



NON-PROFIT CLARITY SCORECARD

Organization Name _____

Use this Clarity Scorecard to evaluate how well your message explains what you do, why it matters now, and how donors can amplify your impact. Identify weak spots and opportunities to clarify and strengthen your case.

Refine your campaign page, donor deck, appeal letter, or website copy to create a consistent story.

Select a score from 1 to 5 for each area

Note what is missing and identify the areas that need improvement to:

- make your message clearer,
- create an emotional connection with your audience
- motivate them to add their support.

How to score

- 1 = Unclear or missing
- 2 = Present but weak
- 3 = Adequate
- 4 = Clear and compelling
- 5 = Strong, specific, and donor-ready

Area	What to look for	Score (1-5)	Notes /Gaps	Priority fix
Mission clarity	Is it immediately clear what the organization does, who it serves, and why it exists? [Start with Why]			
Problem / need	Does the message explain the real need or challenge in concrete, human terms?			
Impact	Does it show what changes because of the work, using outcomes, examples, or proof?			
Urgency	Does it explain why support is needed now rather than later?			
Donor role	Is it clear how a donor helps make the impact possible?			
Audience fit	Does the language feel relevant to the intended donor audience?			
Simplicity	Is the message easy to understand without insider jargon or long explanations?			
Emotional connection	Does the message create empathy, an emotional connection, or a sense of shared purpose?			
Credibility	Does it include enough proof points, examples, or evidence to build trust?			
Call to action	Is there a clear next step for the donor or reader?			

YOUR CLARITY SCORECARD

Make it easier for donors to say YES!



A score alone won't improve your messaging but knowing what to do next will.

Use these reflection prompts and priority actions to uncover weak spots and make your case for support clear, compelling, and donor-ready.

Action plan

A strong case for support helps donors quickly understand why the mission matters, why the need is urgent, and how their giving makes a real difference.



How to ready your score

40-50

Clear, compelling, and close to donor-ready.

30-39

A Strong foundation, with key areas to sharpen

20-29

The message is inconsistent or incomplete and may not motivate donors yet.

Below 20

The case likely needs a strategic rewrite before wider use.



Reflection prompts

- What is the one sentence that best explains your mission?
- Where does the story feel too vague, generic, or internally focused?
- What proof would make the impact more believable?
- Where should urgency be stronger?
- Does the donor clearly understand their role in making change happen?



Priority Action Plan

1

Rewrite weak sections so they are clear, compelling and connect emotionally

2

Add one proof point, story, or outcome, impact Proof of Concept (POC)

3

Strengthen the donor call to action: how can they help?

Tip: Start with the sections scoring the lowest first. Small clarity gains often create the biggest lift in donor response.

If you'd like some support clarifying your organization's messaging, let's talk!
We offer a limited number of free 30-minute consultations to Non-Profits every month. [Drop us an email.](#)