



The Outward Heart Matrix

Functions and tools that make up an effective communications department. Robust, comprehensive, and ever-expanding—never complete.

Updated 5/18/2022

1	Non-Negotiable
2	Difference Makers
3	Holistic Approach

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	<i>Branding</i>	<i>Text Content</i>	<i>Multimedia Content</i>	<i>Correspondence</i>
1	Naming your org	1 Org mission, vision, summary statements	1 Overall intro flagship pieces	1 Online forms development and responsiveness
1	Establish & define emotional tone	1 Writing system	1 General static and downloadable resources	1 2-way email "customer service"
1	Logo design in versatile formats	1 Proofreading policy and process	1 Photography process, organization, and training	1 Gift thank yous and acknowledgments
1	Official org fonts	1 3-5 Inspirational flagship articles	1 Video process, organization, and training	1 Scheduled touches digital and print
1	Official color palette	2 "Web hawk" (post-production proofreading)	2 Script development	1 Constituent database administration
1	Choose a website domain	2 Scheduled reminders of expiring content	2 On-brand art-direction	2 Followup to constituent and colleague introductions
1	Style Guides - default and in-house	2 Organized archives of articles, blogs, posts	2 Specific campaign and project content	2 Specific solicitations
		2 Multimedia descriptions and branding	2 Editing process and training	2 2-way phone "customer service"
		3 Press releases	2 Voice talent for your org	2 Thank you card rotating designs or renewed regularly
		3 Writing submissions to publications	3 Internal asset organization: general vs project-specific assets	2 Voicemail and tree scripts and recording
				3 Followup to gifts (reporting on progress to promoted campaigns)
				3 Real-time chat integrations

The 3 "i"s

- 1. Inspire** = Draw people in. Emotional language. Powerful quote. Heartfelt photo. Intrigue. Pique curiosity.
- 2. Inform** = Context. The Who, What, Where, and How. Background. History.
- 3. Engage** = Invite participation. Help the reader see themselves as part of the solution. Clear action steps.

<i>Digital Footprint</i>		<i>Stationery & Literature</i>		<i>Campaigns</i>		<i>Accounting</i>	
1	Channel Branding YouTube	1	Envelopes: #10, BRE 6.76, 9x12, etc.	1	Goals and timelines	1	Planned giving via wills, trusts, etc.
1	Broadcast email templates (1-way)	1	Static promotional resources: brochures, folders, rack cards	1	Prospective audience lists	1	Implementation to website
1	Social media: account names and handles	1	Business cards for staff and official advocates	1	Giving options unique to the campaign	1	Acknowledgment and receipting
1	Search engine optimization (SEO) basics	1	Branded blank note cards and envelopes for thank yous	1	Campaign-specific Multimedia resources	1	eGift processing partner
1	Website and landing pages	1	Publications: monthly, quarterly, etc. of org updates	2	Letters explaining the vision and need	1	Budgeting
1	Social media post and article drip	2	Standard letterhead with optional 2nd page version	2	Campaign mailers and inclusions	2	Giving method trends peer-to-peer, etc.
2	Channel branding Rumble	2	Reports: annual or board reports may need special attention	2	Thematic campaign development and branding guides	2	Annual end-of-year reporting
2	Channel branding Vimeo	2	Internal: organizational file structure system (##-###)			2	Legacy recognition options for gifts of certain amounts
2	QR code management	2	Print vendor relationships			2	Pledge administration and followup
2	Email signature branding					2	Text to give options
2	Social media: paid placements boosts					2	Credibility seals and endorsements
2	Social media: interactions and surveys					3	Reporting on progress to promoted campaigns
2	Social media: subscribe, follow and like promotion						
2	Social media: post and article drip						
3	Search engine optimization (SEO) advanced						
3	Social media: Reciprocating orgs and affiliates						

Events		Tools		Tools Cont.		Equipment	
1	Promotion via Multimedia channels	1	Canva design and layout	2	Adobe	1	Internal numeric inventory system: (##-###)
1	Purpose or goal to be achieved	1	InSightly constituent database cloud service	2	Email, calendar, document, and more collaboration: Google Workspace (free for nonprofits) domain-centric	1	Lapel wireless microphone
1	Audience segmenting	1	Broadcast email service (1-way) MailChimp, Constant Contact, etc.	2	Video conferencing: Zoom, etc.	1	External hard drive storage with backup drive protection
1	Food: audience appropriate	1	JotForm or other embed-friendly forms	2	Social media management: Hootsuite, Agorapulse, etc.	2	Desktop color laser printing and scanning
1	Timing etiquette of advanced notice and reminders	1	Print service partners: local and budget	2	Video and photo collaboration editing: Wipster, etc.	2	Tripods
1	Giving options enabled	1	Photo offline storage: Synology, etc.	2	Electronic payments: Square, SumUp, Zettle	2	Audio recorder: Zoom mic (hardware brand, not the meeting platform), etc.
1	Dynamic speaker considered	1	WordPress: internal and/or external	2	Photo cloud storage: Google, Zenfolio, Amazon, etc.	2	Equipment check-in check-out system
1	Follow up to attendees	1	Stock photography: UnSplash, Pexels, etc.	2	Teleprompter App	2	Primary and fill lights
1	Table hosts or event advocates	1	Time tracker: ClickUp	3	Texting: Chrome App, GivBee, etc.	3	Teleprompter hardware camera tablet mount
2	Venue: audience appropriate	1	Website builder platform: WordPress, WIX, WebFlow, etc.	3	Phone and texting: WhatsApp, Telegram, Google Voice, Messenger, etc.	3	Shotgun microphone
2	Table assignment administration					3	Gimbal gyroscopic camera mount
2	Sponsors to underwrite various elements					3	Drone for aerial and indoor fly-throughs
2	Registration and confirmation systems in place						
2	Theme and emotion						
2	Media capture for highlights or playback						
2	Auctions and gimmicks: audience appropriate						

Marketing		Marketing Cont.	
1	Constituent list growth	2	Merch: pens, apparel, drinkware, chotchkies, etc.
2	Denominational partnerships	2	Signage both indoor and outdoor
2	Networks of missionary, clergy, etc.	2	Business underwriters and sponsors
2	Social media paid ads	2	Segmenting: compassion trigger documenting
2	Organization partnerships	2	Broadcast texting
2	Radio ads, interviews, syndicated spots, and sponsorships	2	Constituent analytics: source, triggers, connections, capacity, etc.
2	Rented snail and email lists	2	EDDM mailings for geographic snail mail promotion
2	Website affiliate and paid placements: Google AdWords, etc.	3	Influencer partnerships
2	Engagement directly on others' social media and blog content	3	Endorsements by leaders in your industry or notable persons
		3	Ad placements in print publications
		3	Generate popular memes and social content

Annual Planning		In-Person Advocacy	
1	End-of-year planning	2	Associations
1	Publication cycles	2	Networks
2	Reporting on the past year	2	Churches
2	Holidays worth noting	2	Community events
2	Internal forecast of campaigns	2	Conventions
2	Promo in conjunction with national or other affiliate programs (Orphan Sunday, National Day of Prayer, etc)		
2	Special occasions worth recognizing		
3	Publicize forecast of the coming year		
3	Notable anniversaries		