

WRITING FOR DOLLAR\$

How to reach donors with powerful prose



Here are just a few of the tips from the conference lobby talk. Download the full slides from the session between 1:00 p.m. CDT on Wednesday, Oct. 8, through Monday, Oct. 13, at

www.MooreInk.com.

Start with the end in mind

- Who's my audience?
- What do I want them to do as a result of reading /hearing what I'm about to write?
- If they only remember one key point, what should it be?
- What stories can illustrate my major point?
- How do I engage them from the very first sentence?

What do donors care about?

- Your accomplishments
What did you do with my money?
- Their impact
How did my donation make a difference?
- Your vision for the future
What would happen if I gave you more?
- Appreciation
Are you genuinely grateful?

It all begins with the message

- Delivering the facts is not enough. Your message illustrates the benefits and impact you make on a cause your donors hold dear. A message:
 - Speaks directly to a target audience.
 - Is compelling, memorable and brief.
 - Paints a vivid picture for the mind.
 - Tells a story, doesn't just convey info.

Write like you talk

- Use conversational language
- Avoid jargon and acronyms
- Use contractions
- Fragments can be powerful for emphasis
- Use active voice, simple sentences, fewer words
- When writer's block hits, try saying it out loud

End the boring appeal letter

- Address me personally
- Speak to my interests
- Tell me a story
- Show me pictures
- Vary the author

Writing for social media

- All the previous rules apply – on steroids
- Don't just sing your own praises
- The 70-30 rule: Post about interesting topics related to your cause 70 percent of the time and about your organization and its direct interests 30 percent of the time
- Make it worthwhile for readers to re-tweet, share, pin, etc.
- Be consistent – don't start if you can't keep it going
- Lively and (sometimes) light-hearted is critical
- Photos and links add interest