

Finding the Intent Behind Your Digital Story

keep this and revisit it in three months

This isn't a scorecard. It's a starting point for one honest look at one piece of your club's content—and one small, real intention going forward.

PART 1 — LOOK AT ONE PIECE OF CONTENT

☐ Which channel? ☐ Pull (website / Facebook) ☐ Push (newsletter / bulletin)

What did you pick? (homepage, a recent post, your latest issue)

Who was this actually for?

☐ Prospective member ☐ Current member ☐ Community partner

☐ Past member ☐ Club supporter ☐ Just “whoever sees it”

What did we want them to feel or do after seeing it?

☐ Was that clear just from looking at it? ☐ Yes ☐ Not really

If a newsletter: who's actually on this list? _____

PART 2 — SET YOUR INTENT GOING FORWARD

☐ Which channel are we focusing on first this quarter? ☐ Pull ☐ Push

The ONE audience we most want to reach:

The ONE feeling or action we want them to walk away with:

☐ A cadence we can actually sustain: ☐ Weekly ☐ Monthly ☐ Per-event

Who owns this: _____

PART 3 — PICK ONE WIN TO TRY THIS MONTH

Pull

- ☐ Steal your own story back—put a version of a story others already told about you on your own homepage.
- ☐ Do a 5-minute site check—click your own News/Stories links from a fresh browser.
- ☐ Write like a person, not a press release.

Push

- ☐ Check who's actually on your newsletter list—members only, or supporters and past guests too?
- ☐ Add one sentence of “why this matters to you” to your next item.
- ☐ If supporters can't opt in, add one visible sign-up link.

A story doesn't have to be perfect to be told. It just has to be true, and it has to reach the person who needs to hear it.