

# Make It Matter: Content Your Organization Needs

## Is your content showcasing your organization?

All organizations have a lot of moving parts. Philanthropic organizations are often solving humanities problems, while being under resourced. Clear and effective content is key to showcase your organization and generate impact. What areas of your organization have the right documentation? Take a look at the prompts below. Write down what comes to mind for each when thinking about your organization. The prompts with underwhelming notes are opportunities to reassess what matters. The prompts with positive notes are opportunities to think expansively and grow your impact. Ready for something more? Let's connect [makeitmatter.prgms@gmail.com](mailto:makeitmatter.prgms@gmail.com).

■ What comes to mind when I think about my organization's content and documentation...

■ Operations & Logistics

■ Budget \_\_\_\_\_

■ Staff \_\_\_\_\_

■ Outputs/deliverables/offerings \_\_\_\_\_

■ Schedule \_\_\_\_\_

■ Work flows \_\_\_\_\_

■ Risks \_\_\_\_\_

■ Client/Funder satisfaction \_\_\_\_\_

■ Organizational support \_\_\_\_\_

■ Supporters (engaged and sustained support)

■ Website & social media \_\_\_\_\_

■ Volunteer program documentation \_\_\_\_\_

■ Community outreach \_\_\_\_\_

■ Impact

■ Mission & vision \_\_\_\_\_

■ Briefs & reports \_\_\_\_\_

■ Articles & presentations \_\_\_\_\_

■ One-pagers or pamphlets \_\_\_\_\_

■ Media \_\_\_\_\_

■ Funding opportunities \_\_\_\_\_

■ Other thoughts

■ \_\_\_\_\_

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