

Nonprofit Messaging Pillar and Content Template Examples



Pamela Georgiana

Brand Strategy and Content Marketing Services

Messaging Pillars

3-4 messages
that
help stakeholders
understand
**what makes your
organization unique**
and
**why they should get
involved**
using
**real-life evidence or
examples**

Messaging Pillars Example

Messaging Pillar	Proof Points	Summary
<p>Faith-Based Organization Example</p> <p>Affirming</p>	<p>Choice of worship services</p> <p>Fellowship</p> <p>Inclusive programming</p> <p>Weddings</p> <p>Community gathering place, open to all (Church and retreat)</p>	<p>We have open hearts and open arms to accept, support and inspire you on your faith journey. Your unique perspective and experiences enrich and strengthen our community. You will be challenged to share your unique point of view and explore others for greater understanding and meaning.</p>
<p>Belonging</p>	<p>Choice of worship services</p> <p>Long term history and traditions</p> <p>Family-oriented</p> <p>Social and community activities</p> <p>Opportunities to lead and interact with members</p> <p>Fellowship</p>	<p>No matter who you are, you belong here. Everyone is a cherished member of our family. We are a community built on unconditional love and support. Every person is welcomed and valued and no one walks their journey alone.</p>

Content Templates

Using the brand pyramid
as a guide, content
templates are
**standardized formats
(copy and visual)**
designed to
**guide the creation of
content**
for
**various communication
channels and platforms.**

Content Template Examples

Social Media Post Template:

- Layout with designated spaces for images and text.
- Consistent placement of the brand logo.
- Brand hashtags or calls-to-action.

Email Newsletter Template:

- Header with the brand logo and tagline.
- Sections for featured content, promotions, and updates.
- Consistent fonts, colors, and formatting.

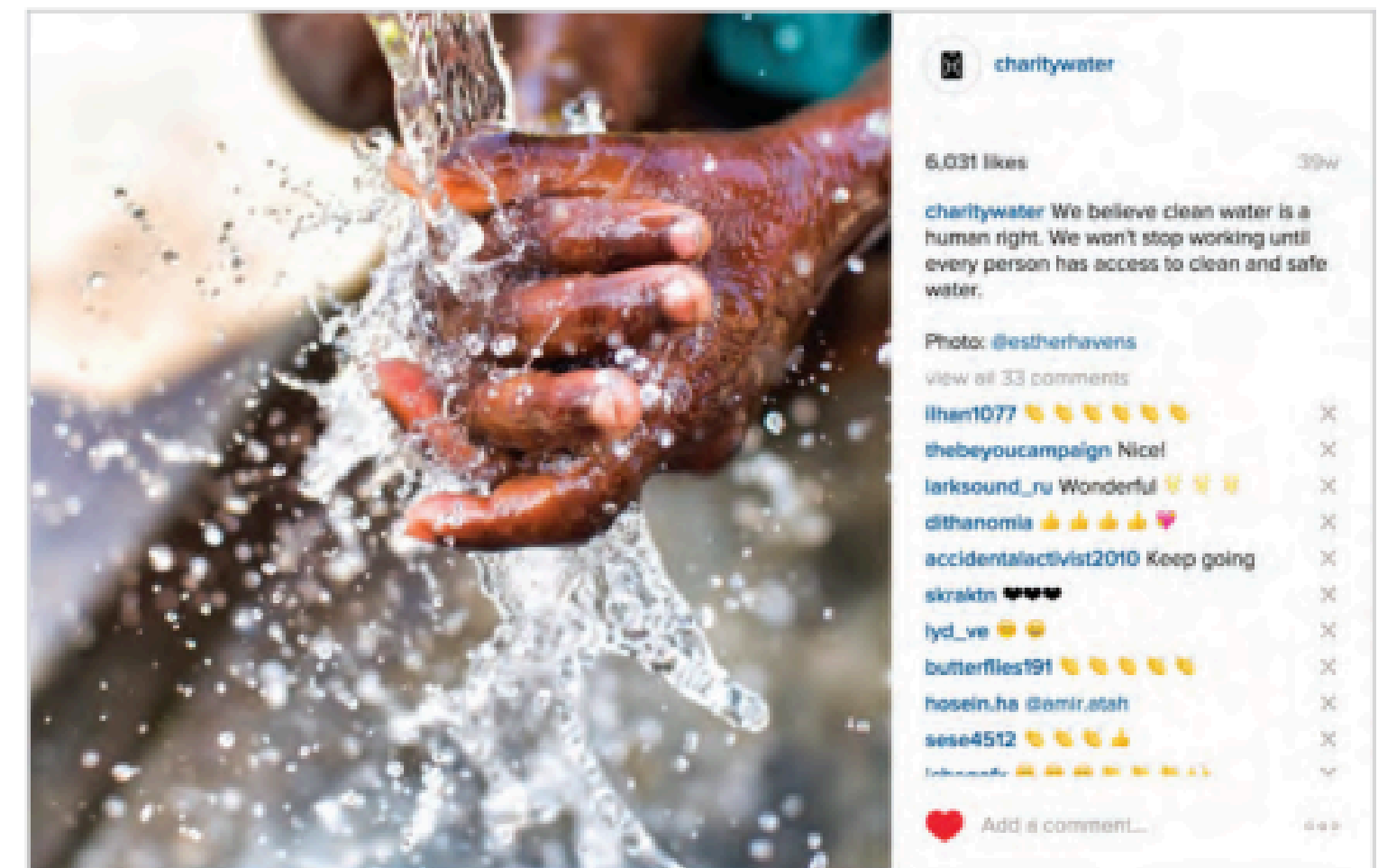
Press Release Template:

