

02 JOURNEY MAP WORKSHEET



Constituent:	Awareness	Consideration	Conversion	Retention	Advocacy
Goal	How is this constituent group learning of your nonprofit? How can you increase awareness?	How can this constituent group learn everything they need to know about your nonprofit to make a decision?	What are the ways you can influence the decision to engage with your nonprofit?	How can you nurture this constituent group to keep them engaged with your nonprofit for the long term?	What information will compel this constituent group to become advocates for your nonprofit?
Engagement Opportunities:					
<ul style="list-style-type: none"> • Event • Opt-In • Meeting • Introduction 					
Channels:					
<ul style="list-style-type: none"> • In Person • Web • Email • Phone 					
Responsibility:					
<ul style="list-style-type: none"> • Self • Marketing & Comms • Pgm Staff • Board Member 					



03

MOVES WORKSHEET

Constituent:	Identification	Qualification	Cultivation	Solicitation	Decision	Stewardship
Engagement Opportunities						
Quantity						
Desired Outcome						
Move Indicator: <small>What question or situation needs to be resolved to move to the next stage?</small>	What is their connection to our organization	What is their capacity for support?	What is their interest in our organization?	Who, what, where, when, why, how?	Yes or No & Why?	How would they like to be kept updated on the impact of their support?



BONUS

Move Prep Checklist:

- The prospect will feel _____
- The prospect will know _____
- I will know _____
- The desired outcome is _____