

MARKETING GUIDE

Breathe Life Into Your Next Donor Campaign

How to Balance Emotion with Facts



MISSION MINDED

AMPLIFY THE GOOD

Why do well-intentioned fundraising campaigns fail?

It's not lack of need or effort.

You can hire the best fundraising consultants.
You can set a stretch-yet-realistic goal based on a rock-solid feasibility study.

You can craft a meticulous and authentic appeal for what you'll do with the donations and **still not reach your goals.**

Campaigns that fail rest on the details about why you need the money. But to truly engage donors, your case for support has to balance **sound reasoning** with the right amount of **emotion, energy, and urgency**. And most don't.



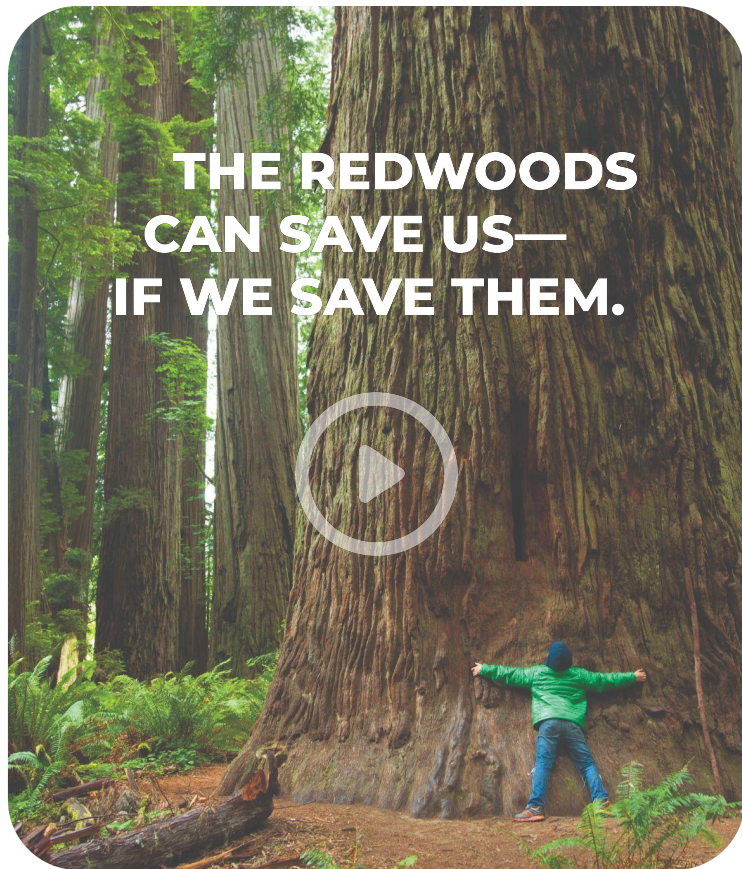
Think Beyond the Need

We've helped our clients raise over a billion dollars through compelling campaigns for nonprofits, foundations, and schools.

Your case is more than a brochure, and it has to be more than expected narrative and photos. Be **bold**.

Need alone is not enough to motivate donors. Treat the list on the next slide as your rubric for creating an irresistible case you can share across an array of donor touchpoints – like videos, brochures, and donor meeting presentations.

We want your donor tools to **energize** your campaign committee so they *can't wait to make asks*. And we want your campaign to be **irresistible** to donors.



Elements of a successful case for support



A deep understanding of what your audiences value



A case that successfully applies this formula:
**Urgency + Emotion
+ Rationale**



A compelling name, theme & visual identity



Campaign strategy & creative that both leverages and strengthens your organization's brand

Start Here: Values-Centered Audiences for the Rhodes Trust at Oxford University

The Rhodes Trust wanted an expert strategy partner who could help them connect major donors across the globe.

We avoided the inclination to create a hundred different donor personas, though demographically, there were at least that many. Instead we asked ourselves “What are the **values** that **unite** these diverse audiences?”

