

“Tom Ahern ... is one of the country’s most sought-after creators of fund-raising messages.” ~ The New York Times, Nov. 2016

Review Donor Comms | > Tom Ahern

The
Center
for nonprofit resources

AFP
Association of
Fundraising Professionals
Northwest Ohio Chapter

Greater Toledo
Community
Foundation
Strength in Giving. Hope in Action.



YOU SERVE
AT THE
PLEASURE
OF YOUR
DONORS

© The **Better Fundraising** Co.



A real (and typical) hospital legacy society, 2020



**Stuff I've
learned from
great Brits**

“Donors are staggeringly ignorant of the causes they support.”

--

Richard Radcliffe



DONORS MAY BE IGNORANT, but what they **DO** have in abundance are their own personal values, interests, beliefs, connections, experiences, upbringing, lost loves, secret passions, regrets, fears, angers, hopes, and built-in empathy...

LOCAL

Donors want to see the life-changing difference they make on their neighbors and in their communities. Giving locally allows them to do that.

Here's an example of one of the pillars TrueSense Marketing developed for its Salvation Army clients.

Source: TrueSense Fundraising Field Guide

*Inside this envelope ...
one of Greater Toledo's darkest secrets*

OUTBOUND ENVELOPE

MY OWN BACKYARD

THE

**“WAS THE ENEMY
DEFEATED AT ALL?”**

TEST

If there are no problems
to solve, donors have
nothing to do.

THE SOLE (SOUL) PURPOSE OF DONOR COMMUNICATIONS

Special!

Updated!

Thanked beyond expectations!

Deeply appreciated!

On a journey!

To make your

Pleased!

Wanted!

"Proud of what I did!"

donor feel

Happy!

Discovering!

good!!!

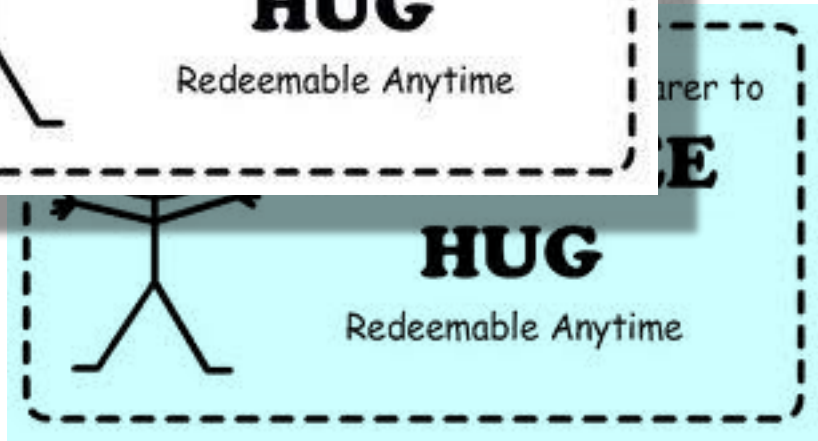
Needed!

Entertained!

Important!

Surprised!

Informed!



Your thanks and your newsletters and your social posts are **your HUGS!**

THE

FASTER

TEST



Vitamin F

As marketing guru Seth Godin once blogged, our target markets are often “lazy people in a hurry.”



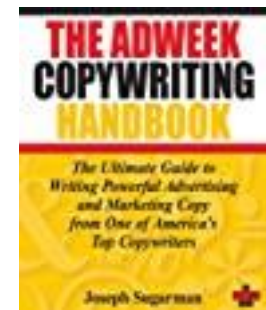
Network for Good

Start **short**

“Now if the first sentence is so important, what can you do to make it so compelling to read, so simple, and so interesting that your readers — every one of them — will read it in its entirety?

The answer: **Make it short.**”

Joseph Sugarman, *Adweek Copywriting Handbook*.



How great the **ORG.** is = **\$4,470** in gifts



At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1967, doctors and specialists at Gillette Children's Specialty Healthcare have established principles that are well considered

The facility's experience is markedly different from that of your patients.

How great the **DONOR** is = **\$49,600** in gifts



Zawadi Says, "Thank You!"

You Helped a Tanzanian Stand Tall on Her Own Two Feet

To meet Zawadi, Raisa... experience grat... eyes of a child... a warm...

needed a surgeon trained in the Ilizarov method — a complex technique for reshaping bones, developed by Gavril Ilizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure

1,000% INCREASE!!! (yum)

Donor generosity helps Sharp Chula Vista sustain its acclaimed "margin of excellence." That margin makes all the difference. It ensures that you and others who rely on Sharp Chula Vista have at your disposal some of the nation's most advanced and capable health care.

