

RE-FRAMING CHECKLIST

Nuance of Words

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Now that we have completed some exercises to understand how we can both identify and change problematic word choice, language, and/or framing, how do we move forward to apply these principles to our funding? **Please check the relevant boxes below** and use this worksheet to brainstorm concrete next steps you can consider.

- I will look through my RFPs to make sure that my organization is employing intentional word choice and informed language; for example, avoiding passive voice and highlighting non-victim-blaming solutions.
- I will look through my organization's internal materials and website in order to identify and correct any instances of problematic word choice, language, and/or framing that may be present.
- I will present re-framing exercises to staff and/or board members in order to educate them on how to identify and correct problematic word choice, language, and framing.
- I will review materials that my organization has shared on social media, or otherwise, for problematic word choice, language, and/or framing, including materials that my organization has published or shared from other sources, and will unpublish or edit these posts accordingly. I will also educate the staff member or group that is in charge of managing my organization's media to ensure that future posts are effectively vetted.
- I will highlight this presentation in the report to my board about recent Exponent Philanthropy webinars!
- Other: _____

Next Steps

I can review and edit these funding materials:

- _____
- _____

A few re-framing exercises that I can present to other staff or board members are:

- _____
- _____

I can apply re-framing techniques to the following media that my organization has published or shared recently:

- _____
- _____