We identified five different core values:

- Personal prestige
- National pride
- Single-issue motivation
- Future motivation
- Personal pride of association

Note: Target donors may value one or more of these.



What Happens When You Center Your Donor's Shared Values?

When you change focus on what donors value your perspective changes from “What can **they** do **for us**?” to “What can **we** do **for donors**?” And that makes your case much stronger.

The Rhodes Trust was able to unite people through shared values **across** race, class, gender, and occupation (which is far more inclusive than older models of segmentation.) Equally important: donor communications emphasize how this campaign **delivers** on what the donors value most. So don't skip this step!



Exercise: What Are Your Community's Shared Values?

Identify **3 to 5** values your donors may share. Do some value equity while others prize legacy?

If you're not sure, now's the time to interview a cross-section of your donors to listen for what they *really* value. Hint: It's not always something they can answer directly. (If someone says they value health, but serve you donuts, what they value is deliciousness.)

Now group them into categories based on what they **care about** that your campaign can deliver. *Give each donor type a value-focused name.*



What Values-Based Personas Can Look Like



The Leader

Cares deeply about
growing their
professional reputation



The Visionary

Cares deeply about
leaving a legacy of
impact



The Dreamer

Cares deeply about
the potential of what
they can achieve



The Survivor

Cares deeply about
improving conditions
because of lived
experiences

Exercise: What Could Your Values-Based Personas Be?

Name
(Should reflect what
they value)

**Cares deeply
about...**

(Elaborate on what
they value)

Name

Cares deeply about...

Name

Cares deeply about...

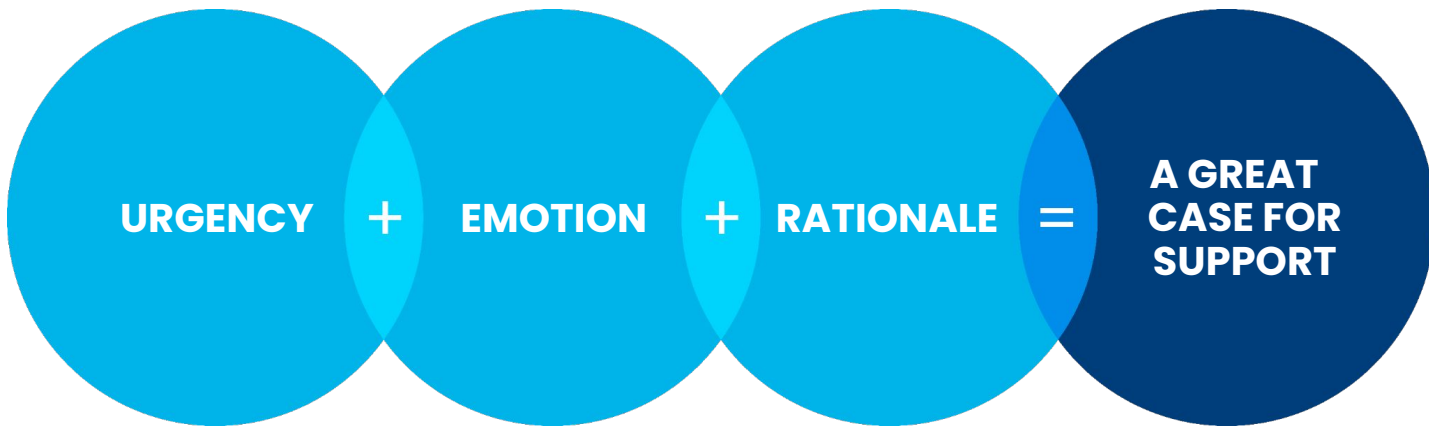
Name

Cares deeply about...

What Will Persuade Your Donors?

Most campaigns make their case based on need, but donors must *feel* something before they give, and know their gift is urgently needed before they'll take action.

Your campaign will resonate with donors when you strike the right balance between urgency, emotion, and rationale.



