# AD LAB

RILEY TSAI

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# Introduction

# Our Mission at AdLab

**1** Teaching kids real-world marketing strategies so they can promote any idea, product, or service and launch effective campaigns for businesses and nonprofits

**2** Welcome to AdLab — where creativity meets purpose. AdLab was founded with one goal: to empower students like you to become bold, innovative creators. In this workbook, you'll learn the tools, strategies, and creative thinking that it takes to promote a brand or nonprofit — and you'll get to apply them in your own work.

**3** Marketing isn't just about selling — it's about connecting people to causes in order to make an impact. Whether you're designing a logo, creating a campaign, or brainstorming a business idea, your voice matters.

# THE POWER OF STORYTELLING FOR NONPROFITS

- From ocean clean ups, feeding families, and fighting for equality, nonprofits do some of the most charitable work in the world. But how do they get people to care? They use storytelling.

- Storytelling is what turns a cause into a movement. It helps people understand why something matters and inspires action. That's where you, the creator, come in.

- As a creator, your words, designs, and ideas can spark real change. When you tell a story through a poster, video, logo, or slogan, you're helping a voice and cause be seen, heard, and supported.
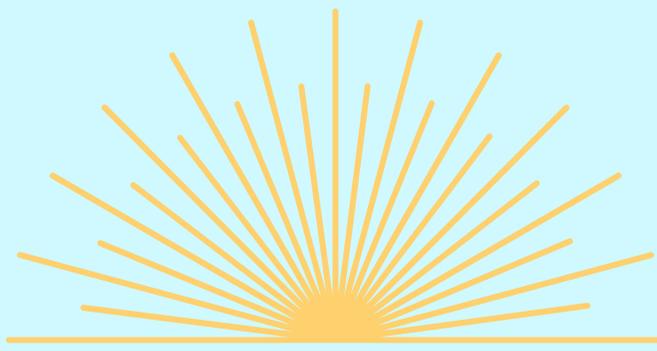
# YOUR ROLE AS A STUDENT CONTENT CREATOR

- At AdLab, you become a creator, designer, brand-builder, and storyteller. You'll be learning real marketing skills that companies and nonprofits use in the real world.

- Your job is to be curious, bold, and ready to experiment. Try new styles and think big. Whether you're working alone or in a group, everything you create has the power to make a difference. We're here to help and guide you every step of the way.
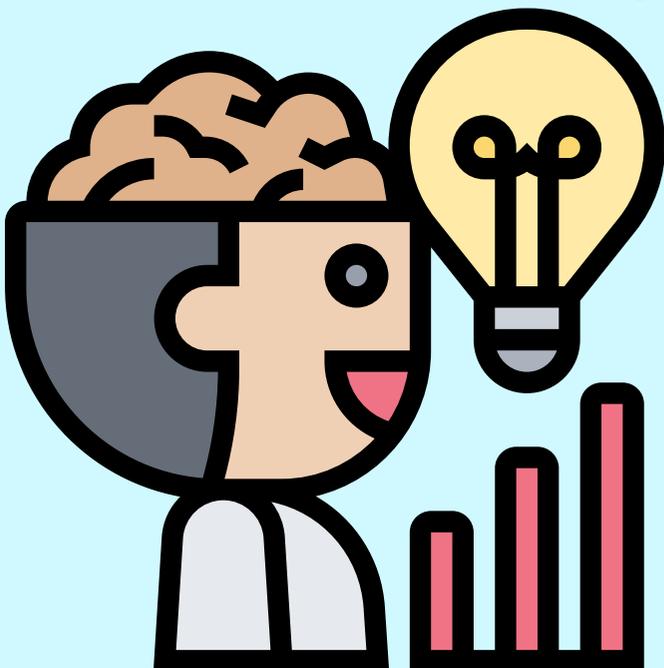
# CORE VALUES

## INTEGRITY

We create with honesty and purpose. We want to give you the credit for your work and encourage you to always be proud of your designs. We strive to be transparent in our process and stay true to our creative vision — even when no one's watching.

## IMPACT

Every project is designed to make a difference. Through Ad Lab, we hope to better our community little by little. Whether you're building awareness for a cause, helping a local business grow, or sharing a story that needs to be heard, your creativity has the power to leave a lasting mark.

## INNOVATION

We believe the best ideas are the ones that are bold, original, and thought of outside the box. At Ad Lab, we love taking creative risks and turning wild ideas into real solutions that inspire, connect, and stand out from the everyday norms.

## INCLUSIVITY

Everyone's ideas matter here at Ad Lab. We strive to support each other as creators and make space for every voice to be heard.

# Section 1: Understanding the Nonprofit

In this chapter, we aim to equip you with the tools and **mindset** needed to **effectively engage with nonprofit organizations**. You will learn how to research and identify a nonprofit whose mission resonates with their own **values and interests**. Through a combination of research, direct communication, and thoughtful analysis, they will gain a comprehensive understanding of the organization's goals, operations, and needs. Our hope is that you will walk away with not only a **deeper knowledge of nonprofit work**, but also a clearer sense of how their own skills and passions can align with a greater cause.

# NONPROFIT INTAKE MEETING

Before you start designing, you need to understand the nonprofit you're helping in order to create the most impactful designs. This starts with a simple conversation! An intake meeting is where you ask questions to learn about who they are, what they need, and how you can support them through your work.

Here are some examples of questions you can ask:

- What is your nonprofit's mission?
- What's the biggest goal you're working toward this year?
- Who are you attempting to reach with this project?
- What results do you want to see from this campaign? (awareness, donations, sign-ups, etc.)
- What has worked well for you in the past? What hasn't?
- Are there specific colors, styles, or messages you want us to use or avoid?
- Do you have a logo or any photos we can include?

# Sample Interview Questions for Nonprofit Staff

**About the Mission & Values:**

1. What inspired the founding of this organization?
2. How would you describe the nonprofit's mission in your own words?
3. What values drive your work day-to-day?

**About the Audience:**

1. Who are the primary individuals or groups served by your nonprofit?
2. What are some of the biggest challenges they face?

**About Operations & Impact:**
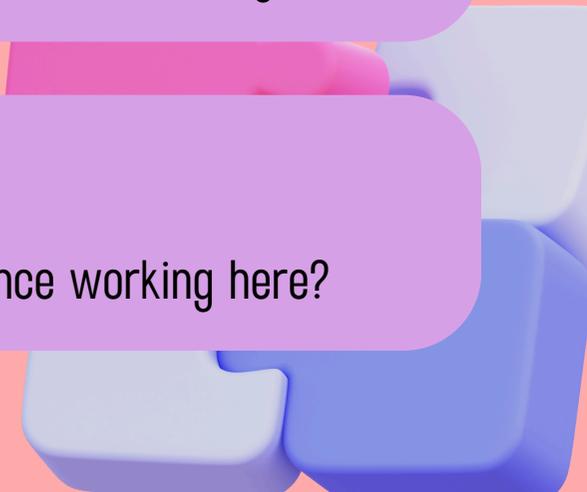
1. What programs or services are you most proud of?
2. How do you measure success or impact here?

**About Challenges:**

1. What are the biggest obstacles your team is currently facing?
2. Are there any gaps in service or areas where you hope to grow?

**Personal Experience:**

1. What brought you to this organization?
2. What has been your most rewarding experience working here?

# RESEARCHING THE NONPROFIT

Ideally before your first meeting, you should do some research to really understand the nonprofit.

Here are some things to look for:
- Their mission statement — What do they believe in and what is their purpose?
- Any past events or campaigns — What kind of content have they made before? Have they run any events or fundraisers?
- Their social media — What atmosphere do they create? Are they fun? Serious? Community-focused?
- Their goals — What are they working toward? A fundraising goal? A community change?
- This research helps you make sure your design choices align with their tone, style, and values.

