

Vision Clarity Framework

By Ashley Beggs | Conservation Consultant

"Simplify your message so people actually understand what you do and why it matters."

1. WHO Do You Help?

Describe the people, place, or species you serve. Make it real and relatable.

Example: 'We work with 4 rural villages bordering Hluhluwe Game Reserve...'

2. WHAT Do You Do?

Use tangible action words. What are you actually doing on the ground?

Example: '...to train local youth as certified rangers and employ them in daily patrols.'

3. WHY It Matters

Tie it to something urgent, human, or hopeful. What changes because of your work?

Example: 'This keeps wildlife safe, creates jobs, and restores pride in wild Africa.'

Combine all 3 into a single statement for your About Us, elevator pitch, or donor email.



Tip from Ashley

If a 14-year-old can't understand it — it's still too vague.

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