



Prompt Questions for Key Messages

This template provides you prompt questions for crafting key messages for your community foundations, your funding opportunities, any topics you are regularly communicating about and any specific events. Make sure your key messages reflect the tone and purpose of your community foundation.

Overarching Community Foundation Key Messages

Answer these questions to craft general key messages about your community foundation and the work you do. These key messages are helpful across much of the communications content you'll create.

What is our purpose?

Why should someone care?

What is the value-add of a community foundation?

What do we care about?

What is the impact?

What is the opportunity for someone get involved/take action?

Funding Opportunity

Answer these questions to craft key messages around a funding opportunity such as new granting program.

What is this?

Where did this funding come from? (An opportunity to acknowledge any funding or partnerships)

What impact will this funding have?

Are there specific eligibility requirements?

What level of funding is available? How many grants and how much?

What are the logistical details? Deadlines, where to apply etc



COMMUNITY
FOUNDATIONS
OF CANADA

FONDATIONS
COMMUNAUTAIRES
DU CANADA

Topic Specific

Answer these questions to craft key messages around a particular topic, such as impact investing or your new organizational strategy.

What is this?

Why is it important?

Why should someone care?

Event Specific

Answer these questions to craft key messages around an event, such as a Annual General Meeting or a Vital Conversation with the community.

What is this?

Why should someone care?

What are the logistical details?