RESEARCH

# TARGET AUDIENCE

Every nonprofit has a certain group of people they want to reach. This is known as a company's target audience. Your job is to help them connect with those people.

Here are some examples of common nonprofit audiences:

- Donors — People who donate money to the nonprofit and support their cause.
- Volunteers — People who give their time to work with the nonprofit and help them for no charge.
- Beneficiaries — People who benefit from the nonprofit's services.
- Community members — The general public who can promote the nonprofit by word or spread awareness.
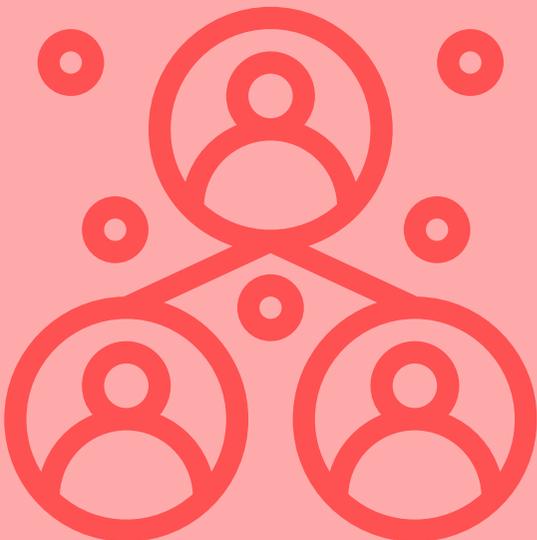
# Target Audience

Here is what you can ask them:

- Which audience are you looking to target with my marketing designs?

- What is the age group of your target audience?

- Where will we best be able to find this audience? (decide between online promotion or in person advertisement)
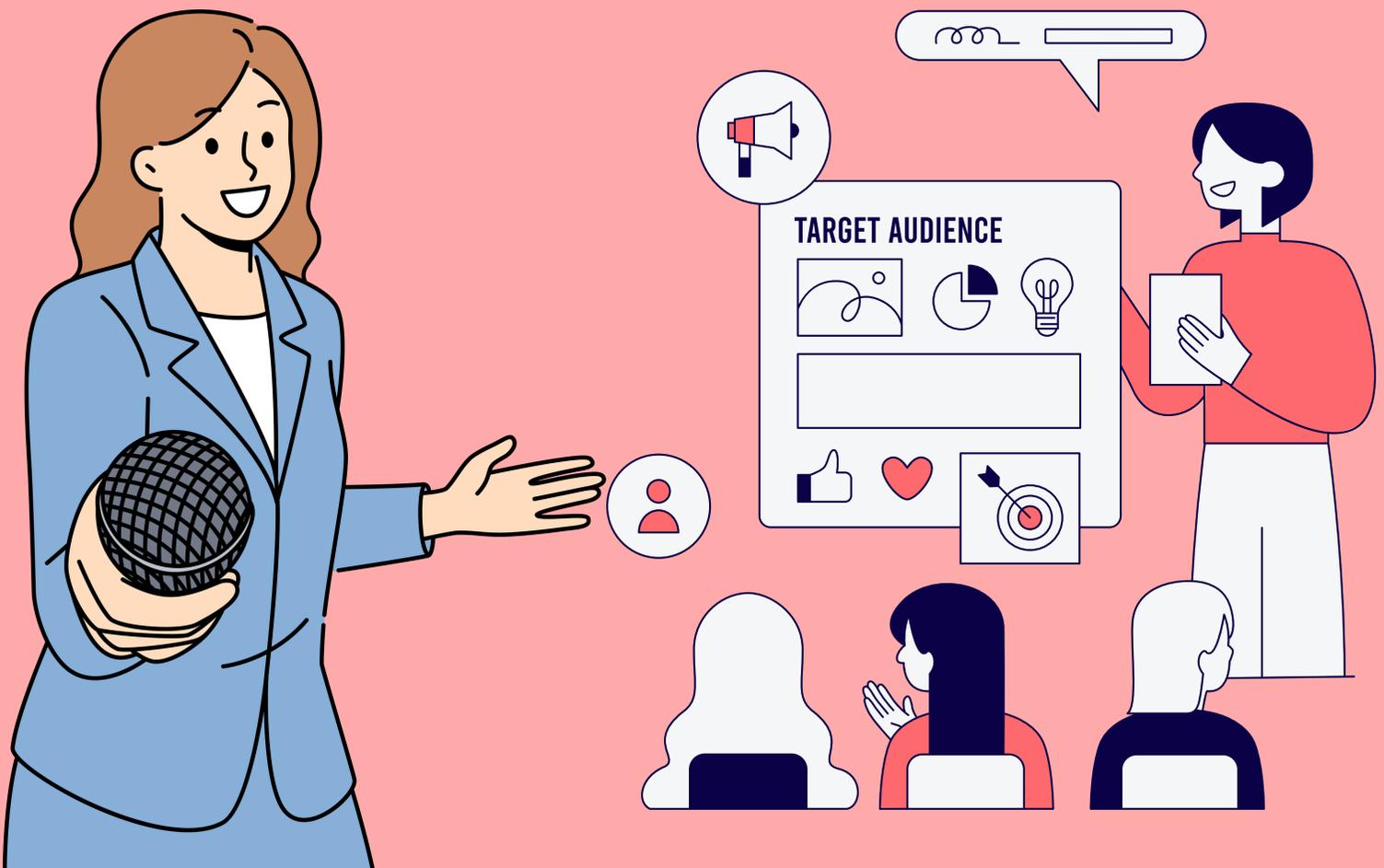
# Audience Persona Builder

Objective: Create a fictional but realistic profile of a nonprofit beneficiary or supporter to better understand their needs, behaviors, and motivations.

Name: _____

Age: _____.   Gender Identity: _____

Location: _____

Background / Demographics: (e.g., family, education, income level, culture)


Needs and Challenges: What are they struggling with? What support do they seek?


How They Interact with the Nonprofit: (e.g., program participant, event attendee, donor)


Goals and Motivations: What drives them to seek or support this nonprofit's mission?


Preferred Communication Channels:
□ Email
□ Social Media
□ In-person events
□ Phone/Text
□ Website
□ Other: _____

Quote From the Persona: Include a statement that captures their perspective or feelings about the nonprofit."

# CLARIFYING THEIR CALL TO ACTION

Once you know the nonprofit's intended audience, figure out what the nonprofit wants them to do. A call to action (CTA) is a short, clear statement that tells someone what step to take next. In your interview, you want to make sure the nonprofit gives you their CTA. After, you can build your design around making the nonprofit's CTA strong and obvious.

Examples of CTAs:
- "Donate Now"

- "Join Our Volunteer Team"

- "Register for the Event"

- "Follow Us on Instagram"

- "Share This Story"

# Needs Assessment

### 1. Nonprofit Name:

### 2. Mission Statement:
What is the core purpose of this organization?

### 3. Target Community or Population:
Who benefits from the nonprofit's work?

### 4. Primary Needs Being Addressed:
What problems or challenges does the nonprofit aim to solve?

☐ Economic/financial support
☐ Educational access
☐ Food insecurity
☐ Mental/physical health
☐ Housing
☐ Environmental sustainability
☐ Other: _____

# Needs Assessment

## 5. Existing Services/Programs Offered:

List 3-5 key services or initiatives provided by the nonprofit.

1.
2.
3.
4.
5.

## 6. Gaps or Opportunities for Improvement:

What needs might still be unmet? Where could the nonprofit grow?

## 7. External Factors Impacting Needs (e.g., economy, legislation):

# Section 2: Branding & Messaging

# BRAND KiT

A brand kit is an essential tool that helps a nonprofit present a consistent and professional image to the public. Think of it as a visual and stylistic guide that outlines how the organization wants to be seen across all platforms—whether that's social media, printed materials, websites, or presentations. A strong brand kit not only makes the nonprofit recognizable but also builds trust and credibility with its audience.

