The Outward Heart Matrix

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

1	Non-Negotiable
2	Difference Makers
3	Holistic Approach
	Unassigned

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.

Branding		Text Content		Multimedia Content		Correspondence		Digital Footprint		Stationery & Literature		Campaigns		Accounting	
1	Naming your org	1	Org mission, vision, summary statements	1	Overall intro flagship pieces	1	Online forms development and responsiveness	1	Channel Branding YouTube	1	Envelopes: #10, BRE 6,76, 9x12, etc.	1	Goals and timelines	1	Planned giving via wills, trusts, etc.
1	Establish & define emotional tone	1	Writing system	1	General static and downloadable resources	1	2-way email "customer service"	1	Broadcast email templates (1-way)	1	Static promotional resources: brochures, folders, rack cards	1	Prospective audience lists	1	Implementation to website
1	Logo design in versatile formats	1	Proofreading policy and process	1	Photography process, organization, and training	1	Gift thank yous and acknowledgments	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	Official org fonts	1	3-5 Inspirational flagship articles	1	Video process, organization, and training	1	Scheduled touches digital and print	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	Official color palette	2	"Web hawk" (post-production proofreading)	2	Script development	1	Constituent database administration	1	Website and landing pages	1	Publications: monthly, quarterly, etc. of org updates	2	Letters explaining the vision and need	1	Budgeting
1	Choose a website domain	2	Scheduled reminders of expiring content	2	On-brand art-direction	2	Followup to constituent and colleague introductions	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.
1	Style Guides - default and in-house	2	Organized archives of articles, blogs, posts	2	Specific campaign and project content	2	Specific solicitations	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	Multimedia descriptions and branding	2	Editing process and training	2	2-way phone "customer service"	2	Channel branding Vimeo	2	Internal: organizational file structure system (##-###)			2	Legacy recognition options for gifts of certain amounts
		3	Press releases	2	Voice talent for your org	2	Thank you card rotating designs or renewed regularly	2	QR code management	2	Print vendor relationships			2	Pledge administration and followup
		3	Writing submissions to publications	3	Internal asset organization: general vs project-specific assets	2	Voicemail and tree scripts and recording	2	Email signature branding					2	Text to give options
						3	Followup to gifts (reporting on progress to promoted campaigns)	2	Social media: paid placements boosts					2	Credibility seals and endorsements
						3	Real-time chat integrations	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						

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	Events		Tools		Annual Planning		Equipment		Marketing		In-Person Advocacy
1	Promotion via Multimedia channels	1	Canva design and layout	1	End-of-year planning	1	Internal numeric inventory system: (##-###)	1	Constituent list growth	2	Associations
1	Purpose or goal to be achieved	1	InSightly constituent database cloud service	1	Publication cycles	2	Lapel wireless microphone	2	Denominational partnerships	2	Networks
1	Audience segmenting	1	Broadcast email service (1-way) MailChimp, Constant Contact, etc.	2	Reporting on the past year	1	External hard drive storage with backup drive protection	2	Networks of missionary, clergy, etc.	2	Churches
1	Food: audience appropriate	1	JotForm or other embed-friendly forms	2	Holidays worth noting	2	Desktop color laser printing and scanning	2	Social media paid ads	2	Community events
1	Timing etiquette of advanced notice and reminders	1	Print service partners: local and budget	2	Intenral forecast of campaigns	2	Tripods	2	Organization partnerships	2	Conventions
1	Giving options enabled	1	Photo offline storage: Synology, etc.	2	Promo in conjunction with national or other affiliate programs (Orphan Sunday, National Day of Prayer, etc)	2	Audio recorder: Zoom mic (hardware brand, not the meeting platform), etc.	2	Radio ads, interviews, syndicated spots, and sponsorships		
1	Dynamic speaker considered	1	WordPress: internal and/or external	2	Special occasions worth recognizing	2	Equipment check-in check-out system	2	Rented snail and email lists		
1	Follow up to attendees	1	Stock photography: UnSplash, Pexels, etc.	3	Publicize forecast of the coming year	3	Primary and fill lights	2	Website affiliate and paid placements: Google AdWords, etc.		
1	Table hosts or event advocates	1	Time tracker: ClickUp	3	Notable anniversaries	3	Teleprompter hardware camera tablet mount	2	Engagement directly on others' social media and blog content		
2	Venue: audience appropriate	1	Website builder platform: WordPress, WIX, WebFlow, etc.			3	Shotgun microphone	2	Merch: pens, apparel, drinkware, chotchkies, etc.		
2	Table assignment administration	2	Adobe			3	Gimbal gyroscopic camera mount	2	Signage both indoor and outdoor		
2	Sponsors to underwrite various elements	2	Email, calendar, document, and more collaboration: Google Workspace (free for nonprofits) domain-centric			3	Drone for aerial and indoor fly-throughs	2	Business underwriters and sponsors		
2	Registration and confirmation systems in place	2	Video conferencing: Zoom, etc.					2	Segmenting: compassion trigger documenting		
2	Theme and emotion	2	Social media management: Hootsuite, Agorapulse, etc.					2	Broadcast texting		
2	Media capture for highlights or playback	2	Video and photo collaboration editing: Wipster, etc.					2	Constituent analytics: source, triggers, connections, capacity, etc.		
2	Auctions and gimmicks: audience appropriate	2	Electronic payments: Square, SumUp, Zettle					2	EDDM mailings for geographic snail mail promotion		
		2	Photo cloud storage: Google, Zenfolio, Amazon, etc.					3	Influencer partnerships		
		2	Teleprompter App					3	Endorsements by leaders in your industry or notable persons		
		3	Texting: Chrome App, GivBee, etc.					3	Ad placements in print publications		
		3	Phone and texting: WhatsApp, Telegram, Google Voice, Messenger, etc.					3	Generate popular memes and social content		