

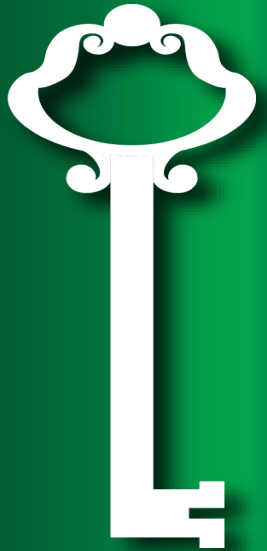
4 Pillars of Donor Communications

@donorguru

A graphic consisting of four horizontal bars of different colors (red, yellow, green, blue) arranged in a 2x2 grid. Each bar has a small, stylized, blocky structure at its right end, resembling a pillar or a building. The bars are separated by a dark grey horizontal band.

LYNNE WESTER

DONOR RELATIONS GURU



////////////////////// **HIGH PRIORITY**

Ms. Lynne Wester
808 Hawthorne Ln. Unit 451
Charlotte, NC 28204-0013
919-919-9191

Dear Lynne,

Your help is urgently needed.

With nowhere else to turn, hundreds of thousands are crossing the Mediterranean Sea to find safety in Europe.

This year, more than 375,000 refugees and the sea. People are crowding into tiny boats ... making the dangerous journey ahead, but ready to take any chance to reach safety.

More than 2,700 people have died or been

One of them — a 3-year-old child named Aylan. His family had left Turkey the night before, seeking safety on a crowded boat capsized in the rough waters of the Mediterranean.

"I tried to reach for my wife and children," simply too much for them — Aylan, his brother, and the photo of little Aylan's tiny body lying on the beach, a tragic price that Syrian refugees pay for their quest for safety.

Lynne, your help is urgently needed to aid to families suffering through crisis

Please rush your emergency gift of \$20, right now.

For more than four years, millions of refugees in Lebanon, Turkey, or Iraq. More than 11.6 million are children.

With resources in these countries getting stretched, Europe for help. **This truly is a humanitarian crisis.**

As the crisis escalates throughout Europe, I see refugees there. **That's why your emergency help**

EMERGENCY RESPONSE FORM

Lynne, will you help? Your gift today

YES, I will help Mercy Corps deliver immediate aid to people who are suffering around the world. Enclosed is

☐ \$20 ☐ \$30 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500

Ms. Lynne Wester
808 Hawthorne Ln. Unit 451
Charlotte, NC 28204-0013

Contribute by credit card, please see reverse side of this form. Please return your gift to Mercy Corps is tax-deductible to the full extent allowed by law. For more information, visit www.mercycorps.org

Rush your gift immediately. Give on

September 9, 2015

Dear Lynne,

We recently sent a team into the field to assess the impact of Heifer International projects in Africa.

When they reached the remote village of Gomani in Malawi, they witnessed the support of our donors making a powerful difference in the lives of a determined mother named **Luwiza Mzungu** and her children.

Before joining our project, the family was facing a truly desperate situation.

Their small farm seldom produced enough food for everyone to eat and they seemed to be spiraling into an endless cycle of hunger and poverty.

But then—in stepped a caring and generous person like you.

And as I tell you how a donation to Heifer International helped Luwiza steer her family's future in a wonderful new direction, I hope it will remind you of why you were first inspired to support Heifer International and you'll want to step forward again today to help another family in need.

Like your first gift to Heifer of \$30, a contribution today of \$30, \$45 or \$60 has the potential to completely transform a family's future.

That was certainly true in Luwiza's case. As soon as she received the exciting news that she would be able to join the project, she began constructing a safe place to sleep and planting a pasture so her heifer would have plenty to eat. You see, the families who receive the livestock gifts help provide invest a lot of hard work before their animals even arrive.

In addition to preparing a home for her heifer, Luwiza completed a

Her husband died due to sickness soon after she received her heifer gift.

Luwiza and her children were devastated.

But Luwiza refused to give up. And with the help of her heifer and all her new skills, she began to build a new future ... not only for her family, but also for her entire community.

For example, her heifer provided about three or four gallons of milk each day. That meant there was more than enough for her children to drink. So she was able to earn income by selling some of the surplus.

This was a big boost. **Now she has even bigger dreams.**

Luwiza realized that as her herd of cattle grows, she will need to find more places to sell her milk. But Gomani village is nearly 20 miles from the nearest milk collection hub. So she rallied her community to come together and start building their own chilling facility where their milk can be safely stored until it can be picked up by a milk-buying company.

In addition to her leadership, Luwiza is contributing construction materials for the facility which will give the village access to new markets and even greater income.

Right now, Luwiza makes about \$100 from milk sales every month. Primary school is free in Malawi, but secondary tuition costs about \$30 a month and thanks to the income from milk sales, she is now able to send her two oldest children to school.

However, that's not the only impact her heifer has had.

Before she joined our project, Luwiza's crop yields were very low because she could not afford the high prices for manufactured fertilizers.

But as you and I both know, **nothing goes to waste on a Heifer International project farm!**

Thanks to the holistic training that your gifts help provide, Luwiza learned how to compost her heifer's manure. And ever since she began applying this potent, organic fertilizer to her fields, her corn production has been increasing.

so much that their income has increased 400%—from \$300 to \$1,200 a year!

There is another, **perhaps even more remarkable impact** of the gift Luwiza received.

It took place a little less than a year after her heifer arrived.

