

Unforgettable Brands on A Budget

Your Brand:

Date:

What are three words that describe the personality of your brand?

Example: Bold, approachable, innovative.

What emotions do you want your audience to feel when they interact with your brand?

Example: Inspired, confident, joyful

What are your brand's primary colors?

Primary Colors

Accent Colors

Does your current logo represent your brand's personality? In not what changes would you make?

Current Logo

Adjustments to Logo

Actionable Branding Steps

Tasks Tips



What is one affordable tool you can use to refine your brand? (Canva is a great tool)

Set a deadline for completing your first branding update: Deadline:

Public Speaking Confidence Worksheet

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Biggest fear about public speaking?

Fear:

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What is one goal you have for your next presentation?

Goal:

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Who is your target audience?

Audience Description

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What is the main takeaway you want your audience to remember?

Key Message:

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Write one positive affirmation to repeat before speaking:

Affirmation:

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Which technique will you use to calm your nerves?

Examples: deep breathing, visualization

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Public Speaking Confidence Worksheet

Structuring Your Presentation

Write your opening sentence or hook:

Hook

Main Point #1

Main Point #2

Main Point #3

Call To Action

Non-Profit Story Telling

Non-Profit:

Date:

Who is the main character of your story?

Example: A beneficiary of your program or dedicated volunteer.

What problem are they facing, and how does it connect to your mission?

Example: Limited access to education, financial hardship, etc.

Share the Turning Point: How did your organization step in to help?

Example: Through donation, mentorship, or services

End with the Transformation: How did the hero's life change because of the support?

Example: Graduating from college, finding stable housing, etc.

Crafting your Story Platform: Write a 2-sentence version of your story for social media:

Post:

Non-Profit Story Telling

Write a 3-paragraph version for email or donor outreach:

Paragraph 1

Paragraph 2



Paragraph 3