



**LSSP/Charlotte Center for Legal Advocacy
Audience Messaging Breakdown
6/2/17**

Audience	What they think	What they need to hear	What we need them to do
<i>PRIMARY AUDIENCE</i>			
<i>** Potential Donors**</i>			
Individual non-lawyer large donors	<i>I don't know Charlotte Center for Legal Advocacy. Aren't they Legal Aid? Who are they and who is Legal Aid?</i>	<i>Charlotte Center for Legal Advocacy is a good investment. Providing people with access to legal services helps them stay safe, secure and stable (able to work and contribute to society), which makes things better for the entire community.</i> <i>Anniversary: We have positively impacted the Charlotte community by fighting for legal justice. Having grown over the last 50 years, our work is more critically important today than ever. Don't miss another year of supporting our mission.</i>	Join our email database to learn more Make a donation Join us at the Gala or come to a symposium Advocate to help our community's most vulnerable clients
Social justice-minded people	<i>I don't know Charlotte Center for Legal Advocacy.</i>	<i>Charlotte Center for Legal Advocacy gives people a voice.</i>	Join our email database to learn more

	<i>Aren't they Legal Aid?</i>	<p><i>Charlotte Center for Legal Advocacy fights for legal justice by providing access to legal services.</i></p> <p><i>By supporting Charlotte Center for Legal Advocacy, I'm helping to do my part in making the world a better place.</i></p> <p><i>Anniversary: With 50 years of a proven track record fighting for legal justice, we are experts at helping our community's most vulnerable people.</i></p>	<p>Make a donation</p> <p>Come to a symposium</p> <p>Volunteer and advocate to help our community's most vulnerable clients</p>
Lawyers (potential donors)	<i>It is the responsibility of lawyers to support access to legal services.</i>	<p><i>Charlotte Center for Legal Advocacy gives you a chance to reconnect to your ideals. Lawyers make the world a better place by providing all citizens with access to fairness.</i></p> <p><i>Anniversary: Today, our work is more critically important than it has been in 50 years. Don't miss another year of supporting our mission of fighting for legal justice.</i></p>	<p>Join our email database to learn more</p> <p>Make a donation</p> <p>Join us at the Gala or come to a symposium</p> <p>Volunteer to help our community's most vulnerable clients</p>
Business community (Individual businesses, likely with legal departments)	<i>I don't know Charlotte Center for Legal Advocacy. Aren't they Legal Aid? Who are they and who is Legal Aid?</i>	<p><i>Charlotte Center for Legal Advocacy provides help to working people who cannot afford legal services.</i></p> <p><i>Charlotte Center for Legal Advocacy provides stability that keeps our clients working and contributing to society.</i></p> <p><i>Anniversary: We have grown over the last 50 years by positively impacting the Charlotte community by fighting for legal justice. Our work is more critically important today than ever.</i></p>	<p>Join our email database to learn more</p> <p>Make a donation</p> <p>Sponsor the Gala or a symposium</p> <p>Provide overall organization sponsorship</p>

		<i>Anniversary: With 50 years of a proven track record helping people fight for legal justice, we are a good steward of resources and worthy of investment.</i>	
Larger foundations and philanthropic community	<i>I don't know Charlotte Center for Legal Advocacy. Aren't they Legal Aid?</i>	<p><i>Charlotte Center for Legal Advocacy is a good investment. Providing people with access to legal services helps them stay safe, secure and stable (able to work and contribute to society), which makes things better for the entire community.</i></p> <p><i>Anniversary: We have grown over the last 50 years by positively impacting the Charlotte community by fighting for legal justice. Our work is more critically important today than ever.</i></p> <p><i>Anniversary: With 50 years of a proven track record helping people fight for legal justice, we are a good steward of resources and worthy of investment.</i></p>	<p>Join our email database to learn more</p> <p>Make a donation to fund specific programming</p> <p>Sponsor the Gala or a symposium</p>

Audience	What they think	What they need to hear	What we need them to do
<i>PRIMARY AUDIENCE</i>			
<i>** Existing Donors**</i>			
Governmental (Federal, Mecklenburg County Commission, , NC Legislature, politicians)	<i>Charlotte Center for Legal Advocacy does a good job and is a strong community partner.</i>	<p><i>People will always need access to legal services and Charlotte Center for Legal Advocacy provides that access.</i></p> <p><i>Charlotte Center for Legal Advocacy provides economic benefit to our community. They provide the stability that keeps their clients working, contributing to society and the businesses where they work.</i></p> <p><i>Anniversary: We are the successful nonprofit we are today because of 50 years of commitment from strong institutions like yours. THANK YOU.</i></p>	<p>Join our email database if they have not already</p> <p>Continue or increase current support</p> <p>Help Charlotte Center for Legal Advocacy spread the word</p> <p>Know/feel good about Courthouse Community kick-off event</p>
Private foundations (regional)	<p><i>Charlotte Center for Legal Advocacy does a great job.</i></p> <p><i>I can see the impact of the very specific investment we made.</i></p>	<p><i>People will always need access to legal services and Charlotte Center for Legal Advocacy provides that access.</i></p> <p><i>Charlotte Center for Legal Advocacy is uniquely positioned to be a conduit to citizens' security, safety and stability.</i></p> <p><i>By supporting Charlotte Center for Legal Advocacy, our organization is doing its part in making the world a better place (we are able to see our investment in action).</i></p> <p><i>Anniversary: We are the successful nonprofit we are today because of 50 years of commitment from amazing organizations like yours. THANK YOU.</i></p>	<p>Join our email database if they have not already</p> <p>Continue or increase current support</p> <p>Expand existing funds to support general operating</p> <p>Help Charlotte Center for Legal Advocacy spread the word</p> <p>Know/feel good about Courthouse Community kick-off event and symposiums</p>