A typical brand kit includes the following elements:

- Logo: This may include multiple versions, such as full color, black and white, with or without background, and horizontal or vertical layouts. Consistent use of the logo ensures brand recognition.

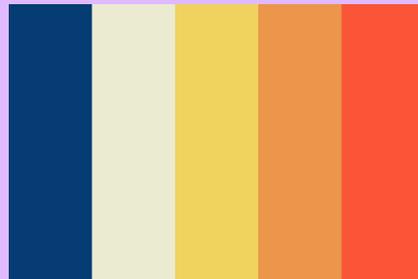- Fonts (usually separate header fonts and a font for the body text)

Open Sans

Garet

TALL

# BRAND KIT

- Color Palette: Usually consisting of 3 to 6 complementary colors, the palette is chosen to reflect the nonprofit's values and mission. Each color may be assigned a specific role, such as background, accents, or calls to action.
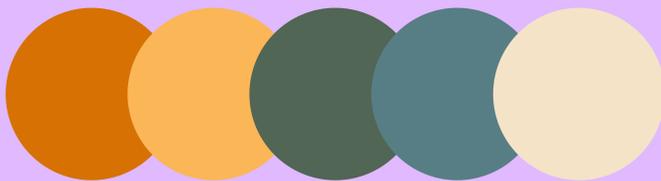


- Tone of Voice: This describes the overall personality of the nonprofit's communication style—whether it's professional and formal, casual and friendly, passionate and inspiring, or something else. A consistent tone helps shape how the audience connects with the organization.



- Images and Graphics: The brand kit may specify the types of photos, illustrations, or icons the nonprofit prefers to use. For example, they might favor candid photos of real people over stock images, or illustrations that reflect cultural diversity and community engagement.

# Brand Kit Checklist

Logo
- Full-color version
- Black-and-white version
- Transparent background version
- Horizontal and vertical layouts
- Minimum size and spacing guidelines

Fonts
- Primary heading font
- Secondary/subheading font
- Body text font
- Font sizes and usage examples
- Download links or font files included

Color Palette
- Primary brand colors (1–3)
- Secondary/accent colors (2–3)
- Hex codes, RGB, and CMYK values listed
- Color usage examples (backgrounds, text, buttons)

Tone of Voice
- Description of voice/personality (e.g., formal, friendly, empowering)
- Sample phrases or messaging dos and don'ts
- Target audience overview

Imagery Style
- Preferred photo types (e.g., candid, community-focused, high-energy)
- Example photos or mood board
- Guidelines on use of illustrations or icons
- Image filters or editing style (if applicable)

Optional Elements
- Brand story or mission statement
- Taglines or slogans
- Social media guidelines (tone, hashtags, visual style)
- Presentation or flyer templates

# Tone and Message

The way a nonprofit communicates with the public should be approached the same with all types of content — whether it's a flyer, a social media caption, promotion, or a website banner.

For example:

If their tone is fun and friendly, a social media caption might say:
- "Hey friends! We've got something exciting coming up this weekend"

If it's serious and professional, it might say:
- "Join us in our continued fight for justice and equality."
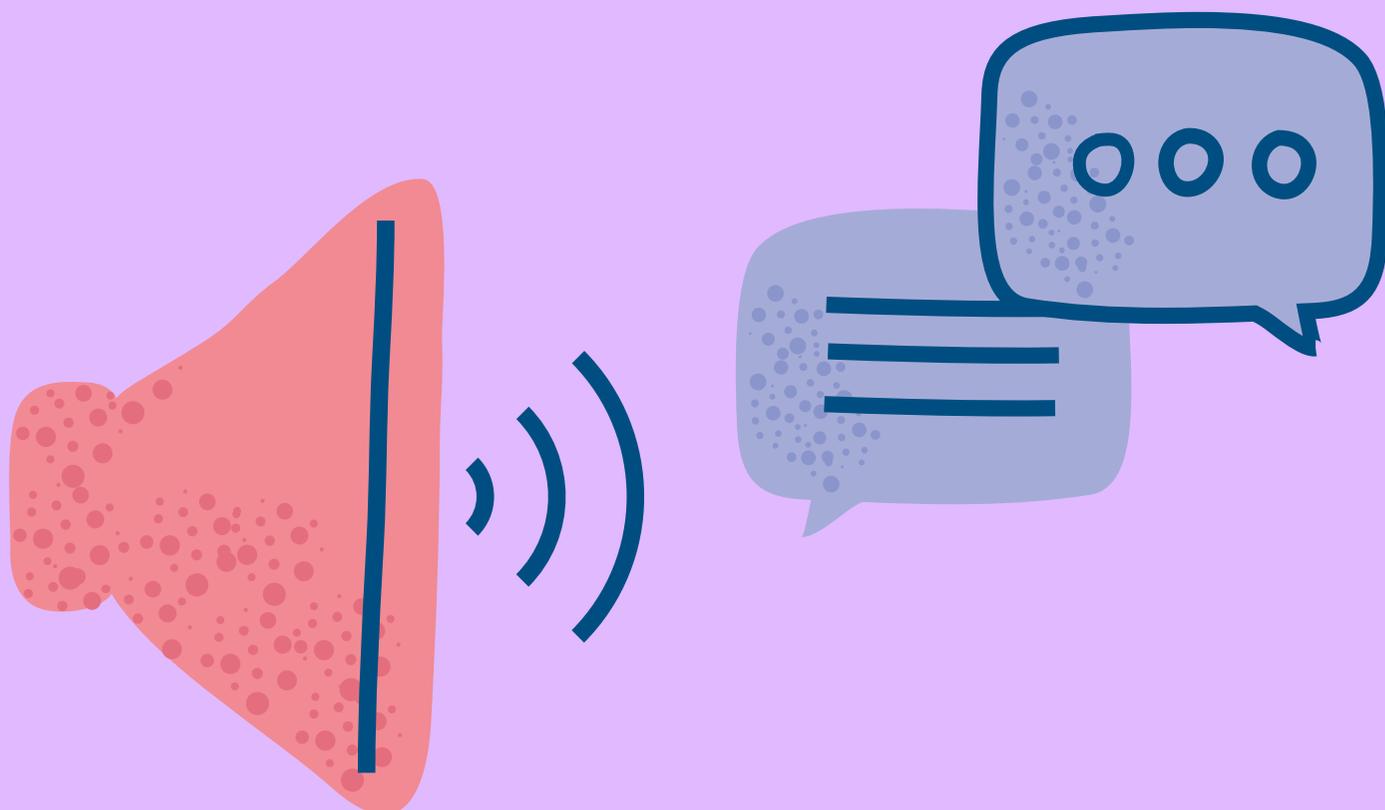
# Tone and Message

WHEN CREATING MESSAGES FOR A NONPROFIT, MAKE SURE YOU ASK THE FOLLOWING:

- WOULD THE NONPROFIT ACTUALLY SAY THIS?
- DOES THIS SOUND LIKE SOMETHING FROM THEIR WEBSITE OR INSTAGRAM ACCOUNT?
- DOES THIS MESSAGE CONSIDER THEIR TARGET MARKET?
- WILL SAYING THIS BENEFIT THE NONPROFIT'S COMMUNITY?
- 

KEEP THE MESSAGE CLEAR AND FOCUSED. IT SHOULD ALWAYS REFLECT THEIR VALUES AND CALL TO ACTION.

