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Wyo Braska **GIVES**

Define NPO Goals

What is your specific, urgent campaign objective?

What is the challenge, obstacle, or problem that your campaign will solve?

What is the solution, action, or result that your campaign offers?

Whose support are you working to earn and what do they value most?

Define your target audience

What will move them to give?

**Whose voice is most meaningful to the audience?
(i.e. client, donor, board member, CEO or staff member)**

Have questions? We're here to help! Contact OTCF at (308) 635-3393