

LEARNING OUTCOME

After participating...

...you will be able to write more effective and more consistent communications to your donors.

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IMPRESSIONS 2

The slide features a dark red header with a white funnel icon and the text 'LEARNING OUTCOME'. Below this, the text 'After participating...' is in bold, followed by a description of the learning outcome. The Academic Impressions logo is in the bottom right corner.

AGENDA

- Dos And Don'ts Of Advancement Communications
- The Four Pillars Of Donor Communications
- Ensuring Consistency Across Your Shop
- Workshopping Examples

OUR WRITING TENDS TO BE:

- Passive
- Lengthy
- Organization centered
- Same-ness
- Full of jargon
- Numbers driven



CHAT

What are five words your
institution uses too often?

OUR WRITING NEEDS TO BE

- Active
- Brief (you have one screen)
- Donor centered
- Unique
- Plain spoken
- Storytelling

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DO'S AND DON'TS OF ADVANCEMENT COMMUNICATIONS



FOCUS

MARKETING



FOCUS

ADVANCEMENT COMMUNICATIONS



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FOCUS



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■ STYLE



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■ STYLE

- Good or bad?
- Right or wrong?

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FOG INDEX



<http://gunning-fog-index.com/>



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AVOID

- Intensifiers
- Unnecessary words
- Passive voice
- Dangling modifiers
- Unnecessary punctuation

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ACTIVITY

On behalf of _____, thank you for your _____ _____ to the college!

Noun

Adjective

Noun

Your _____ _____ and inspires our faculty, students, and researchers.

Noun

Verb

Through your _____, you have invested in the future.

Noun

Together, as partners, we will move the university towards its _____, goal of
_____ and _____ in education, research, and service.

Adjective

Adjective

Noun

Noun



On behalf of SCHOOL, thank you for your generous gift to the
School of Architecture.

Your involvement encourages and inspires our students,
teachers and researchers.


Through your support, you have invested in the future.

Together-as partners-we will move the university toward its
strategic goal of transformative excellence and innovation in
education, research and service.




EMBRACE

- Varied sentence structure
- Correct spelling, punctuation and word choice
- Subject-verb agreement
- Verbs as verbs, nouns as nouns
- Correct pronouns

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IMPRESSIONS 17

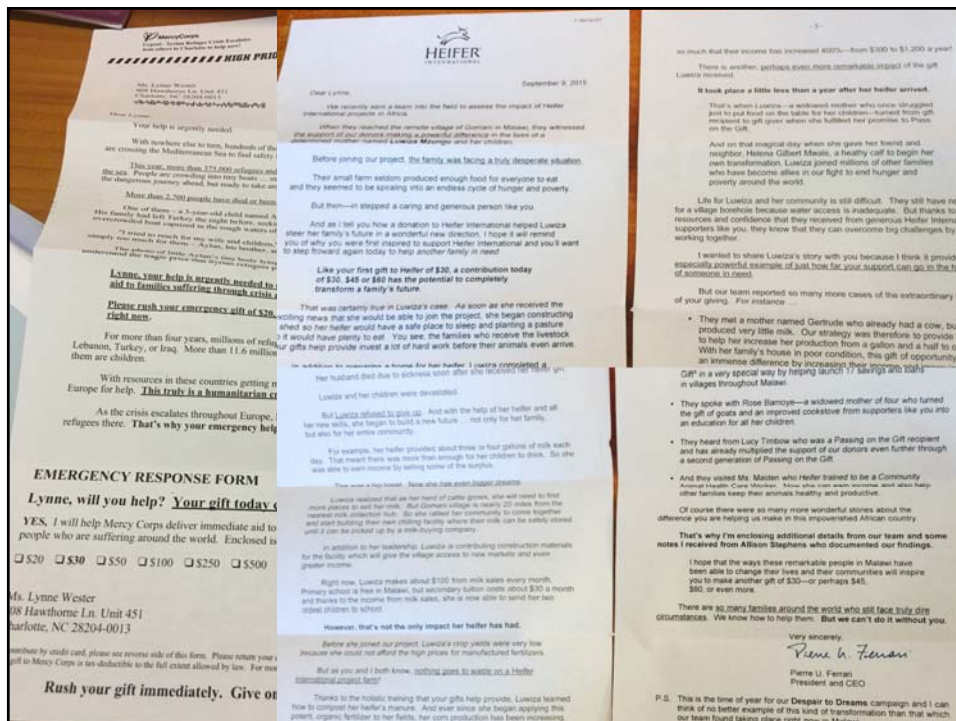
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**THE FOUR PILLARS OF DONOR
COMMUNICATIONS**