			Sponsor the Gala or a symposium	
Lawyers (existing donors)	<p><i>Justice matters and is extremely important for everyone.</i></p> <p><i>I give because it is my professional obligation.</i></p> <p><i>I give because someone important asked me.</i></p> <p><i>I give because it makes me feel better about myself and what I do for a living.</i></p>	<p><i>Charlotte Center for Legal Advocacy gives you a chance to reconnect to your ideals. Lawyers make the world a better place by providing all citizens with access to fairness.</i></p> <p><i>Anniversary: We are the successful nonprofit we are today because of 50 years of commitment from amazing people like you. THANK YOU.</i></p>	<p>Join our email database if they have not already</p> <p>Continue or increase current support</p> <p>Bring a prospective donor to a “friendraising” event – Courthouse Community kick-off event/Award Event/symposium/Gala</p> <p>Help Charlotte Center for Legal Advocacy spread the word with colleagues and both the legal and non-legal community</p> <p>Know/feel good about Courthouse Community kick-off event</p>	
Volunteers	<p><i>I believe in Charlotte Center for Legal Advocacy because I see the difference.</i></p>	<p><i>You can support with a financial gift.</i></p> <p><i>You can make a greater difference by sharing why you support Charlotte Center for Legal Advocacy and getting others to do the same.</i></p> <p><i>Anniversary: We are the successful nonprofit we are today because of 50 years of commitment from amazing people like you. THANK YOU.</i></p>	<p>Join our email database if they have not already</p> <p>Continue or increase current support</p> <p>Bring a friend to volunteer for the Courthouse Community kick-off event/Award Event/symposium/Gala</p>	

			Help Charlotte Center for Legal Advocacy spread the word
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Audience	What they think	What they need to hear	What we need them to do
<i>SECONDARY AUDIENCE</i>			
Policy makers (Staffers, lobbyists, legislative aides)	<i>Charlotte Center for Legal Advocacy restores the law to what it is supposed to do.</i>	<p><i>Charlotte Center for Legal Advocacy's role is now more critical than ever.</i></p> <p><i>Charlotte Center for Legal Advocacy is uniquely positioned to be an invaluable resource in crafting effective and equitable legislation.</i></p> <p><i>Anniversary: With 50 years of a proven track record helping people fight for legal justice, we are a national model for similar legal services organizations.</i></p>	<p>Join our email database if they have not already</p> <p>Connect with us as a resource when creating/considering legislation</p> <p>Share a vote of confidence on social media</p>
Advocates	<i>Charlotte Center for Legal Advocacy ensures fairness and access to resources for all.</i>	<p><i>Charlotte Center for Legal Advocacy's role is now more critical than ever.</i></p> <p><i>Charlotte Center for Legal Advocacy has unique insight into legislative issues and can prompt you with actionable steps to make your voice heard on issues that matter to you.</i></p> <p><i>Anniversary: We are the successful nonprofit we are today because of 50 years of commitment from amazing people like you. THANK YOU.</i></p>	<p>Join our email database if they have not already (Action Alert list)</p> <p>Make a donation/continue or increase current support</p> <p>Know/feel good about Courthouse Community kick-off event</p> <p>Know about/feel good about/participate in symposium</p>

Referral sources	<i>Charlotte Center for Legal Advocacy closes the gap between justice and rights and access - getting needs met.</i>	<i>Charlotte Center for Legal Advocacy needs your voice and vote of confidence to grow support for the benefit of the community.</i> <i>Anniversary: We have navigated many storms over the last 50 years. We will be here to take care of your clients.</i>	Join our email database if they have not already (Action Alert list) Promote Courthouse Community kick-off event to clients Know about/feel good about/participate in symposiums
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Audience	What they think	What they need to hear	What we need them to do
<i>TERTIARY AUDIENCE</i>			
Clients	<i>I could not have done this without Charlotte Center for Legal Advocacy.</i> <i>They see me as a human being.</i>	<i>Share the positive experience you had with Charlotte Center for Legal Advocacy with friends and family who might need our help.</i> <i>Share the positive experience you had with Charlotte Center for Legal Advocacy on social media to help us grow.</i> <i>Anniversary: We have navigated many storms over 50 years. We will be here to take care of you.</i>	Join our email database if they have not already Share a vote of confidence on social media Tell your story and inspire others Bring a friend to Courthouse Community kick-off event Bring a friend to a symposium