

# Creating a Charity Lead Magnet

Use this worksheet to create a lead magnet. Your magnet should be genuinely engaging for your supporters, while celebrating your brand values, and be eye-catching in a social media feed.

## 1. Objective

What type of contact are you trying to acquire?

- Supporter  Cash donor  Regular donor

What type of leads do you need?

- Email  Telephone

What type of lead magnet will you create?

- Hand-raiser  
 Digital value exchange  
 Value exchange  
 Quiz

## 2. Your brand story

What are the core themes of your charity story, or the types of stories you tell? Note a few down.

*e.g. tackling loneliness, providing healthcare, environmental action*

Is the magnet more cause- or audience-led, or a balance of both? Mark it on the scale.



## 3. Your audience

What part of your story or cause is most accessible to your audience?

*e.g. sustainability, safe protest actions, exercising with limited mobility*

Physical value exchange items can have better Regular Giver conversion rates on telemarketing calls, and help enter the call as you need to collect a postal address to send the item.

## 4. Bringing it to life

Magnet	Formats or tools
Hand-raiser	Lead Form Engaging Networks, DoGooder
Digital value exchange	Pin Badge, Tote Bag, Stickers, Bookmarks
Value exchange	Single Page PDF Mobile-First PDF Printable booklet
Quiz	TypeForm Riddle

Will you need to produce and fulfil a physical item?

- Yes  
 No

Will you need an email welcome journey?

- Yes  
 No

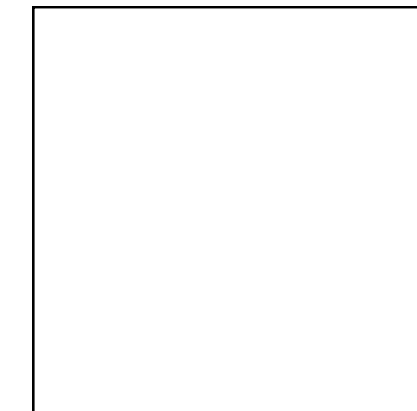
Will you need an API?

*e.g. Zapier*

- Yes  
 No

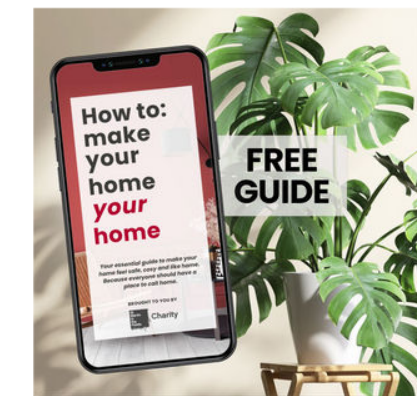
## Notes

## 5. Sketch a Feed ad



Copy

Headline



If you're offering something valuable to your supporter, 'flash' your item by showing what it offers them. Make it clear if it's physical, or put it in a phone or tablet to show that it's digital.

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