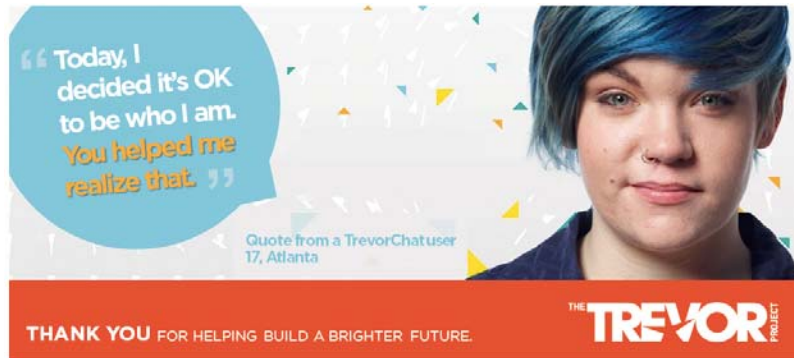
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FOUR PILLARS

- Information
- Persuasion
- Gratitude
- Impact



GRATITUDE



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GRATITUDE

What have you done? You've made the philanthropic right choice; that's what you've done. That was not compulsion shopping - you've given money to an organization that is absolutely committed to squeezing out as much from every penny given. We know this is a real sacrifice from you, and we'll honor that by being thrifty, creative, and committed to getting that money in the right places to make impact. Through the rest of 2015, we'll be using donations to begin to engage alternative break alumni, in things like developing Active Citizen Cities and the [Haiti Compact](#), as well as kicking off new "Reorientation Challenges" among our current Chapter schools. If you've donated, we'll make sure you know what your money has done, including indicating in our [Breaking News](#) what has been influenced by donor funds.

Thank you, truly.



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GRATITUDE



THANKS FOR YOUR GIFT



ACTIVITY

Acknowledgment to donor
of 25+ years

Write the first 2-3 sentences to the donor.



ALFRED T. IRESON '48



Only recently did 90-something Al Ireson decide – grudgingly – to hang up his skis after numerous years of enjoying the sport. Darn snowboarders kept getting in the way.

Yet he continues to partake in another passion of his life – donating to the Colorado School of Mines.

Ireson is Mines' longest consecutive annual donor to The President's

Council, is a member of the Mines Century Society and the Heritage Society, and has deeded his home to the school as part of a life estate gift.



IMPACT

A graphic titled "DYNAMIC DUOS Brought to us by you" set against a background of wood grain. The text reads: "Fourteen. And already a mother. Irid by her circumstances, Ananda came to us as an extremely angry teenager, leaving anything she could lift and attacking anyone she could hurt. She never knew an adult to trust or a role model to follow, making it even more challenging to raise her daughter, Elana." "With your support, we gave them a place to call home, while helping Ananda reach all her goals, how D. Ananda continues to flourish as a person and leader, and is preparing to get a job and move out on her own." "This wonderful business, we owe to you." At the bottom, a red arrow points right with the text "SHOW YOUR SUPPORT AT THE OFFICE."

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INFORMATION

Why We Give

We have 10 values at charity: water—practices that define us and qualities we look for in our staff. They range from “no typos” and “value your feedback” to “we don’t pirate software” and “we don’t objectify the poor.”

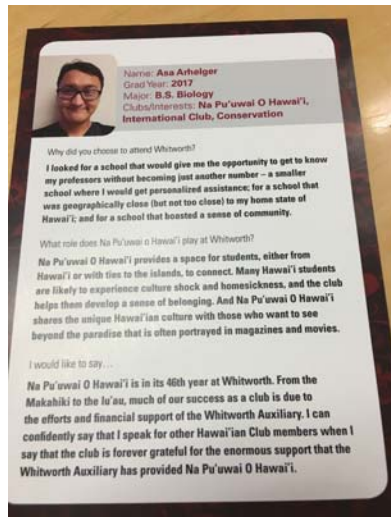
But the ones that I find most defining of our team are “we’re grateful people” and “we give generously.”

