# **Unforgettable Brands on A Budget**

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 p	ersonality? 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**

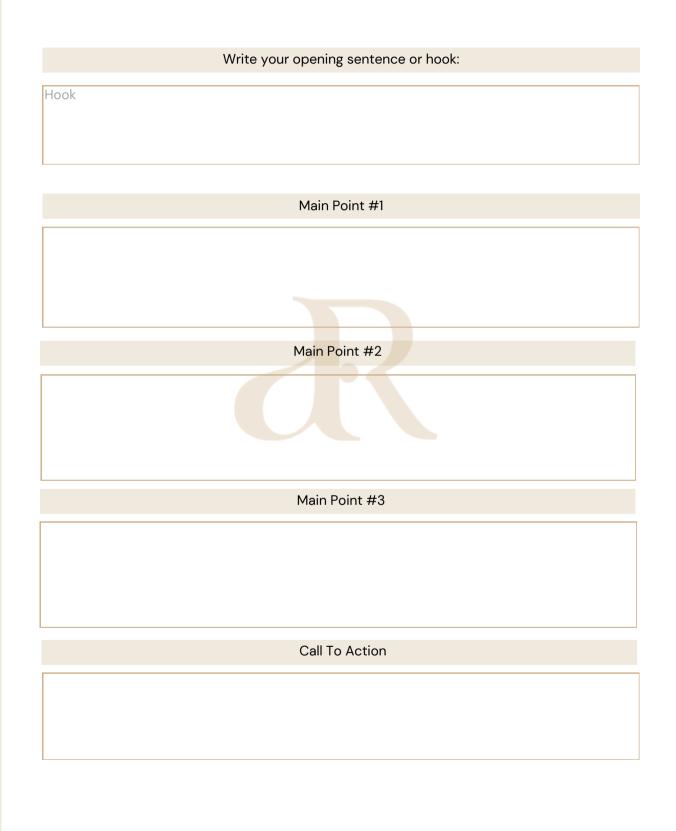
Biggest fear about public speaking?	
Fear:	
What is one goal you have for your next presentation?	
Goal:	
Who is your target audience?	
Audience Description	
What is the main takeaway you want your audience to remember?	
Key Message:	
Write one positive affirmation to repeat before speaking:	
Affirmation:	

### Which technique will you use to calm your nerves?

Examples: deep breathing, visualization

## **Public Speaking Confidence Worksheet**

Structuring Your Presentation



# **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 chage becuase 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