# CRAFTING AN EFFECTIVE BRAND NARRATIVE

A brand narrative is a nonprofit's story. It tells the reader/listener about who they are, why they exist, and what they stand for.
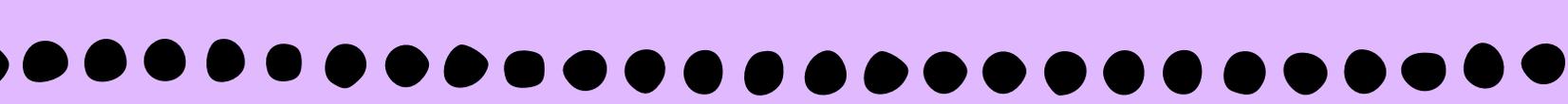
Here are the key sections of a strong brand narrative that you can use to start:

- Who we are (brief backstory of how the nonprofit came to be)
- What we believe / believe in
- Who we help / Where we donate our fundings
- How we create change / Our impact
- What we're asking people to do / How you can help

As the designer, you will use this narrative to guide all your content — from posters to slogans. Make sure every piece you design fits into the bigger story presented in your narrative.
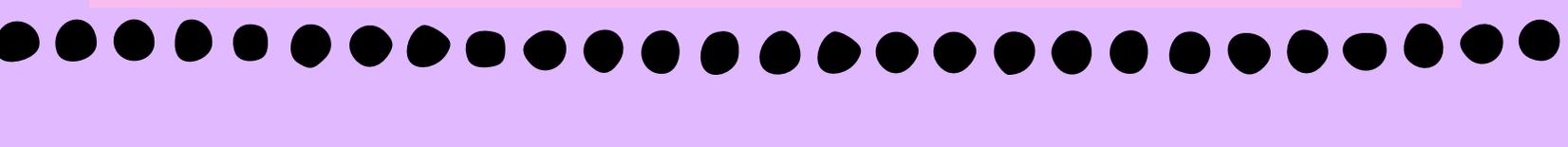
# DO'S AND DON'TS OF CONTENT

✅ Understand the nonprofit's mission and values

❌ Stray from the organization's tone or message

✅ Keep branding consistent

❌ Overload with too much text or information

✅ Tailor content to the audience

❌ Use inconsistent or off-brand visuals

✅ Use storytelling to build emotional connection

❌ Assume—ask for feedback

✅ Check for clarity and accessibility

❌ Forget a call to action
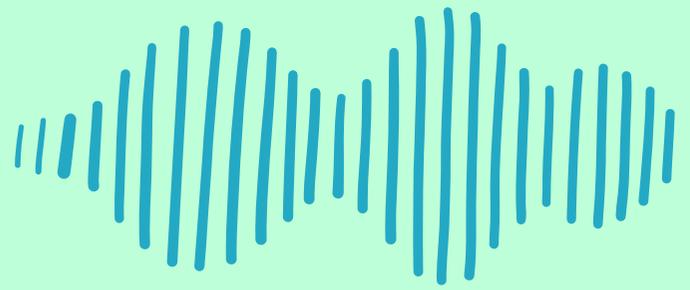
# Section 3: Categories of Content Creation Services

PODCAST

# Social Media Management

Effective social media management starts with a clear plan and consistent execution. Follow these simple steps to boost your presence, engage your audience, and build lasting connections across platforms like Instagram, Facebook, and LinkedIn.

- Create a weekly content calendar to plan posts in advance

- Post 3–5 times per week on platforms like Instagram, Facebook, or LinkedIn

- Track engagement on posts (likes, shares, comments) to improve reach and see growth
- Use branded graphics (colors, fonts, logo)

- Write engaging, clear captions with strong CTAs

- Post at consistent times for better engagement

- Some tools: Canva, Google Calendar, Instagram Planner, Hootsuite (optional)

# Graphic Design

Whether you're promoting a local event, raising awareness for a cause, or launching a new program, eye-catching visuals make a big impact. You'll be designing both print and digital materials that help spread the message and connect with your audience.

What You'll Be Creating:
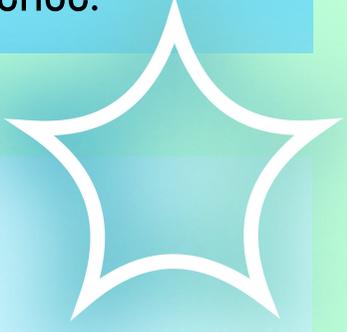
Get ready to produce creative, purpose-driven visuals such as:

- Posters
- Flyers
- Infographics and charts
- Event graphics (social media and print)
- Promotional advertisements
- Logos and identifying symbols for campaigns or programs
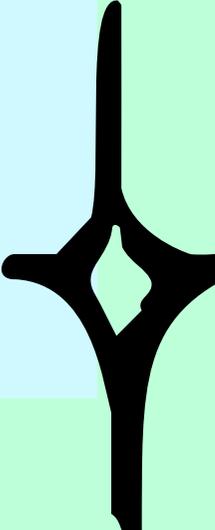
# Graphic Design

To make sure your designs are effective and aligned with the organization's identity, follow these key guidelines. They'll help you create polished, consistent, and visually engaging materials every time.

Design Guidelines to Follow:
To ensure all your materials look polished and on-brand:
- Stick to the nonprofit's brand kit (colors, fonts, and logos)
- Keep it clean — limit text and make sure your design is easy to read
- Use Canva templates to stay consistent and save time
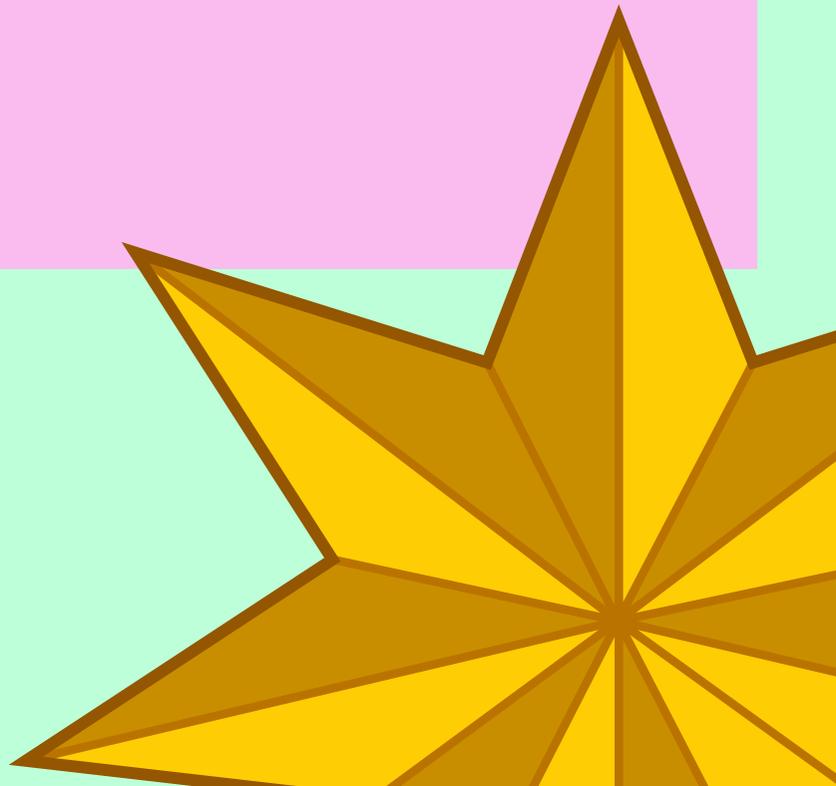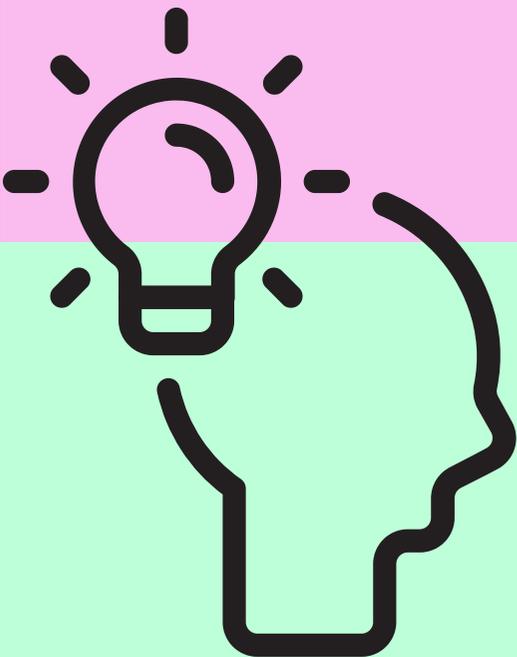
# Video Content

With videos, you want to tell the nonprofit's story through short, engaging videos for social media, presentations, or to be showcased on their website.