I see it every day: coworkers donating to other charities, staying late to help each other with work or showing up on a Saturday morning to help someone haul a couch to a three-story walk up in Brooklyn.

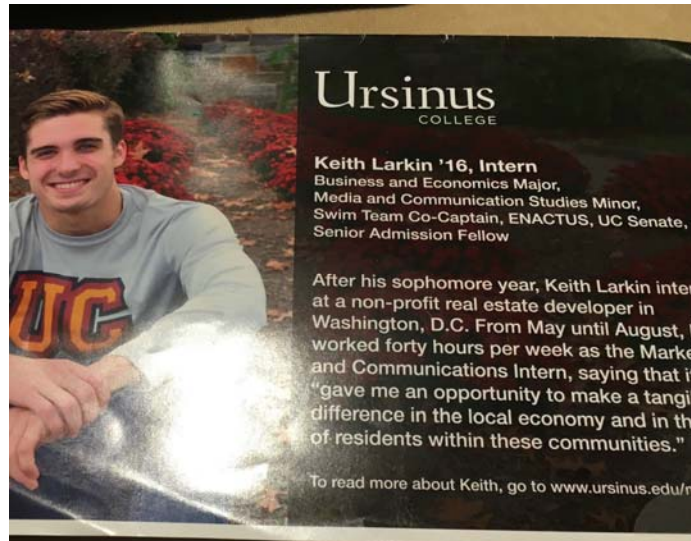
And we’re lucky. We get to be re-inspired every week by the people who support our organization. We receive piggy banks and tooth fairy money from five year olds who want to help children on the other side of the planet. We see CEOs donating a percentage of their stock to help fund our operations.

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INFORMATION



PERSUASION



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QUESTIONS TO ANSWER

- To whom am I talking?
- What precisely am I asking them to do?
- Why?
- Have I made the message sound important (or urgent, crucial, evocative, passionate...)?
 - Have I inspired them?
- Have I done something that has never quite been done before?

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ENSURING CONSISTENCY ACROSS YOUR SHOP



■ GUIDELINES

- Avoid “to be”
- Is the donor the hero?
- How will you grab my attention?
- Grade Level?
- SO WHAT?



HAVE YOU READ IT ALOUD?

Every year, we rely on the support of our Annual Fund donors to help us with the behind the scenes necessities that allow us to operate with excellence and ensure that each visitor has an enriching, one-of-a-kind visit. These include exciting new initiatives such as the development of cutting edge digital technology to keep our audience connected and a conservation program to care for our collection of 25,000 objects, as well as ongoing free public programs like ArtBreaks, Slow Art Sundays, and First Thursdays.

Each of these offerings need supplies, materials, and staff to make them a reality. A donation to the 2013 Annual Fund is an investment that you can experience for yourself each and every time you come to the Museum.



SKILLS TEST

THE "YOU TEST" IS EASY IN MICROSOFT WORD.

1. Select your text.
2. Find and replace: replace all your black *you's* with red *you's*.
3. Assess.
4. Rewrite any passage that is "you"-less.





ACTIVITY

One of your samples

The test!

TELL A STORY

Benita and Mani are overjoyed! In just a few short weeks they will welcome their second child into the world. They are waiting to learn if it will be a boy or a girl, though their two year-old daughter Serena has her heart set on a baby brother.

Like most parents, all they care about is having a healthy baby to love, nurture and protect for their rest of their lives.

But Benita and Mani are not like most parents in one fundamental way: they are homeless.

■ TELLING A STORY?

At WXYZ, we bring you the world one story at a time.

For instance, on Morning Edition we shared the story of Robert Avery, a young African-American man who was so determined to reach the 1963 March on Washington that he walked and hitchhiked almost 700 miles through the Deep South.