- Header with the brand's logo and contact information.
- Structured sections for headline, subhead, body, and boilerplate.
- Space for quotes, images, and relevant details.

Advertisement Template:

- Clear headline and subheadline.
- Space for compelling visuals or product images.
- Call-to-action with a defined area for a link or contact information

Social Media Template Example



Tagline Templates

A short and memorable phrase
from your messaging pillars
that expresses the
essence, mission, or key message
of your brand.

(Choose ONE that reflects your most important messaging pillar or differentiator)

Classic Tagline:

- Brand Name: [Tagline]
- Example: "Unicef: For Every Child"

Descriptive Tagline:

- Brand Name: [Tagline] - [Descriptive Phrase]
- Example: "Connecting Communities, Providing Hope: [Nonprofit Name]"

Value Proposition Tagline:

- [Tagline] - [Value Proposition]
- Example: "Innovating for Social Good: Where Vision Meets Action."

Aspirational Tagline:

- [Tagline] - [Aspirational Statement]
- Example: "Inspiring Change, Igniting Futures."

Headline Templates

Short, attention-grabbing statement
from your marketing pillars
that **serve as the title or main heading**
of a piece of content.

Benefit-Oriented Headline:

- Template: "Discover the [Benefit] with [Brand]"
- Example: "Transform Lives Today: Your Support Brings [Benefit] with [Nonprofit]."

Problem-Solving Headline:

- Template: "Solving [Problem] with [Brand]"
- Example: "Breaking the Cycle: [Nonprofit] Takes on [Issue] for Lasting Change."

Emotional Appeal Headline:

- Template: "Feel [Emotion] with [Brand]"
- Example: "Healing Hearts, Restoring Lives: Join [Nonprofit] in the Journey of Hope."

Curiosity-Driven Headline:

- Template: "Unlock the Secret to [Benefit] with [Brand]"
- Example: ""What if You Could Change Lives Today? [Nonprofit] Invites You to Discover How."

Call-to-Action Templates

A call to action (CTA) is a **prompt or instruction** that encourages a stakeholder to **take a specific action.**

Donate Now:

- CTA: "Support our mission. Donate now to make a difference."

Join Our Community:

- CTA: "Be part of something bigger. Join our community and stand for change."

Become a Member:

- CTA: "Become a member today. Together, we can achieve more."

Volunteer Today:

- CTA: "Your time can change lives. Volunteer with us today."

Spread the Word:

- CTA: "Help us raise awareness. Share our story and mission."

Advocate for Change:

- CTA: "Stand up for what you believe in. Advocate for change with us."

Need more
inspiration?
Reach out
today!

Pamela Georgiana

President

Brand Strategy & Content Marketing Services



PHGeorgiana@gmail.com

614-301-1791

www.pamgeorgiana.com