



PURPLE MOOKITING

Workbook for Marketing That Feels Right

From invisible to unforgettable
Build Authentic Connections
Stand Out and Sustain Your NGO's Impact

Setting You Apart

"Standing out isn't luck; it's strategy. Differentiation is deliberate."

Answer these in 2-3 sentences each:

- Who | Why you?
- Why | What's the challenge?
- How | Transformation plan? What transformation do you believe is possible?

Know WHO and WHAT You are up against to STAND OUT

List 2-3 organisations doing similar work:

Organisation	Their Main Message	Their Audience	Their Strength	Their Weakness
1.				
2.				
3.				

Analysis Questions:

- What do they all have in common?
- Where do they differ most?
- What are they doing that you're NOT doing?
- What are YOU doing that they're NOT?

Understanding Your Triggers – Environmental Context

The Load Shedding Lesson:

Before load shedding, South Africans didn't think about generators, solar panels, or power banks. Then suddenly, the TRIGGER changed everything. Generators went from unknown to essential. Markets shifted overnight.

Your sector has triggers too. Right now, what's making people think about supporting causes like yours?

What's happening in the world?

- Economic pressure (people cutting back on giving)
- Policy changes (new laws affecting your sector)
- News events (crisis that puts spotlight on your cause)
- Social awareness (mental health, immigration, etc.)



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- Technology shifts (new platforms, new ways to communicate)
- Other: _____

What's happening locally?

- Local news story
- School/community event
- Personal experience someone had
- Recommendation from a friend
- Other: _____

Your Trigger Opportunity:

Right now, what trigger could bring people to you?

Are you positioned to catch people when that trigger happens?

- ☐ Yes, we have a clear message ready
- ☐ Partially, we have something, but it's generic
- ☐ No, we're not prepared
- ☐ Not sure

If you answered "Partially" or "No," what do you need to prepare?

Who are you seeking to serve?

It's time to find your space of differentiation. Consider the axes you can use to position your organisation in a space all of its own.

Imagine you're looking to buy a car. You could think:

- "I want a vehicle" — too broad, thousands of options
- "I want a 4-wheel car" — still thousands of options
- "I want a 4-wheel car under R500,000" — narrower
- "I want a 4-wheel car under R500,000 that's safe for families" — even narrower
- "I want a 4-wheel car under R500,000 that's safe for families with young children" — specific
- "I want a 4-wheel car under R500,000 that's safe for families, easy to park in tight spaces" — NOW you're down to a few options

Your Turn: Create Your Axes

Axis 1: What's one way you could segment your market?

Examples:

- Domestic animals vs. wildlife
- Urban vs. rural
- Direct care vs. systemic change
- Crisis intervention vs. prevention
- Your axis: _____

On this axis, where do you sit?

Axis 2: What's another way to segment?

Examples:

- Hands-on involvement vs. financial support
- Individual focus vs. community focus
- Short-term help vs. long-term transformation
- Your axis: _____

On this axis, where do you sit?



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Now Plot Your Competitors

List your 2-3 competitors and plot them on your axes.

If most competitors are clustered where you are, you're NOT differentiated. If you're alone in a corner, you've found your purple cow space. If clustered, what axis could you refine to move to an uncontested space?

Real Example: Animal Welfare Organisations

Let's say you work with animals. Here are four organisations with the SAME mission (help animals) but different positioning:

Organisation	Axis 1: Domestic vs. Wild	Axis 2: Direct Care vs. Community	Axis 3: Individual vs. Systemic
Rhino Orphanage	Wild	Direct Care	Individual
World Wildlife Fund	Wild	Systemic	Systemic
Helping Rhinos	Wild	Community	Systemic
Anti-Poaching Unit	Wild	Direct Care	Systemic

Same mission. Four completely different positions. Four different brand stories.

Connect with Your Brand Story

We now need to look at building a brand story that connects; remember the principle:

Who: reciprocal partnership

What: context

How: transformation

Story = Content + Visuals

Know Your Audiences

You don't have one audience. You have several. Most NGOs only contact donors when there's a crisis: "We need help NOW." This creates a transactional relationship, not a partnership. It's like a friend who only calls when she needs something.

Map your top 3 audience characteristics AND how you can keep connection with them, building a reciprocal partnership

AUDIENCE 1: _____

- Who are they specifically? (age, location, profession, life stage)
- What matters to them most? (values, concerns, aspirations)
- Why would THEY specifically support YOUR cause?
- Where do they spend time? (social media platforms, email, print, word-of-mouth, events)
- What's their preferred communication style?
- What transformation do they want to be part of?
- How often would they like to hear from you?



- What kind of content would they enjoy from you?