The Elements of Your Case:



+



+



Why now? What's the distinct need that's driving you to conduct this campaign?

Examples: Opportunity to upgrade facilities, a challenge grant, an institutional milestone tied to the end of an ambitious strategic plan.

Why should we care? What can you tap into that will inspire the right emotions in your donors?

Examples: Hope that something they value can truly manifest; peace of mind that the institution they love will be there for their grandchildren; pride in their leadership and community impact.

What's the logic behind your fundraising efforts? What's the reason to believe this campaign will make a difference?

Examples: Expanding needed services, establishing an endowment that creates institutional stability, rising costs of real estate. The Los Angeles LGBT Center leveraged this rationale for their campaign: we previously completed a capital campaigns of a similar size in the past that resulted in significant benefits to those we serve. You can count on us again.

Exercise: Identify the Urgency of Your Campaign

Complete the following sentences **10** times:

"If we **don't** reach our campaign goal, **then** _____
will happen."

What do you notice? Is your last answer more compelling than your first?

Exercise: Identify the Urgency of Your Campaign

Now, complete this sentences **10** times:

"If we **do** reach our campaign goal, **then** _____
will happen."

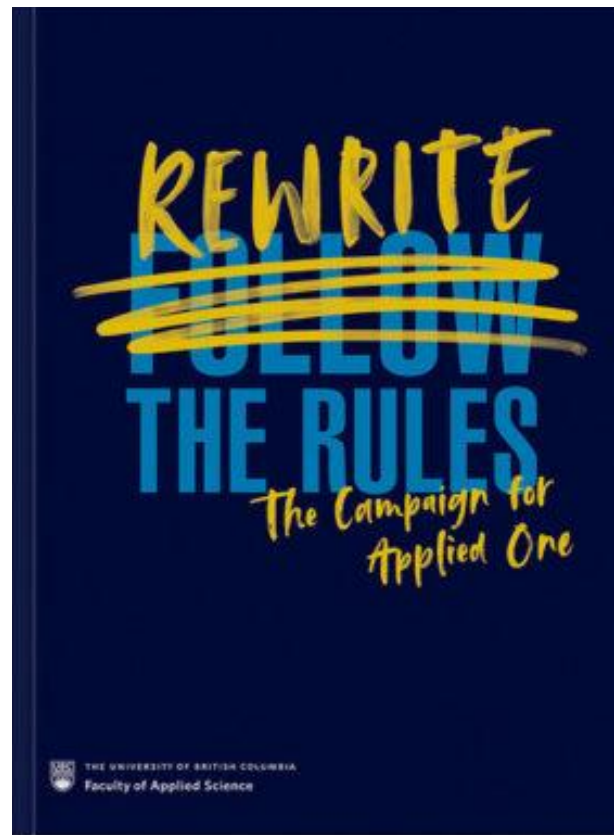
What do you notice? Is your last answer more compelling than your first?

Develop a Great Campaign Name

Why do you need a campaign name? In a word: focus. When you distill your campaign into a core idea, donors will quickly understand its merit. Here's how to create a bold one:

1. MAKE IT EASY TO SAY

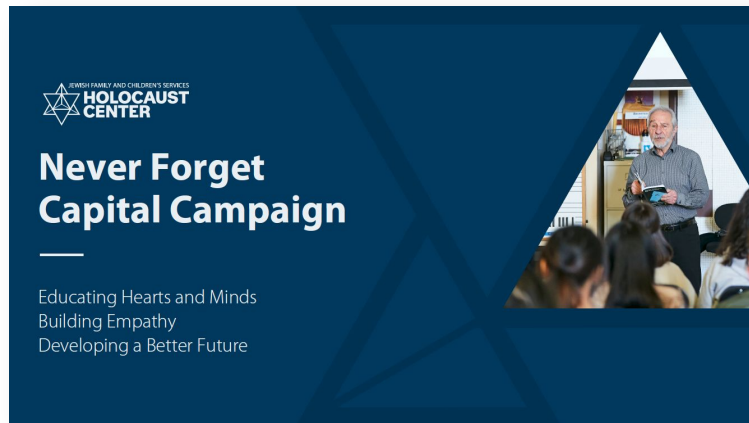
You want your campaign to be talked about—and with excitement. If the theme is too long, too academic, or too literal, that won't happen. "Rewrite the Rules" was the name we created for the Faculty of Applied Science at University of British Columbia. It's fun to say and taps the institution's ethos.



