Liminal

Brand Clarity Audit

A 5-minute self-assessment for nonprofit leaders.

When your message is clear, people pay attention and give. When it isn't, your strongest work goes unseen.

→ This audit takes five minutes. Check every statement that's true for your organization today. The boxes you leave blank show you where to focus.

01 Your Message

CLARIFY

- [ ] We can say what we do in one clear sentence, and our team says it the same way.
- [ ] A first-time visitor understands the problem we solve and who we help.
- [ ] Our messaging names the donor's role in the work, not only our programs.
- [ ] We've cut the insider language that makes sense to us but loses everyone else.

02 Your Look

DESIGN

- [ ] Our visual identity looks consistent across everything we produce.
- [ ] Our materials look as strong as the work we do.
- [ ] We're confident handing someone our brochure or pulling up our website.

03 Your Website

ACTIVATE

- [ ] Someone can find what we do and how to give within seconds of landing on our site.
- [ ] Our website works and looks right on a phone.
- [ ] The path to donate is short and obvious.

04 Your Team

ALIGN

- [ ] Our board and staff describe the organization the same way.
- [ ] A new hire could write in our voice without guessing.
- [ ] We have a messaging document, and people actually use it.

YOUR SCORE

Count the boxes you checked.

11–13
STRONG FOUNDATION

Your message is working. **Now is the time to extend it into every communications channel.**

7–10
REAL GAPS

Parts of your brand are clear. Parts are leaking support. **A focused engagement closes the distance fast.**

0–6
COSTING YOU

Your message is costing you. The work is strong; the story isn't landing yet. **This is fixable, and it's where the biggest opportunity is.**

WHAT CLARITY UNLOCKS

When a nonprofit gets its message right, the results show up well beyond the website:

+ Stronger alignment across board and staff
+ Re-energized staff and volunteers
+ Grant applications that make a clearer case
+ More credibility with funders and partners
+ A shorter, more confident path to a yes from donors

You're already doing the work. Clarity makes sure people can see it.

ELEVATE YOUR WORK

The fastest way to act on your audit is a conversation. We've led nonprofits. We know how clarity changes what becomes possible.

Schedule a free call.

Bring your score. We'll show you the two or three moves that will move the needle most.

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