

SAMPLE THINK FEEL DO CHART

Audience	What do you want them to THINK?	What do you want them to FEEL?	What do you want them to DO?	Message	Medium and Date	Message	Medium and Date	Message	Medium and Date
board members	that this organization is excellent at providing _____ to our clients	pride	tell their friends						
attorneys	that my organization has the capacity to accept large gifts from their clients' estates	confidence	talk with their clients and add my organization to their estate plans	demonstration of how we have the capacity	personal letter, April 2020, co-signed by board chair				
CPAs									
wealth managers									
media									
people of wealth									
moderate donors									
young adults									
retirees									
local business									
farmers									
other NPs									
faith community									
Community Foundation									
United Way									
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