Develop a Great Campaign Name (continued)

2. ENGAGE THE READER

If the name sounds all about you, switch it up so it's about the donor, making it easy to see themselves as part of the story. We created "Never Forget" for Jewish Family & Children's Services Holocaust Center campaign. It's a command that also directly engages the donor.



// Like many children of Holocaust survivors, I feel a personal responsibility to honor my father's memories. Education is the most important tool, so that history will not continue to repeat itself.

LYDIA SHORENSTEIN
JFCS Board Member And Chair Of The JFCS Holocaust Center Advisory Council

Develop a Great Campaign Name (continued)

3. KEEP IT SIMPLE

Your case for support theme is not the place to say everything. Get to the point and write the way people really talk, as Stanford Humanities Center did: Think of It This Way.



Develop a Great Campaign Name (continued)

4. USE VISUAL LANGUAGE

“This is our day!” conjures up the San Francisco Day School campus and creates a sense of urgency. With “our day,” the reader imagines the campus and the community.

This is our day!

Let's seize it together.

At San Francisco Day School, we believe that when students and imaginations are inspired, students delight in the discovery of connection, in their academic and creative pursuits, in their relationships, and as a result they experience new ways to help our students emerge as flexible, successful learners. Because when we do, our students light up with the call and urgency to take on the complex tasks of their day and of a diverse world.

This takes all of us.

This is an exciting opportunity to increase the impact of our program and to improve the experience of students and teachers.

—WENDY HOLCOMBE, CAMPAIGN CO-CHAIR

San Francisco Day School is here today because of the families and educators who partnered to carry the school forward over the years. They invested in 550 Masonic and turned it into the school we've come to love. They created a library, added a gym, and improved our cafeteria. They built an endowment to support and sustain the people and programs that bring our building to life. They purchased the properties next door with us in mind. Our community built this school, and now it is our turn to carry it forward.

With your support, the Campaign for San Francisco Day School will allow us to create spaces that match the caliber of our programs and inspire the innate curiosity of our students. The time is now.

Let's do this.

Develop a Great Campaign Name (continued)

5. EVOKE EMOTION

Santa Rosa Community Health, Unite in Heart, Health, + Justice. This theme ties an emotional topic—justice—to what the organization does—health. The more your donor is moved when reading your theme, the more likely they are to dig into the content.



We're fundraising campaign communications experts.

How can we help?

We believe the organizations that make our world better need to be unapologetically bold about what makes them unique.

So every day we partner with nonprofits, foundations, and schools to **raise more money** and **attract more people** to their work with the **urgency** their mission demands.

Because when you make your unique case with clarity and conviction, there is no limit to the support your organization can attract.

"Amplify the good" isn't just a pithy tagline. We want to help you achieve your mission **any** way that we can, whether you have [a project in mind](#) or not.

Community is one of our greatest strengths, so [tell us](#) how this guide helped you!

(And if you have a project in mind, we're just a call or [a click](#) away.)



STAY CONNECTED WITH MISSION MINDED

- [Sign up](#) for free monthly insights and inspiration!
- [Follow us](#) on LinkedIn!
- [Join us](#) for our free monthly webinars!
- [Help yourself](#) to our free resources!
- Share this guide with a friend!

Let us help you reach your next campaign goals through unapologetically bold campaign strategy, creative, and donor tools. Call us now or visit our website today!

415-990-9360
Mission-Minded.com