

Messaging Toolkit for Board Members

To ensure consistent messaging while making it as easy as possible for your Board members to share information with their networks, consider providing them the following tools on a regular basis. These can be created for general purposes or for a particular event or campaign.

- ✓ Long-Form Case for Support
- ✓ Talking Points – 1 page, bulleted
- ✓ Sample Tweets
- ✓ Sample Facebook Posts
- ✓ Logo, other icons/graphics/pics
- ✓ Elevator Pitch – 30 second max, with the expectation it will be memorized
- ✓ Other Social Media Messages – Suitable for Pinterest, Instagram, etc.
- ✓ Collaterals – e.g. brochures, flyers