**Key Messages**

We have developed a set of key messages that will help you to communicate more consistently and effectively.

**Main version**

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| --- | --- | --- |
| Short version | *One sentence distilling who you are.* | *Example* Charity X ensures no child will go hungry in the UK. |
| Regular version | *Up to three short paragraphs – who you are / why you’re needed / how the reader can help.* | *Example* Charity X ensures no child will go hungry in the UK.  We know that things are difficult for a lot of people at the moment. But when this impacts on children it can effect their physical development and their education.  Through donations we can work with schools and communities to get food where it’s needed to fill hungry tummies. |
| Long version | *Up to a page with more information about the areas in the regular version including details of services offered and support needed.* | You get the idea! |

**Audience specific versions**

| **Example messages** | **Audience 1** | **Audience 2** | **Audience 3** |
| --- | --- | --- | --- |
| **General** | Supporters We need your help to ensure no child goes hungry in the UK. Donate today… | Beneficiaries We know things are difficult at the moment. If you need help to keep you children’s tummies full, we can help. Call Charity X today… | Volunteers  Work with us to ensure no child goes hungry in the UK. Volunteer your time to Charity X by… |
| **General** |  |  |  |
| **Our vision** |  |  |  |
| **Who are we?** |  |  |  |
| What we do |  |  |  |
| **Values** |  |  |  |
| **Bespoke 1** |  |  |  |
| **Bespoke 2** |  |  |  |