We also aired the Fresh Air interview with Penelope Lewis, a neuroscientist who believes sleep may be the key to understanding why memories change over time.

Stories teach us. They help us to understand the world around us. They illustrate the commonality of the human experience. They connect us to each other.



■ STRATEGIC PLAN

The University Plan

The University plan contains significant and clearly defined objectives with opportunities for philanthropists to invest in at multiple levels. Investing in the University will do much more than support the students and faculty and the university's continued progress to excellence. Your gift in support of the University's new vision to become the national model of the engaged university will also communicate clearly the director in which you believe all of higher education must head.




**■ YOU PLANNED
TOO HARD**

The university plan contains significant and clearly defined objectives with opportunities for philanthropists to invest in at multiple levels. Investing in the university will do much more than support the students and faculty and the university's continued progress to excellence. Your gift in support of the university's new vision to become the national model of the engaged university will also communicate clearly the direction in which you believe all of higher education must head.

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■ STORYTELLING



Broca's area:
language
processing and
comprehension

Wernicke's area:
language
comprehension

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IMPRESSIONS 42

The diagram illustrates the human brain in profile, highlighting two key areas for language processing. Broca's area, located in the frontal lobe, is associated with language processing and comprehension. Wernicke's area, located in the temporal lobe, is also associated with language comprehension. The diagram uses arrows to point to these areas, which are marked with pink dots.

STORYTELLING

Motor cortex: Jumped at the phone.

Emotions: She asked coolly / with concern

Smells: empty bag of potato chips

Visual Images: phone, shoes, empty chip bag, desk

Memories of our own shared experiences as we put ourselves in the character's shoes.

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HOW TO BUILD YOUR STORY

Pixar Pitch

Once upon a time _____.

Every day, _____.

One day **A donor showed up. Someone JUST like you!** _____.

Because of that, _____.

Until finally _____.

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In India, local water mechanics are called Jalabandu. This one mechanic is in charge of around 250 water points. Every month, he responds to between 60–70 calls for repairs. This one guy does a lot of work to keep water flowing.



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MEH.

*Please accept my deep appreciation for your recent gift to the FUND in the DEPT at X. Your commitment and dedication **is** truly gratifying and meaningful.*

With your support and that of our other alums and friends, X continues its steep, dramatic rise in educational excellence and global research impact.

Our drive to be among the best can be seen on many fronts - our growing, extensive network of research partnerships and initiatives; our intensifying efforts to increase innovation and entrepreneurship on campus; our pursuit of technological advances in our classrooms; and our expanding global connections with other first-class institutions.

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BETTER

You understand the true importance of gifted education. Investing in our students today will allow them to solve tomorrow's problems we don't even know exist yet. You inspire me.

*Your dedication and commitment **make** the XXX School community the place we have come to love.*



UGH

Donors in this society will be invited to the donor appreciation event, (legacy) society events, and other institutional events including state of the school, graduation, and the scholarship dinner.

Donors in the (legacy) Society will be recognized in the annual report and donor wall, and receive XXX publications. When inducted into this society, the donors will receive an XXX lapel pin.

For donors inducted at the Trustee's League or higher, the occasion will be marked with the donor receiving an XXX presidential seal paperweight. Donors will also be offered free parking when on campus at this level.



■ YES

Philanthropy plays a vital role in the critical work we do to change patients' lives every day. Our ability to provide the finest possible health care to people throughout the community is directly linked to the high level of support we receive from loyal community members like you.

XYZ recognizes our generous donors by welcoming them into our gift clubs - the Friends and Pillar.

■ AVOID
WRITER'S
BLOCK

THE THREE P'S

1. Promise.
2. Perfect later.
3. Pick three.


■ COLLABORATE

PERSPECTIVE

Not for errors, but for meaning and significance.

Ask a variety of people in a variety of disciplines:

- millennials boomers
- male/female
- marketing, fundraising, alumni affairs, donor relations



 **ACTIVITY**

More samples





TAKEAWAYS

1. Collaborate.
2. Donor first: you, not we.
3. Tell the story!
4. 4 pillars: gratitude, impact, inform, persuade
5. No combining thanking and asking
6. Brevity is best.
7. Try something different!



QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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