Types of videos:
- Instagram reels or TikToks
- Event highlight clips
- Testimonials
- Behind-the-scenes
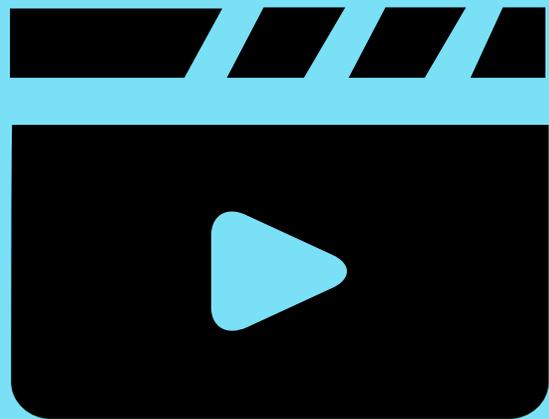
Base Standards:
- Keep videos under 60 seconds
- Add subtitles for accessibility
- Include the nonprofit's logo and branding
- Focus on clear storytelling — beginning, middle, end

Here are some tools you can use to put together your video: CapCut, Canva Video, InShot, iMovie

# Email Marketing

Through email marketing, you will design monthly email newsletters or templates to keep supporters updated and aware.

What to include:
- Upcoming events or campaigns
- Volunteer opportunities
- Impact highlights and photos
- A clear CTA (donate, sign up, share)
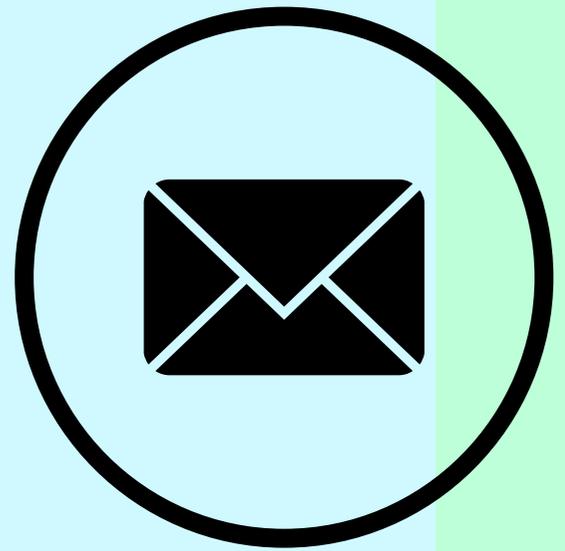
Base Standards:
- Action-driven subject lines and headers
- Mobile-friendly (average phone screen sized) layout

Use of images, buttons, and brand colors
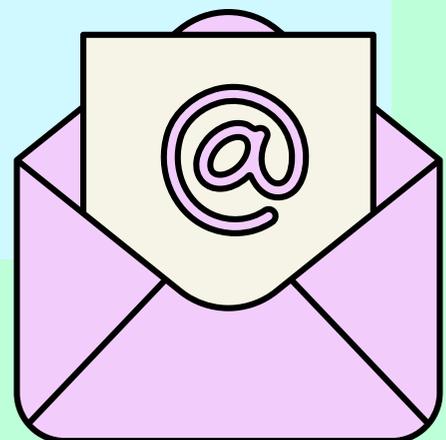
# Voice and Tone

Purpose: Clarify how your organization should sound in writing, social media, marketing materials, and public speaking—so your messaging feels cohesive, authentic, and aligned with your mission.

- How should your organization's voice sound?
- Check or highlight the tone(s) that best reflect your brand's personality. You can mix styles but aim for consistency across all content.

| Tone | Description |
|------|-------------|
| Warm & Friendly | Approachable, conversational, inviting. Think: "We're here for you." |
| Bold & Activist | Confident, passionate, change-driven. Think: "Let's take action together." |
| Professional & Polished | Clear, credible, articulate. Ideal for formal partners or donors. |
| Inspirational & Hopeful | Uplifting, visionary, empowering. Think: "The future is bright." |

# WEBSITE SUPPORT

When managing a website, keep the nonprofit's website fresh, functional, and aligned with current events or campaigns.

What you might continue to update:
- Website banners
- Event pages and information
- Donation buttons or links
- Staff photos/bios
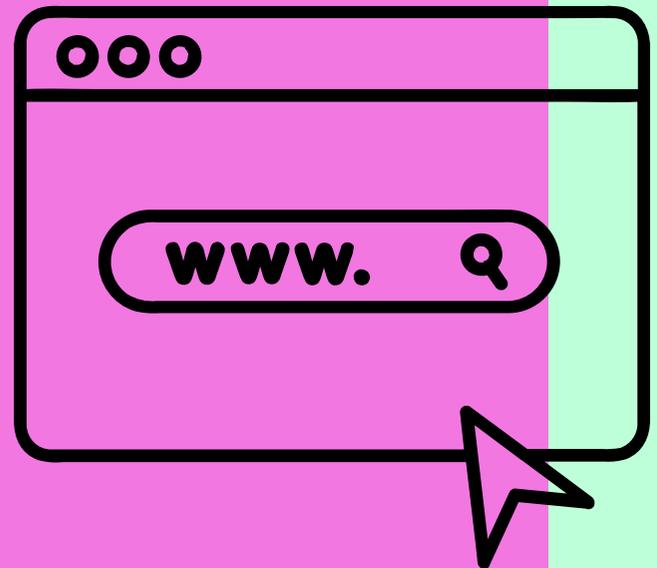
Base Standards:
- Updates match the brand look and tone
- Responsive design (looks good on phone and desktop)
- Have a clear CTA on every key page

Tip: Ask to work alongside a staff member who handles updates so you can use their information.

# Impact Reporting
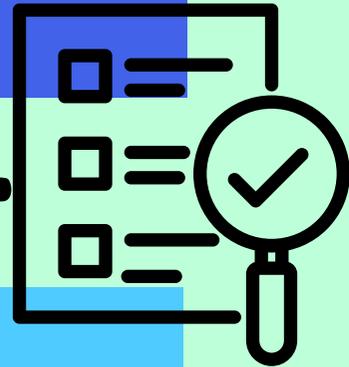
Now you can turn data into stories! This will help the nonprofit visually share their results and impact.

Here are some examples of what you can design:
- "Report card" style graphics
- Annual impact PDF
- Slide decks for presentations or board meetings

Base Standards:
- Include key information (e.g., donations raised, people helped)
- Use charts or icons to visualize data (you can easily make these of Excel)
- Maintain on-brand colors, fonts, and voice
- Keep explanations clear and simple, yet effective

Here are some possible tools for use: Canva, Google Slides, Adobe Express, Excel

# Go-to Phrases / Taglines / Slogans:

List any key phrases you want to consistently incorporate into your materials. These help build familiarity and reinforce your brand identity.

