcome?

Tips from Root ID:

- Lead with your why
- Follow with how you're doing it

Using Cause Communications key questions:

- What need or challenge do you address?
- What's your solution or approach?
- What benefits or results do you create?

Connect to your values:

- Your org's values
- Your customers' values
- Your audience's values

What do you think of these examples?

“promoting positive attitudinal societal change around mental health and offering hope and a voice to our young people”



What do you think of these examples?

“connect and empower a network of zero waste community enterprises across Aotearoa, inform policy and procurement, trial and deliver zero waste solutions”



zero
waste
NETWORK

What do you think of these examples?

“a pay-as-you-feel dining concept
for everyone ... delicious, chef-
prepared meals that feed bellies,
not bins”

Everybody Eats

What do you think of these examples?

“hearts fit for life – leading
the fight against our
country’s single biggest killer
– heart disease”



What do you think of these examples?

“a not-for-profit charitable organisation that’s been leading the way in educating Kiwis on how to Keep New Zealand Beautiful since 1967”



What do you think of these examples?

“working for an Aotearoa
free from drug harm”



Te Puna Whakaiti Pāmamae Kai Whakapiri
New Zealand Drug Foundation



**Let's
brainstorm**



Activity
time!



Activity time!

- Highlight key words or statements that resonate the most from your notes
- What values are showing through?
- Have a go at drafting a core message

Things to think about: focus on people, tell a story, highlight benefits and results, keep it simple

Getting the most out of your core message

- Empower your team – develop the message further, choose language that represents who you are, make sure it resonates with your people who deliver your organisation's work
- Integrate it into your channels – website, social media, collateral, publications...
- Use it in your strategic planning and prioritising – ideally, everything you do should contribute, relate or have clear line-of-sight to your core message
- Make it part of your day-to-day – ask your team regularly what they've done lately that serves the message, check in to make sure your core message still reflects what you do – if not, you might need to change it, or it could indicate that you've gone off-course

Set your intentions

- Who do you need to work with in your team to develop a core message?
- Will you be re-working an existing message or starting from scratch?
- Whose buy-in will you need to adopt your new core message?
- What action will you take first? E.g. set up a meeting or workshop / share your draft core message for discussion / make a proposal to your governing committee or board



Before we
go...

Set your intentions:

- How will you further develop your core message?
- Who do you need to involve from your team?
- Will you be re-working an existing message or starting from scratch?
- Whose buy-in will you need to adopt your new core message?
- What action will you take first?
- What barriers might you need to overcome?
- How will you reward yourself for taking the next step?

A large, light-colored thought bubble with a thin outline is centered on the page. Inside the bubble, a glass bottle with a cork is lying on a sandy beach. The background of the entire slide is a sunset over the ocean, with waves visible in the distance. The colors are warm, ranging from yellow and orange to a soft blue.

Questions?

Thank you 😊