Brought in 35K+ NEW Donors for an Institution

XXXX
XXXX

Dear [Salutation],

You came to Sharp Chula Vista as a patient, in need of help.

Thank you for that profound act of trust.

Now I come to you, humbly, to ask for your help in turn.

The cause for excellent health care, here in our community, needs you.

Will you consider becoming its champion... by making a gift to Sharp HealthCare Foundation?

As a patient, you've experienced firsthand Sharp Chula Vista's award-winning health care. I sincerely hope you were satisfied with your outcome.

What patients perhaps don't realize is just how much these good outcomes depend on the generosity of people like you and other residents in our community.

Philanthropy makes a huge contribution here at Sharp Chula Vista.

Your gift makes a serious difference...

The truth is this: name *any* top hospital in America and you'll discover that behind its continued success stand thousands of self-sacrificing benefactors. They are our champions.

Great — and ever-improving — health care is no accident. It depends in critical ways on the generous hearts of donors.

(Over please ...)

So please consider Sharp Chula Vista in your decisions about charitable giving.

I know there are many good charities that will see your help. Please know how honored we are when you choose to make a gift to Sharp HealthCare Foundation. The care you receive at Sharp Chula Vista is, in part, made possible because of your support for health care excellence!

Thank you for your kind consideration.

Wishing you the best in health,

Bill Littlejohn
CEO and Senior Vice President
Sharp HealthCare Foundation

PS — Hearing the words "thank you" from a patient means more to a caregiver than any prestigious accolade or award he or she can receive.

If you wish, you can recognize a doctor, nurse or other caregiver through Sharp HealthCare Foundation's Guardian Angel program. It will be a special way to honor someone who has touched your life in an important way. You can also make your Guardian Angel gift online. To do so, visit us at www.sharp.com/guardianangel and select Sharp HealthCare Foundation.

I hope you'll read the enclosed note from Josh Denny, RN, Guardian Angel recipient.

ONLY A FEW THINGS MATTER
MENTAL NODS MATTER

Dr. Siegfried Vögele

WHAT AN “IDENTITY” LOOKS LIKE



Common emotional triggers used by copywriting pros in fundraising

Anger

Duty

Exclusivity

Fear

Flattery

Greed

Guilt

Hope

Salvation

4 elements of a good **appeal** offer

The problem is easy to understand.

The solution is easy to understand.

The cost is a good deal.

There's urgency to solve the problem now.

Steven Screen, Nonprofit Storytelling Conference, November 2015

Grade level = 12th (8th or below is recommended)

Reading ease = 38 out of 100 (55 and above are recommended)

I hope this email finds you well and you and your families staying healthy and safe. In this uncertain time of national health concerns, economic upturns, and a rapidly changing political landscape, it can feel like we've been siloed into a system unable to change or adapt. The financial, structural, and procedural challenges faced everyday by our schools and our communities are becoming more and more apparent by the day as the impacts of COVID-19 become clear.

FOUR-LINE PARAGRAPH

The ultimate truth of the matter is that this current moment is impacting everyone and it will especially impact the lives of children and their families in the most marginalized neighborhoods in our community. Therefore, it remains essential to the well-being and success of [state] that we are intentional in keeping them front of our mind and heart during this challenging moment for all of us.

FOUR-LINE PARAGRAPH

Since moving to [city] five years ago, I have heard of and seen the spirit of community and resilience coming alive in the face of incredible challenges for our people. Our community will rise to the occasion at this time to get in action to ensure those most impacted by the economic crisis are well cared for to ensure that everyone, regardless of background, will have access to opportunities to recover in months ahead.

FIVE-LINE PARAGRAPH

Schools, teachers, and leaders in education have been a lifeline for many of our communities. We are already witnessing many examples of courageous, authentic and innovative actions into play that show the humanity in all of us. My hope is that being able to share those stories from across the state inspire all of us about the exceptional community we call home and give us a glimpse of ways we can get in action with the resources we have at our disposal to impact our recovery.

FIVE-LINE PARAGRAPH

Now is the time we can lean on one another, and use community and coalition we've all worked so hard to make better. If our leadership network can be of service in supporting our community's effort to respond to the current crisis and our collective recovery, please contact me at [email address]

BUILT TO FAIL (hard to skim)

HAVE A BIRD WRITE THE APPEAL



Tripled response.

Creative: Agents of Good, Toronto