

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

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.

Notes

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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

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



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?

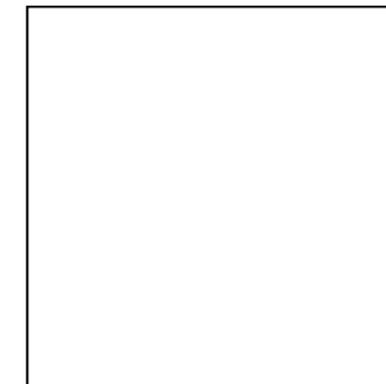
- Yes
 No

Will you need an API?

e.g. Zapier

- Yes
 No

5. Sketch a Feed ad



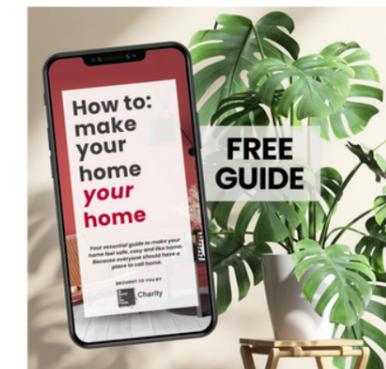
Copy

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Headline

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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.

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