

Developing Your Organizational Voice Worksheet

Every community organization has a unique mission and identity driven by its membership. This worksheet helps organizations develop (or memorialize) an organizational voice that reflects that identity. This can prove useful for ensuring consistent and authentic communication at the organizational level. It is also crucial for moving shared narratives with organizational partners. When each organization elevates shared narratives in their own voice and words, the result is a poly-vocal choir that creates a harmonious echo-chamber, while preserving the authentic identities of its members.

Our Members and Their Communities

Our members and their communities are...

What are some key adjectives that describe your members and their communities? For instance: Lutherans, middle-aged, Latinos, teachers, parents, Somali Americans, farmers, etc.

Our members and their communities care about...

What do your members care about, not just politically, but in their lives more generally? What do their family and friends care about? For instance: Making it to their kid's school basketball game, doing things outdoors, living out their faith, getting a raise in their next contract, having good health care.

Our members and their communities can be found...

How do your members live and spend time? How about their friends and family? Don't just think about physical spaces. Are they on Facebook? Do they use Snapchat?

Core Narratives and Messengers

What big picture narratives and values is your organization working to advance either on its own or with partner organizations? If you've already adopted shared narratives with coalition members, what language and messages would you use to talk about those narratives in a way that feels true to your members and mission? (For example, if you are part of a coalition that has made interconnection a key value, like workers rights groups, the old saying that "an injury to one is an injury to all" might be resonant. A group that works with Christian churches might talk about the importance of "loving your neighbor as yourself.")

Narrative/Value #1	
Narrative/Value #2	
Narrative/Value #3	

Who from our membership is a key messenger on our organizational issues?

You can list individual leaders, but also other kinds of leaders: Christian pastors talking about immigrant justice, small business owners talking about access to credit, etc.

Issue	Messengers

Who from your membership is a key messenger for other organizational partners?

Members from one organization can be key messengers for issues partner organizations work on. What organizations can your members support? Examples: Christian pastors talking about welcoming American Muslim immigrants, small business owners talking about raising wages.

Issue	Messengers