# Content Strategy Statement Generator

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ offers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ,

*organization name adjective*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ content that helps \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*adjective key target audiences (top 3)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*accomplish goal accomplish goal*

by making them feel

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and

*adjective adjective adjective*

convincing them to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and

*take desired action*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*take desired action*

*Example:*

VillageReach offers educational but warm, human content that helps them increase donations and raise awareness by making institutional donors feel committed, capable, and needed, and convincing them to give annually and show public support.