

Talking About What to Share with Donors

How do you connect to a donor's head and heart? Consider these do's and don'ts in planning the messages and materials you share with donors.

DO Share ...

Personal stories and anecdotes that convey your organization's impact:

- Profiles of individuals/families served by or benefiting from your organization
- Challenges faced by those you serve and why your organization's work – and donor support – is vital
- Profiles of founders and others who have contributed to its success
- Background on how your organization started and/or has expanded

Activities and updates that boost your organization's reputation and integrity:

- Milestone anniversaries that demonstrate success and longevity
- Awards for the organization or key staff that demonstrate good work
- High marks from charity rating services that demonstrate efficient management
- Trends that demonstrate your organization's programs are on target – or better yet – leading your field

DON'T Share ...

- Stories that feel hopeless or with problems that seem insurmountable. Remember that donors are generally more motivated by evidence of what can be done.
- Details about those you serve or staff members that might be viewed as giving unprofessional or too personal information
- Examples from your organization's spending or practices that in the absence of a thorough explanation could be misconstrued or even questioned by donors
- Anything that might make donors uncomfortable. Rule of thumb: *Always step back and consider content from a donor's perspective.*

TALK IT OUT

What are ideas for personal stories or reputation boosters to share with your donors?

- _____
- _____
- _____
- _____
- _____
- _____