AUDIENCE 2: _____

[Repeat same questions above]

AUDIENCE 3: _____

[Repeat same questions above]

Your Authentic Brand Voice – Personality Audit

For each pair, circle where your organisation currently sits:

Trait	Scale	Trait
Formal	1 - 2 - 3 - 4 - 5	Casual
Serious	1 - 2 - 3 - 4 - 5	Playful
Expert	1 - 2 - 3 - 4 - 5	Peer/Friend
Emotional	1 - 2 - 3 - 4 - 5	Logical
Hopeful	1 - 2 - 3 - 4 - 5	Realistic
Detailed	1 - 2 - 3 - 4 - 5	Simple

Your Voice Profile:

Based on your choices, describe your organisation's personality in 3-4 sentences:

- Is this voice authentic to who you really are? YES / NO
- Does it match your audience's expectations? YES / NO
- If you answered NO to either, what needs to shift?

Different audiences = Different motivations = Different Conversations
BUT ONE Authentic Voice

When evaluating your messages, consider:

- Reciprocity: does this go both ways
- Resonance: how will this connect with them
- Relationship: is it building our relationship

Channel & Content Strategy

Your Communication Ecosystem

For each channel, plan what you'll communicate and how often:

Channel	Which Audience?	Message Focus	Frequency	Content Type
Email				
Social Media				
In-person Events				
Website				



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Print/Direct Mail				
Word-of-Mouth				
One-on-One				
Other:				

Key Principle: Same authentic voice, different conversations for different audiences.

Critical Question: Where do your people actually spend time? (Not where you think they should be, but where they actually ARE)

Finding Your Authentic Voice

What Is Authentic Voice?

Authentic voice is NOT:

- A personality type
- A set of tone guidelines
- Professional jargon
- What you think you SHOULD sound like
- Generic language that could apply to anyone

Authentic voice IS:

- How YOU actually talk about what matters to you
- The words YOU use naturally
- The stories YOU tell
- The perspective that's uniquely YOURS
- What emerges when you stop trying to sound "professional"

The Real Example

Generic NGO voice:

"We are committed to excellence in serving vulnerable populations through innovative solutions to create sustainable impact."

Authentic voice (same organisation):

"We work with kids in Sweetwaters who don't have access to the support they need. We've seen what happens when someone actually listens. We're here to listen."

What changed?

- Specific place (Sweetwaters, not "vulnerable populations")
- Real situation (kids without support, not "sustainable impact")
- Human perspective (someone listening, not "innovative solutions")
- Emotion (what we've seen, not "commitment to excellence")

Answer these questions honestly:

1. How do you ACTUALLY talk about your work when you're excited?
2. What specific situation or person drives your work?
3. What do you BELIEVE about change? (Not what you do, but what you believe)
4. What would you say to a friend who asked why this work matters?

5. What words do you use naturally? (Not professional jargon, but your words)
6. What emotion is at the heart of your work? (Hope? Urgency? Compassion? Determination?)
7. What would break your heart about your sector?
8. What gives you hope?

Now Write Your Authentic Voice Statement

Using your answers above, write 2-3 sentences that sound like YOU:

Test it:

- Does it sound like you talking to a friend? YES / NO
- Does it include specific situations or people? YES / NO
- Does it include what you believe, not just what you do? YES / NO
- Does it have emotion? YES / NO
- Would you be comfortable saying this out loud? YES / NO

If you answered NO to any, revise:

The Storytelling Approach to Authentic Voice

Your authentic voice comes through STORIES, not just descriptions.

Story Structure That Works

SITUATION: What was happening before?

TURNING POINT: What changed?

IMPACT: What's different now?

BELIEF: What does this teach us?

Example Story

SITUATION:

"Themba was 14. He'd dropped out of school. His family needed money. He was heading down a path that looked pretty dark."

TURNING POINT:

"He walked into our program because his sister dragged him. He didn't want to be there. But something happened. Someone believed in him. Taught him a skill. Paid him to learn."

IMPACT:

"Now he's 16. Still in school. Working part-time. Talking about college. His sister says he's a different person."

BELIEF:

"One person believing in you changes everything. That's what we do."

Your Story Template

Think of a real story from your work. Fill this in:

- **SITUATION:** (What was the problem or challenge?)
- **TURNING POINT:** (What happened when your organisation got involved?)
- **IMPACT:** (What's different now?)
- **BELIEF:** (What does this teach us about change?)

Now read it out loud. Does it sound like you? YES / NO

If NO, what would make it sound more like you?

SAME MISSION, DIFFERENT STORY

The Rhino Conservation Case Study



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Four organisations. One mission: Protect rhinos. Four completely different brand stories.

Organisation 1: The Rhino Orphanage

Their positioning: Individual connection and hope

Their story: "Meet Bob. He's a baby rhino orphan. When you sponsor Bob, you get videos of him playing, eating, bonding with his keeper. You're saving an individual life."

What they measure: Individual rhino progress, sponsor satisfaction

Who they attract: People who want emotional connection, tangible impact

Their brand voice: Warm, personal, hopeful, intimate

Organisation 2: World Wildlife Fund

Their positioning: Conservation expertise and scale

Their story: "Rhinos aren't just cute. They're essential to ecosystem health. Habitats matter. We're protecting entire ecosystems so rhinos AND humans can thrive together."

