

# 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.**

**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?**

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

## 5. Sketch a Feed ad

## Notes

**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.

# hynt.

www.hynt.studio  
hello@hynt.studio