

WORKSHEET 3.4a: MESSAGE TEMPLATE: EXAMPLE

Today's date: 1999

<p>NOTE: This was our message when the organization I started, the Forum for Women Entrepreneurs, co-hosted the first Springboard Venture Conference in Silicon Valley in 2000 for women entrepreneurs.</p>	<h2>AUDIENCES</h2> <p>Who are your audiences/constituencies? <i>investors, bankers, lawyers, accountants, and others who are part of the ecosystem of entrepreneurial businesses, as well as women entrepreneurs who might apply to participate in the program</i></p> <p>Why should your target audience(s) get involved? <i>Investors will find companies to invest in. Bankers, lawyers, and accountants will find potential clients. Women entrepreneurs will find the resources and training they need to be successful, as well as media attention for their businesses. All of the participants will be a part of changing the road map for women entrepreneurs.</i></p> <p>Why might your target audiences not get involved? <i>Women have not traditionally sought or received venture capital; it is hard to break into the "old boys' network" of venture capital; "this has never been done before" thinking.</i></p>	<h2>SPOKEN MESSAGE</h2> <p>What are the top three key messages that you/your team want to convey? For each message, what are the proof points (research, data, past successes, user stories) that clarify and verify what you are saying?</p>
<h2>ISSUE</h2> <p><i>What idea are you/your team trying to communicate?</i> <i>Women entrepreneurs receive less than 3 percent of the venture capital funding in the United States. This is primarily due to their lack of access to fundraising information, role models, and resource providers, as well as connections to funding sources. The Springboard Venture Conference will be the first venture conference exclusively for women entrepreneurs. It will provide a select group of twenty-five women running life science and technology companies with three months of coaching on their businesses, and then provide them access to the top angel and venture investors in the United States.</i></p>	<h2>INFLUENCERS</h2> <p>What stakeholders or constituencies influence your audiences? <i>This would have included a list of all of our sponsors, advisory committee, and funders—all big brand names that everyone had heard of.</i></p> <p>Who has to be on board for your stakeholders or constituents to believe in or begin to align with your efforts? <i>The key players in the ecosystem – the banks, law firms, accounting firms and the top investment funds – must be involved for this event to be credible. It needs to be hosted at a well-known location, preferably at a prominent company's headquarters. Pre-event media coverage needs to be from top name publications. Brand has to look fresh and high quality.</i></p>	<p>FIRST MESSAGE: <i>Sponsored by [a list of top sponsors], FWE, and the National Women's Business Council (NWBC), Springboard is the first venture conference for women entrepreneurs.</i></p> <p>Proof points : <i>Data about the history and successes of FWE and NWBC.</i></p> <p>SECOND MESSAGE: <i>The time for this event has come; women are poised to grow large, successful businesses if provided the right capital and support.</i></p> <p>Proof points: <i>Data and statistics about the growth and potential of women entrepreneurs.</i></p> <p>THIRD MESSAGE: <i>There are many great funding opportunities among the presenters; each one has been screened, vetted and prepped to grow.</i></p> <p>Proof points: <i>Showcase the stories and past successes of the 27 women selected for the conference; highlight the unique process of selection.</i></p>
<h2>SUMMARY</h2> <p><i>Summarize the idea in one sentence:</i> <i>Springboard is the first venture conference for women entrepreneurs and will provide all of the resources needed to overcome women's barriers to raising venture capital for their businesses.</i></p>		<h2>FAQs</h2> <p>What questions are people likely to ask? What objections will they have to you/your team's ideas or point of view? What are the best responses to those questions? <i>Here I would include the answers to questions like:</i></p> <p><i>Why should I support Springboard?</i> <i>Has a program like this been done before?</i> <i>Why aren't you doing a co-ed event?</i> <i>How did you select the women who are presenting?</i> <i>What investors are involved?</i> <i>What sponsors are involved?</i> <i>How much does it cost? Can I attend?</i></p>
<h2>OBJECTIVE</h2> <p><i>Why are you/your team trying to increase awareness of this idea? What do you want to occur as a result of raising awareness?</i> <i>The mission of the Forum for Women Entrepreneurs (FWE) is to increase the success of women who start and lead venture-fundable businesses. The Springboard event will be cohosted by FWE and the National Women's Business Council and will raise awareness of our organization and the issues we care about, and improve the statistics of women raising venture funding.</i></p>	<p><i>Keep in mind that this is just a starting point. Regularly re-think your messaging and how changing circumstances might impact how it is received.</i></p>	
<h2>UNSPOKEN MESSAGE</h2> <p><i>What are you/your team trying to convey without saying it out loud? This is the hidden or underlying message to your communication that may not be as widely accepted if you put it in so many words.</i> <i>No one believes women entrepreneurs are building, or are capable of building, venture-fundable businesses, and we are going to prove them wrong.</i></p>		