What they measure: Habitat protected, species diversity, long-term conservation outcomes

Who they attract: People who think systemically, care about science, want to be part of something proven

Their brand voice: Expert, authoritative, educational, hopeful

Organisation 3: Helping Rhinos (Community-Focused)

Their positioning: Community transformation alongside conservation

Their story: "Rhino strongholds create secure, sustainable, healthy living for wild spaces AND for the communities around them. We're training local people, moving them out of poverty, AND protecting rhinos."

What they measure: People trained, livelihoods improved, rhinos protected, community engagement

Who they attract: People who want systemic change, community empowerment, AND wildlife protection

Their brand voice: Empowering, collaborative, hopeful, inclusive

Organisation 4: Anti-Poaching Unit

Their positioning: Direct action and protection

Their story: "Poachers are the enemy. Our teams are on the ground, stopping illegal trade, prosecuting offenders, protecting rhinos from immediate threat."

What they measure: Poachers caught, illegal trade stopped, rhinos protected from immediate danger

Who they attract: People who want direct, visible action; who believe in stopping bad actors

Their brand voice: Determined, action-oriented, protective, realistic

Your Turn: Same Mission, Different Stories

Your mission (what you do):

- Values/positioning:
- Your story:
- What you measure:
- Who you attract:
- Your brand voice:

Measure. Learn. Refine.

"Start small. Test everything. Learn constantly. Scale slowly."

MEASURE: What did we do?

LEARN: What worked?

Highest engagement:



Strongest response:
Unexpected insight:

REFINE: What will we change?
Message adjustment:
Channel shift:
Audience focus:

CRITICAL QUESTION: Where do YOUR donors and supporters actually spend time?
(Not where you think they should be, but where they actually ARE)

If you don't know, ask them: "Where do you prefer to hear from us?"

Every member of your team is part of your brand story.

Can they articulate what makes you different?
Do they feel proud to represent you?
Are they empowered to tell your story?

AI amplifies—it doesn't replace. Your authentic voice trumps efficiency. Always.

The dangers of free AI such as ChatGPT, Gemini, etc.:

- Your data goes into their system
- They share it with other users
- Your content becomes generic

Paid, Private AI:

- Your data stays private
- You control how it learns
- You can train it on your voice

How to Use AI the Right Way

1. Choose Your AI wisely

Decide which tool your organisation will use and make it a team standard

2. Train It on Your Voice

Give it examples of content you're proud of:

"This is our brand voice. This is how we write. Learn from this example:

[Paste a piece of content you love] When you help me write, make it sound like this."

3. Give It Clear Instructions

Instead of: "Write an email about our program"

Say: "Write an email in our voice [describe voice], for [audience], that [specific goal]. Make it sound warm and personal, not corporate. Here's an example of our voice: [paste example]"

4. Always Review

NEVER publish AI content without human review.

Ask:

- Does this sound like us?
 - Is this authentic?
 - Is this truthful?
5. Verify Facts.



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AI hallucinates. It makes things up that sound true. Always verify.

Protect Your Intellectual Property

Your strategic marketing strategy, messages, content and visuals are assets. Protect them. Ensure all your stakeholders know what to protect and how.

Board Members and Staff:

- Understand not to share strategy details outside the organisation
- Know which information is confidential
- Have signed a confidentiality agreement
- Have clear data handling protocols

Technology:

- Sensitive data is stored securely (not on personal devices)
- Financial information is not sent via unsecured email
- Donor data is protected
- Passwords are strong and changed regularly

AI Usage:

- Clear policy on which AI tools can be used
- No sensitive data goes into free AI
- All AI output is reviewed
- Data is not shared externally

The Strategic Approach to Marketing Budgets

What are you working towards? Allocate resources to Strategic Marketing accordingly

Consistency > Volume

It's better to spend R500/month consistently for 12 months than R6,000 for one month.

Why?

- People need to hear from you multiple times before they act
- Consistency builds trust
- You can test, learn, and refine over time
- Your market knows to expect you

Strategic marketing is essential, not optional—it drives sustainability. **Authentic Connections Sustain Donor Engagement And Community Loyalty. Purple Cow Status + Amplification (audience & message) + Consistency = Sustainability**

You've got this. Your mission matters. Your organisation is remarkable. Your people deserve to know about you.

"Marketing that feels right is marketing that's authentic, consistent, and human. It's not about being louder. It's about being different in a way that matters to the people you serve."

You're ready to make your organisation unforgettable.



We'd love to catch a coffee with you, share a zoom room or connect via WhatsApp so reach out any time on:

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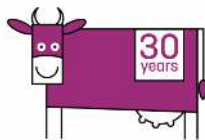
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Best regards
Kelly and Karren Hodgkins
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