Examples:
- Create with intention. Lead with impact.
- Where creativity meets community.
- Amplifying voices. Inspiring action.
- Bold ideas. Meaningful change.
- Design for change. Speak for purpose.
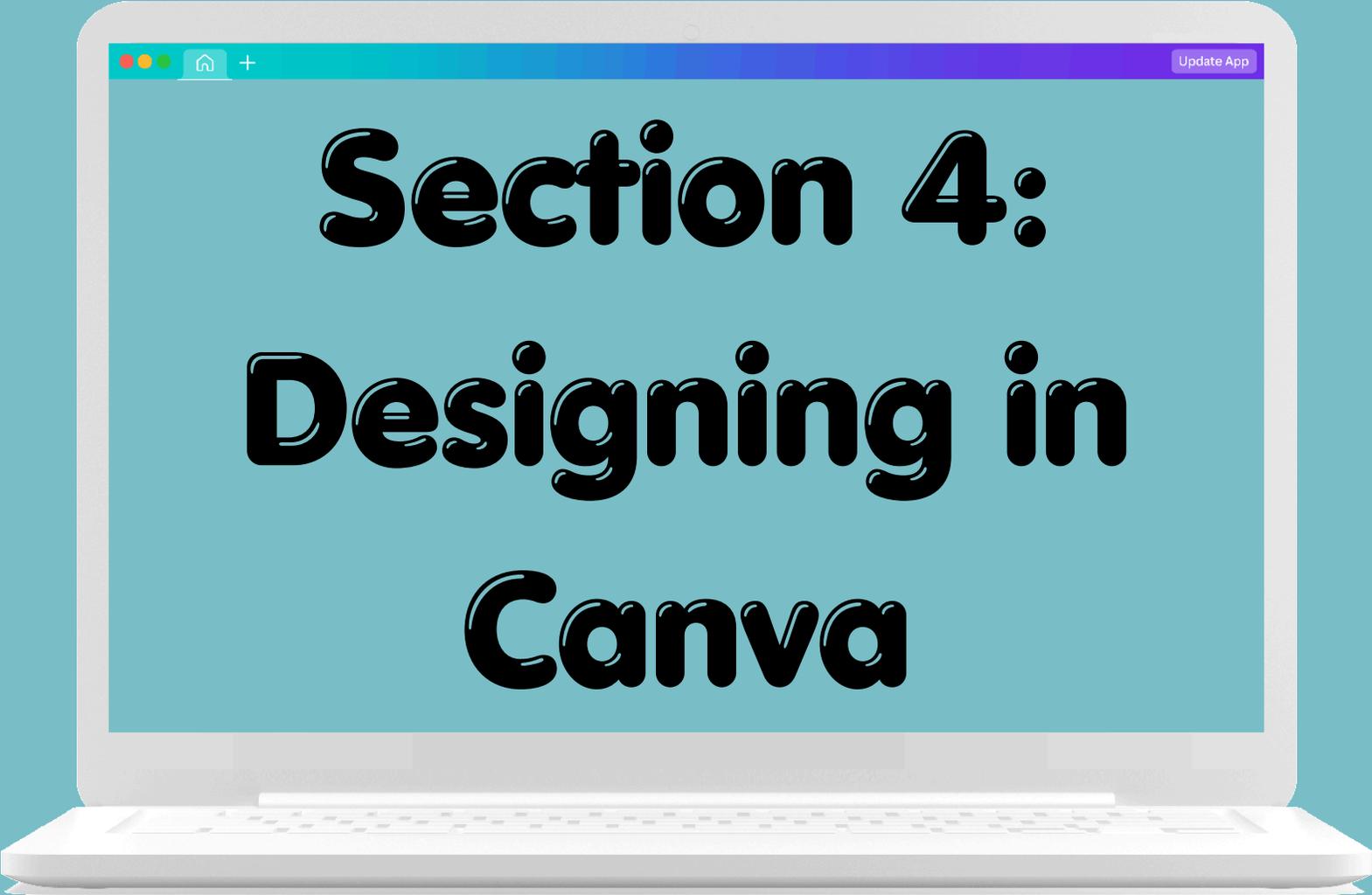
# Section 4: Designing in Canva

# In this chapter...

Unlock the power of Canva to design like a pro! Whether you're creating content for social media, events, or campaigns, this chapter will help you build polished, on-brand visuals that are both visually effective and professionally accessible.

Key Topics:

- Setting up your Brand Kit in Canva (colors, fonts, logos)
- Tips for creating clean, engaging layouts
- Using templates for efficiency and consistency
- Making your designs accessible and easy to read

YOU GOT THIS

# *Brand Kit*

Before you start designing, upload the nonprofit's brand assets into Canva to stay consistent across all your work.
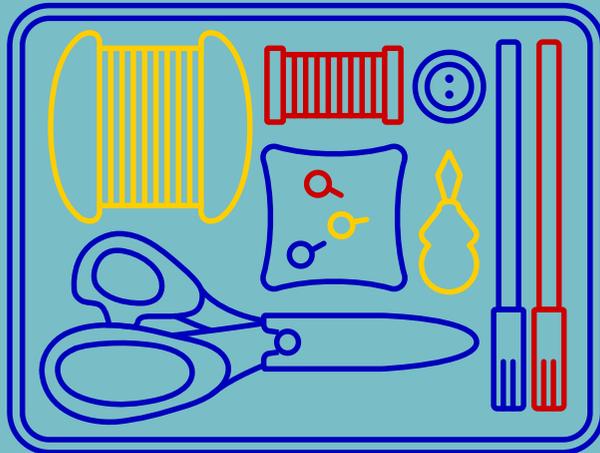


## Your Brand Kit should include:

- Logos (PNG and transparent versions)

- Color palette (hex codes to use a consist, exact shade)

- Fonts (heading, subheading, body)

- Any additional design elements (icons, patterns, graphics)

Note: If you have Canva Pro, you save these in a brand folder — ask your advisor if you need access!

# Brand Kit

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Note: If you have Canva Pro, you save these in a brand folder — ask your advisor if you need access!

# Using Pre-Made Templates

Templates save so much time and help everything look cohesive. You can use:
- Pre-made Canva templates (edited to fit the nonprofit's style)
- Custom templates made by your team and reused across projects
- Layout templates for social posts, newsletters, posters, etc.

Tips:
- Replace default fonts/colors with the nonprofit's brand elements
- Keep margins even and spacing balanced
- Limit to 1–2 fonts per design for a clean look

Don't be afraid to use pre-made templates as they are time-efficient and commonly made by professionals!

# VISUAL HIERARCHY

GREAT DESIGNS AREN'T ONLY APPEALING — IT GUIDES THE VIEWER'S ATTENTION. HERE'S HOW TO DO THAT:

- USE LARGE, BOLD TEXT FOR HEADLINES

USE COLOR AND CONTRAST TO DRAW ATTENTION TO CTAS

PLACE THE MOST IMPORTANT INFO FIRST (TOP OR CENTER)

GROUP RELATED ELEMENTS TOGETHER USING SPACING

# DESIGN PRINCIPLES

**Design Principles:**
- Balance: Symmetrical or asymmetrical, just don't overcrowd!
- Alignment: Everything should line up (left, center, right — but not all three!)
- Repetition: Use the same fonts/colors throughout
- Contrast: Light vs dark, big vs small — contrast adds clarity and interest
- Accessibility in design (color contrast, alt text, readable fonts)

Good designs should be inclusive and easy for everyone to understand and engage with.

**Guidelines:**
- Use high color contrast (dark text on light background, and vice versa)
- Stick with readable fonts — avoid too much cursive or overly stylized type
- Add alt text for important images when posting online

Don't rely on color alone to convey meaning — use icons, labels, or patterns

# DESIGN CHECKLIST

### 1. 📌 Understand the Project

- What is the goal of the design?
- Who is the target audience?
- What platform or medium is it for (print, social, web, etc.)?
- Are there brand guidelines to follow?

