

Writing for Fundraising

- Grants (Corporate and Foundation)
 - Technical
 - Guide to Grants Online
 - Alliance of AZ nonprofits, libraries, books all assets you can use to learn this skill
 - Biggest point: you aren't writing for "stuff"
 - Some grant writing resources available online:
<https://www.phoenixpubliclibrary.org/browse/Interest-Guides/Pages/Business%20and%20Work/Nonprofit-Organizations.aspx>
 - And a complete free training :
<http://grantspace.org/training/courses/introduction-to-proposal-writing>
- Individuals

3 Key Questions before beginning *any* writing project

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Question 1: Who is the audience?

What is their economic status?

Where do they live? (city, rural, suburbs)

What are their political beliefs?

Consider your cause, and prioritize your answers by their ability to influence your audience to take the action you want them to.

Question 2: What do you want them to do after reading this piece?

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- Make a single donation?
- Attend a fund raising event?
- Sign up for a monthly giving program?
- Go to web site and donate online?
- Sign up for newsletter (maybe that's where you make the ask)?
- Note: Choose one!

Question 3: Why should your audience care about your cause?

- Tell them something they don't know
- Put it in a new perspective
- Show how it impacts their life
- It's about them, not you or your organization

Some rules to remember:

- People are more likely to do something that is fun, easy, and rewarding TO THEM (not you or even your beneficiaries).
- Show, Don't Tell
- “Because we need the money” is not a reason a donor will give
- Fundraising is not AP, APA, Chicago (or any other) style
- You are not the donor!

Standard Old-Line Fundraising

We have the most effective, cutting edge programs in the world today. Our staff are at the top of their field, and have decades of experience.

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Storytelling Fundraising

The puppy shivered in the winter cold. In his short life, he's never eaten anything but garbage, and nobody had ever said a kind word to him. Until we came a long, picked him up, wrapped him in a blanket, and took him to our shelter for nutritious food, medical care, and good old TLC.

<http://www.futurefundraisingnow.com/>

Donor-Focused Fundraising

A puppy is shivering in the winter cold not so far from your home. In his short life, he's never eaten anything but garbage, and nobody had ever said a kind word to him. Until you decide to help him. Your kindness will pick him up, wrap him in a blanket, and take him to our shelter for nutritious food, medical care, and good old TLC.

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Free/Low Cost Online Resources

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Blogs:

- ***[Future Fundraising Now](#)***
- ***Hands on Fundraising <http://mcahalane.com/>***
- ***Live Nonprofit Training Webinars Presented by The Leading Nonprofit Topic Experts: <https://charityhowto.com/>***

An important few words about mission statements:

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Your mission statement must answer the following questions:

- What needs are we addressing?
- What are we doing to address those needs?
- What core beliefs guide our actions? What do we value?

See this guide to vision and mission statements:

<https://topnonprofits.com/vision-mission/>

Before beginning any piece, you should be able to fill in the blanks:

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This [name of collateral] will convince [fill in specific target audience] that [fill in course of action you want them to take] will [fill in their benefit]

Example: CEO Smith wants something to get local movers and shakers to raise money for a new inner city youth shelter volunteer program.

This case statement will convince residents of upscale city neighborhoods that hosting fund raising events to support a new program that introduces inner city youth volunteers to animal shelters will help provide children a safe, productive civic activity that keeps them off the streets and out of trouble.

Anything that doesn't support this should not go in this particular piece!

***Most importantly, do not forget
to thank your donors!***

And now...let's exercise!



Mal Warwick Associates

2550 Ninth Street, Suite 103, Berkeley, CA 94710-2516, (510) 843-8888, (510) 843-0142, www.malwarwick.com

How to Assess a Direct Mail Fundraising Package

Rate package on each criterion, circling the rating, with 5 = best, 0 = worst.

#	Criterion	Rating	Weight	Total
1	Speaks to the reader, from the signer. Uses the singular personal pronouns, "you" and "I."	0 1 2 3 4 5	x 2 =	
2	Talks about benefits, not needs.	0 1 2 3 4 5	x 3 =	
3	The "offer" is unmistakably clear. Benefits to donor are compelling. Asks for a specific amount of money or other explicit act.	0 1 2 3 4 5	x 5 =	
4	Establishes urgency—i.e., makes the case to take action now.	0 1 2 3 4 5	x 2 =	
5	Unified into a whole package, with components reinforcing each other.	0 1 2 3 4 5	x 2 =	
6	Powerful writing style: short words, emotion, short sentences, short paragraphs, no ten-dollar words, foreign expressions, abbreviations, acronyms.	0 1 2 3 4 5	x 2 =	
7	Formatted and designed for easy reading. Uses white space, indents, bullets, underlining, a P.S. Looks like a typewritten letter.	0 1 2 3 4 5	x 1 =	
8	Letter is as long (or as short) as necessary to make the case. Must address all the unspoken questions a reader's likely to have.	0 1 2 3 4 5	x 1 =	
9	Outer envelope commands attention, provokes curiosity.	0 1 2 3 4 5	x 3 =	
10	Response device makes it easy to take action.	0 1 2 3 4 5	x 2 =	
11	Effectively uses color, graphics, white space to emphasize essentials: benefits, deadline, call to action.	0 1 2 3 4 5	x 1 =	
TOTAL				

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Now total the 11 ratings on the other side. (Remember: 0 x 5 = 0!)

How to evaluate your score

With as many as five points available for each of the eleven criteria, and weighting factors that total 24, a perfect score is 120 points. You may translate a numerical score into a letter grade as follows:

<i>Rating</i>	<i>Letter Grade</i>	<i>Meaning</i>
110 - 120	A+	No more need be said.
100 - 109	A	Give that writer a pat on the back!
80 - 99	B	Shows lots of promise.
60 - 79	C	Needs some improvement.
30 - 59	D	Requires a lot of work. Maybe better to start from scratch!
0 - 29	F	Uh oh!

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