

Multichannel Fundraising Messages

+ Email Message Sequence Examples

Overview

There is a specific art and science to messaging for fundraising. There are many factors to consider – the tone of the message, convey specific asks, the order of content. This section will equip participants top five things to remember when crafting a message and hand-on exercise on developing campaign goals and messaging.

Objectives

Participants will walk away having more understanding and skills on:

- crafting messages that stands out in a sea of noise
- similarities and differences in messaging between variety of channels (mail, online, in-person)
- developing goals and messages

Requirements

Participants should understand the definition of multichannels and have clear understanding of existing program goals that they can apply to the developing campaign goal and message exercise.

Materials

For participants:

- Worksheets on developing goals and messaging
- paper and pen

For presenter:

- pre-written notes on flip chart
- Slide deck

Outline

Time	Description	Materials
15 YEE WON	<p><u>Five top tips on how to make your FUNDRAISING message stand out in a sea of noise:</u> (show example after each point)</p> <p>Move from needs to impact</p> <ul style="list-style-type: none"> • org is only an intermediary between donor and values • how is this campaign related to your current program campaigns/initiatives <p>Talk about the donor not about you</p> <ul style="list-style-type: none"> • donors wants to know how this relates to them, so “news about you” doesn’t have make them want to read. use “you” - you made this happened vs. we did this • related to what makes donor tick - stay up at night or smile <p>Be explicit about what you want and when you want it.</p> <ul style="list-style-type: none"> • tell them your goal • ask for money • give them a timeline 	FLIP CHART

	<ul style="list-style-type: none"> • ONE clear call-to-action <p>Use simple and punchy words</p> <ul style="list-style-type: none"> • convey power and elicit emotions • write enough for readers while short enough for skimmers <p>Help them visualize</p> <ul style="list-style-type: none"> • Use Images well, humanize, personal contact, eye contact, good quality • tell a story vivid story • 	
<p>15 YEE WON</p>	<p><u>Developing Your Campaign Goals (horse) before the Messaging (cart)</u> Use SMART objectives to get to your goals. break down to bite-size</p> <ul style="list-style-type: none"> • specific • measurable • achievable • realistic • time-limited goals. <p>Ask yourself this question to help develop your goal and message. If we raise \$ _____ we will be able to _____ (program goals)</p> <p>SOCIAL SERVICE example Goal One: For every \$50 donated, 25 homeless people will get a nutritious dinner for one week at our soup kitchen, beginning next week.</p> <p>SOCIAL JUSTICE example GOAL 1 WHAT? (problem) We want to convey hope despite the growing anti-immigrant sentiment in our community HOW? (takes money to solve the what) For every talk, workshop and media appearance we are changing the hearts and minds of 100 people.</p> <p>GOAL 2 WHAT? Policy changes have devastating effects and are hard to reverse. HOW? We are gearing to challenge anti-immigrant policies being introduced along side partner organizations. Organizing people to lobby takes money</p> <p>GOAL 3 WHAT? _____ HOW? _____</p> <p>The personal story to highlight is about _____ (name) who _____ (challenge being faced)</p>	<p>EXERCISE worksheets</p>

<p>15 YEE WON</p>	<p><u>Elements of messages – similarities and differences between MAIL-APPEAL – E-APPEAL (e-blast, peer-to-peer)</u></p> <ul style="list-style-type: none"> • envelope teasers, “johnson box” vs. Subject line • Body (length- long v. short) with repeated ask • Action - buttons, P.S. • follow-up - Landing pages, thank you letter, thank you email <p>Now, Let’s narrow down to one specific channel – EMAIL</p>	
<p>15</p>	<p><u>Email message sequencing examples</u> What is Drip campaign Example of messages</p>	