### 2. 🎨 Visual Elements

- Fonts are readable and appropriate
- Color palette is intentional and cohesive
- Images and graphics are high-resolution
- Design is consistent with brand identity
- Proper use of whitespace for readability and balance

### 3. 🧭 Layout & Structure

- Clear visual hierarchy (titles, subtitles, body text)
- Alignment and spacing are consistent
- Margins and padding are balanced
- Mobile-friendly/responsive design (if digital)
- Navigation is intuitive (if applicable)

### 4. ✍️ Text & Content

- All content is accurate and proofread
- Calls-to-action (CTAs) are clear and visible
- No spelling or grammar errors
- Information is concise and easy to understand

# Section 5: Social Media Strategy

# Platform-by-Platform Content

Platform-by-platform content planning means tailoring your content to fit the unique strengths, audiences, and formats of each social media platform. What works on Instagram may not be effective on LinkedIn, and Facebook may call for a different tone than TikTok.

For example, Instagram favors visual storytelling and short captions, while LinkedIn performs best with professional insights and longer-form posts. By understanding the purpose and audience of each platform, you can create a targeted content plan that maximizes reach, engagement, and mission impact across all channels.

# SOCIAL MEDIA CONTENT PLANNER

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |

# HASHTAGS
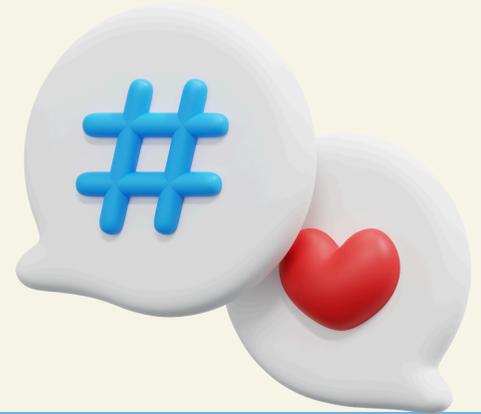
Hashtags help your content get discovered by new audiences — but not all hashtags are created equal. To choose the right ones, start by thinking about your audience, topic, and goals. Use a mix of:

- Niche hashtags (e.g., #ClimateYouthVoices) for specific communities
- Popular hashtags (e.g., #NonprofitLife) for broader visibility
- Branded hashtags (e.g., #VoicesForChange2025) to build recognition

Use tools like Instagram's search bar, Hashtagify, or RiteTag to explore how often a hashtag is used and what kind of content shows up. Aim for hashtags with medium-to-high engagement but avoid those that are too generic (like #love or #fun) — they're too saturated to be useful.

Choose 5–10 hashtags that are relevant, not spammy, and aligned with your post. Keep a running list of hashtags organized by theme or campaign to save time and stay consistent.

# SOCIAL MEDIA
## Daily checklist

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# ENGAGEMENT STRATEGY

Building an engaged online community means going beyond posting — it's about starting conversations, showing appreciation, and encouraging interaction. Here's how to break it down:
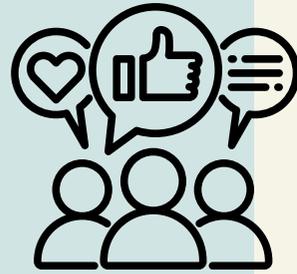
### 1. Comments
- Respond to comments within 24 hours to keep the conversation going
- Acknowledge compliments and answer questions authentically
- Like and pin meaningful comments to highlight community voices

### 2. Direct Messages (DMs)
- Keep responses friendly, professional, and prompt
- Use DMs to build relationships, answer detailed questions, or thank supporters
- Avoid sending unsolicited messages — focus on replying, not spamming

### 3. Shares
- Create content that's shareable: quotes, tips, community wins, or visual storytelling
- Encourage users to share posts with a call to action (e.g., "Tag someone who should see this!")
- Use stories and highlights to reshare content and keep your best posts visible longer

# Analytics Tracker

Month: _____

## PLATFORM OVERVIEW

| Platform | Followers/Subscribers | Reach | Engagement Rate |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

## MONTHLY STATS

| Impressions | Value | Notes |
|---|---|---|
| Impressions | | |
| Clicks | | |
| Shares | | |
| Saves | | |
| New Followers | | |
| Top Performing Post | | |

## INSIGHTS

- What aspects were successful? 
- What was not effective? 
- Notes for next month

# WEEKLY POSTING PLANNER
social media content

FOR THE WEEK OF: _____

| | GRID | STORIES | REELS | LIVE | EVENT |
|---|---|---|---|---|
| MONDAY | | | | |
| TUESDAY | | | | |
| WEDNESDAY | | | | |
| THURSDAY | | | | |
| FRIDAY | | | | |
| WEEKEND | | | | |

NOTES FOR NEXT WEEK

# WEEKLY POSTING PLANNER
social media content

FOR THE WEEK OF: _____

|  | GRID | STORIES | REELS | LIVE \| EVENT |
|---|---|---|---|---|
| MONDAY | | | | |
| TUESDAY | | | | |
| WEDNESDAY | | | | |
| THURSDAY | | | | |
| FRIDAY | | | | |
| WEEKEND | | | | |

NOTES FOR NEXT WEEK

# Section 6: Measuring Impact

# What Does a Successful Collaboration Look Like to You?

Use this space to describe your ideal partnership. What would make this experience meaningful or worthwhile for your team?

- Examples: "Consistent branding across all posts," "Seeing engagement go up," "Helping more people learn about our mission," "Giving our team more time to focus on programs."

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# UNDERSTANDING KPIS

Key Performance Indicators (KPIs) help you measure how well your content is performing — and where you can improve. Here's a breakdown of four essential KPIs every social media strategist should track:

1. Reach
How many unique users saw your post. This shows how far your content is spreading and helps you understand your brand's visibility.

2. Engagement
The total number of likes, comments, saves, and clicks. High engagement means your content is resonating and prompting action.

3. Shares
How often your content is re-posted or shared. Shares are powerful because they extend your reach and show that your message is worth spreading.

