



**McCormick L.A.**  
*No-nonsense Marketing and Public Relations*

**Message Assessment Tool**

Use the below chart to keep track of the many communications efforts you develop.

Promotional pieces that you might have in place:

- Collateral – letterhead, business cards, basic info brochure(s)
- Special event or fundraiser promotion – invitations, posters, accompanying ads
- Community events – free to attend (info symposium or informational fair)
- News media coverage – print, broadcast, online news sources
- Social media – Facebook, Twitter, blogs, LinkedIn, etc.
- Advertising – service and event promotion.

Promotional Piece or Effort (e.g. letter, ad, brochure, phone calls, etc.)	Call to Action if any (Donate, join, attend, etc.)	Resources (staff, \$, outside resources)	Results (# of Constituents reached, \$ brought in, other tangible results)	Audience Reached (constituents, donors, referrals, board members, etc.)

Place a \* next to your most successful pieces.