4. Conversions
The number of people who took a desired action — like signing up, donating, or visiting your website — after seeing your post. This is a strong indicator of impact and effectiveness.
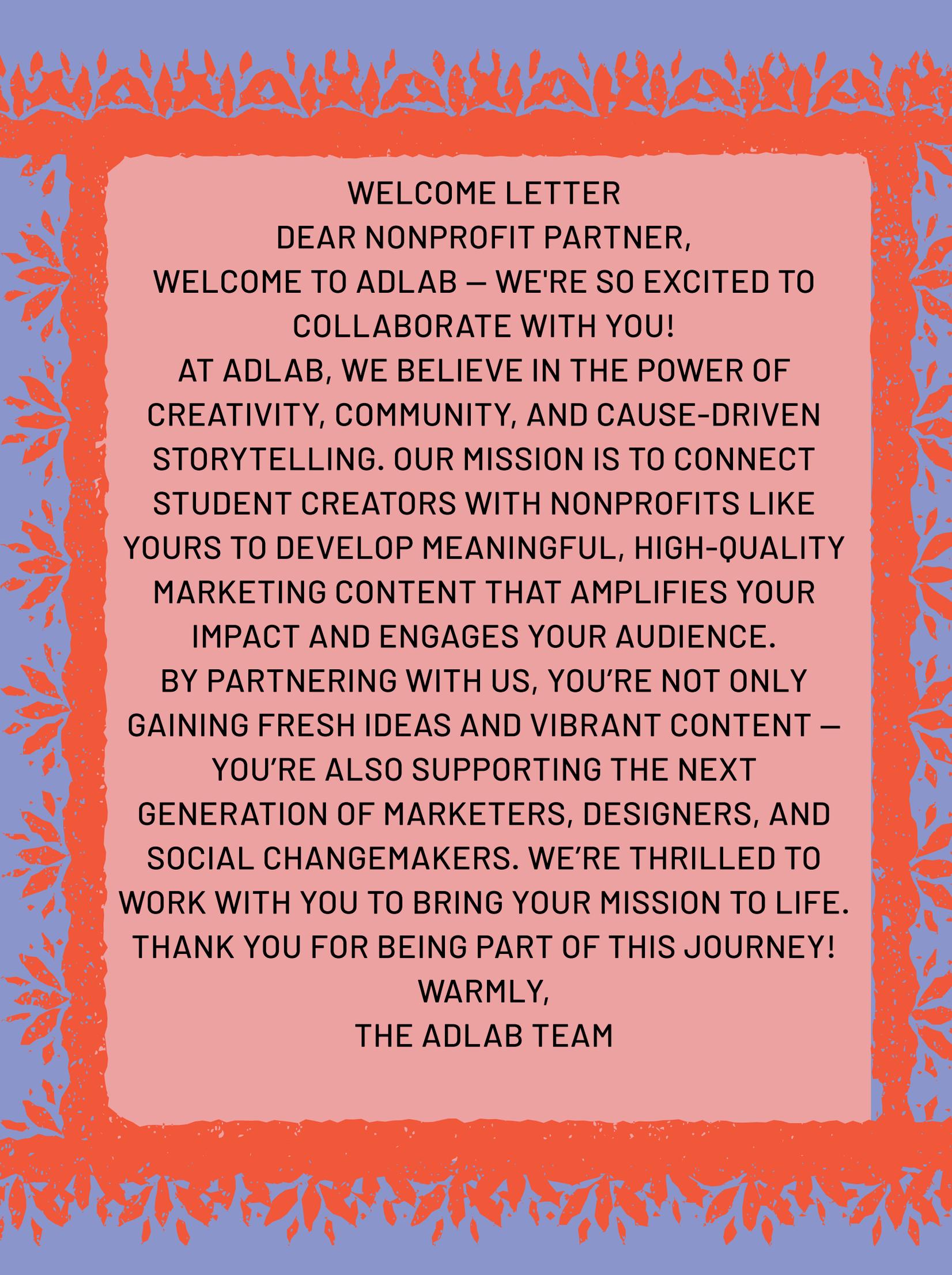
WELCOME LETTER
DEAR NONPROFIT PARTNER,
WELCOME TO ADLAB — WE'RE SO EXCITED TO
COLLABORATE WITH YOU!
AT ADLAB, WE BELIEVE IN THE POWER OF
CREATIVITY, COMMUNITY, AND CAUSE-DRIVEN
STORYTELLING. OUR MISSION IS TO CONNECT
STUDENT CREATORS WITH NONPROFITS LIKE
YOURS TO DEVELOP MEANINGFUL, HIGH-QUALITY
MARKETING CONTENT THAT AMPLIFIES YOUR
IMPACT AND ENGAGES YOUR AUDIENCE.
BY PARTNERING WITH US, YOU'RE NOT ONLY
GAINING FRESH IDEAS AND VIBRANT CONTENT —
YOU'RE ALSO SUPPORTING THE NEXT
GENERATION OF MARKETERS, DESIGNERS, AND
SOCIAL CHANGEMAKERS. WE'RE THRILLED TO
WORK WITH YOU TO BRING YOUR MISSION TO LIFE.
THANK YOU FOR BEING PART OF THIS JOURNEY!
WARMLY,
THE ADLAB TEAM

# WORKSHEET 1: NONPROFIT OVERVIEW

ORGANIZATION NAME:

YEAR FOUNDED:

MISSION STATEMENT:

CORE PROGRAMS/INITIATIVES:

GEOGRAPHIC AREA OF FOCUS:

WEBSITE:

SOCIAL MEDIA HANDLE(S):

# Worksheet 2: Organizational Goals

**What are your top 3 goals this year?**
(Examples: Raise $10K in donations, recruit 50 volunteers, increase awareness, launch a new program)

- 
- 
- 

Which goal(s) should AdLab content focus on?
(Check or highlight the priorities you'd like us to support)

□ Goal 1
□ Goal 2
□ Goal 3

□ Other:

_____

_____

KEY DATES: KEEP TRACK OF KEY MOMENTS THROUGHOUT THE YEAR THAT ARE IMPORTANT FOR YOUR BRAND OR ORGANIZATION. THIS WILL HELP YOU STAY AHEAD ON CONTENT CREATION, COORDINATE CAMPAIGNS, AND ENSURE TIMELY ENGAGEMENT.

IMPORTANT UPCOMING EVENTS, DEADLINES, LAUNCHES:

| Date | Name of Event | Type of Content Needed (Post, Email, Reel, etc.) | Platform(s) | Preferred Posting Date | Assigned To | Notes/Ideas |
|------|---------------|--------------------------------------------------|-------------|------------------------|-------------|-------------|
|      |               |                                                  |             |                        |             |             |
|      |               |                                                  |             |                        |             |             |
|      |               |                                                  |             |                        |             |             |

ARE THERE SEASONAL THEMES, CULTURAL MOMENTS, OR AWARENESS WEEKS/MONTHS YOUR BRAND SHOULD RECOGNIZE OR PARTICIPATE IN? CONSIDER TYING YOUR MISSION OR PRODUCT INTO WIDELY RECOGNIZED MOVEMENTS.

| Campaign / Occasion | Date or Month | Relevance to Our Brand | Content Ideas | Lead Time Needed |
|---|---|---|---|---|
| Giving Tuesday | Late Nov (Tuesday after Thanksgiving) | Fundraising + brand visibility | Instagram Reel, email campaign, donation button | 2 weeks |
| Earth Month | April | Sustainability-focused orgs or eco-friendly products | Infographic post, blog, IG carousel | 3 weeks |
| Mental Health Awareness Week | May | If brand supports wellness, students, or mental health topics | Guest post, testimonial, story series | 1 week |

- **Tips: Prioritize mission-aligned dates before general holidays.**

- **Build a buffer for content creation—plan to finalize most content at least 5–7 days in advance.**

- **Use a shared calendar (Google Calendar, Notion, Trello) to keep everyone aligned.**

- **Cross-check with school calendars, community events, and social media trends.**

# Conclusion

# Aligning Content with Purpose

Before you share your work with the world, remember why you made it in the first place. Every word, picture, and idea should match the message you want others to understand. When your content has a clear purpose, people will connect with it and know exactly what you're trying to say.

So always ask yourself:

Does this match my goal?
If the answer is yes, then you're ready to hit publish!

# The Role of Storytelling in Inspiring Action

Stories aren't just for fun—they help people feel something, understand new ideas, and even make a difference. When you tell a story in your project, you're not just giving information—you're helping people care. A great story can inspire someone to learn more, try something new, or help others. So use your voice, share your message, and tell your story in a way that makes people want to take action!

# Final Checklist ✓

1. Check Your Words
- ☐ Did you fix any spelling mistakes?
- ☐ Did you use correct punctuation (periods and commas)?
- ☐ Does it make sense when you read it out loud?

2. Make It Easy to Read
- ☐ Did you use short paragraphs?
- ☐ Did you use titles or headings?
- ☐ Is it easy for someone else to understand?

3. Pictures and Videos
- ☐ Are your pictures clear and not blurry?
- ☐ Do they match what you're talking about?
- ☐ Did you give credit if the picture isn't yours?

4. Check Your Links (if any)
- ☐ Do all the links work?
- ☐ Do the links go to the right place?

5. Looks Good on a Screen
- ☐ Can you read it on a phone or tablet?
- ☐ Is the font big enough?

6. Double Check Everything
- ☐ Did you read it one more time?
- ☐ Did someone else read it too?
- ☐ Are you proud of your work?

7. Get Ready to Share!
- ☐ Did you save your final version?
- ☐ Did you get permission to post or turn it in?
- ☐ Are you ready to show it to others?