That's when Luwiza—a widowed mother who once struggled just to put food on the table for her children—turned from gift recipient to gift giver when she fulfilled her promise to Pass on the Gift.

And on that magical day when she gave her friend and neighbor, Helena Gilbert Mwale, a healthy calf to begin her own transformation, Luwiza joined millions of other families who have become allies in our fight to end hunger and poverty around the world.

Life for Luwiza and her community is still difficult. They still have need for a village borehole because water access is inadequate. But thanks to the resources and confidence that they received from generous Heifer International supporters like you, they know that they can overcome big challenges by working together.

I wanted to share Luwiza's story with you because I think it provides an **especially powerful example of just how far your support can go in the hands of someone in need.**

But our team reported so many more cases of the extraordinary impact of your giving. For instance ...

- They met a mother named Gertrude who already had a cow, but it produced very little milk. Our strategy was therefore to provide training to help her increase her production from a gallon and a half to over six. With her family's house in poor condition, this gift of opportunity will make an immense difference by increasing their income and improving their Gift* in a very special way by helping launch 17 savings and loans in villages throughout Malawi.

- They spoke with Rose Bamoye—a widowed mother of four who turned the gift of goats and an improved cookstove from supporters like you into an education for all her children.

- They heard from Lucy Timbow who was a Passing on the Gift recipient and has already multiplied the support of our donors even further through a second generation of Passing on the Gift.

- And they visited Ms. Maiden who Heifer trained to be a Community Animal Health Care Worker. Now she can earn income and also help other families keep their animals healthy and productive.

Of course there were so many more wonderful stories about the difference you are helping us make in this impoverished African country.

That's why I'm enclosing additional details from our team and some notes I received from Allison Stephens who documented our findings.

I hope that the ways these remarkable people in Malawi have been able to change their lives and their communities will inspire you to make another gift of \$30—or perhaps \$45, \$60, or even more.

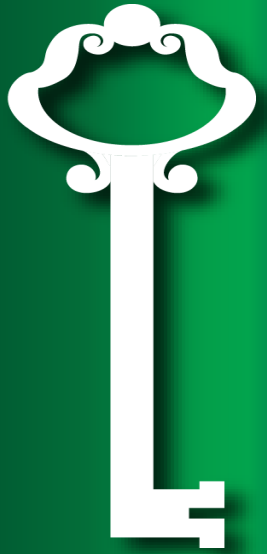
There are **so many families around the world who still face truly dire circumstances.** We know how to help them. **But we can't do it without you.**

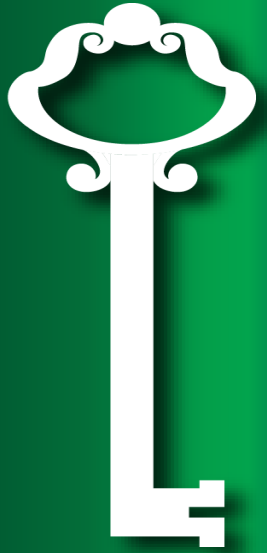
Very sincerely,

Pierre U. Ferrari

Pierre U. Ferrari
President and CEO

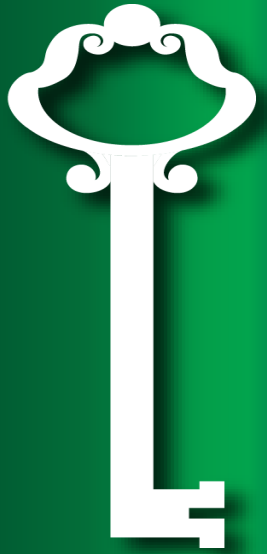
P.S. This is the time of year for our **Despair to Dreams** campaign and I can think of no better example of this kind of transformation than that which our team found taking place right now in Malawi.

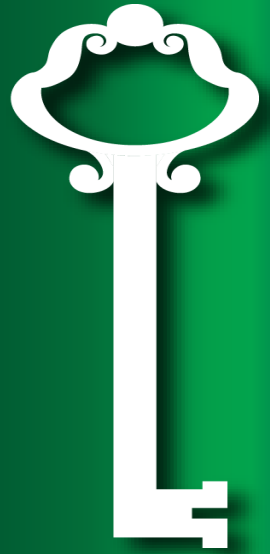




Our Writing Tends to Be:

- Passive
- Lengthy
- Organization Centered
- Same-ness
- Full of Jargon
- Numbers Driven





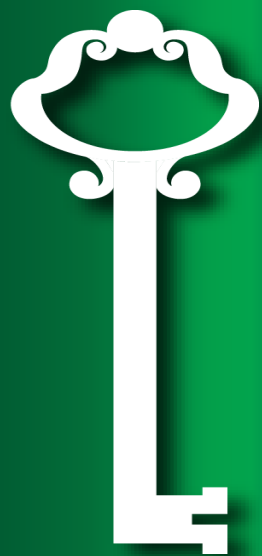
What are five words your
organization uses too often?

MARKETING



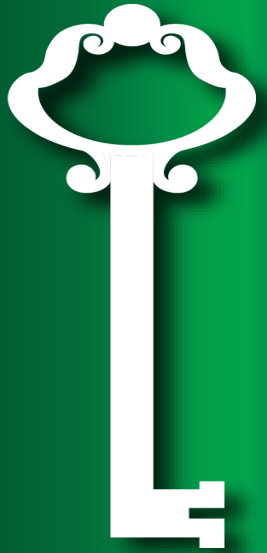






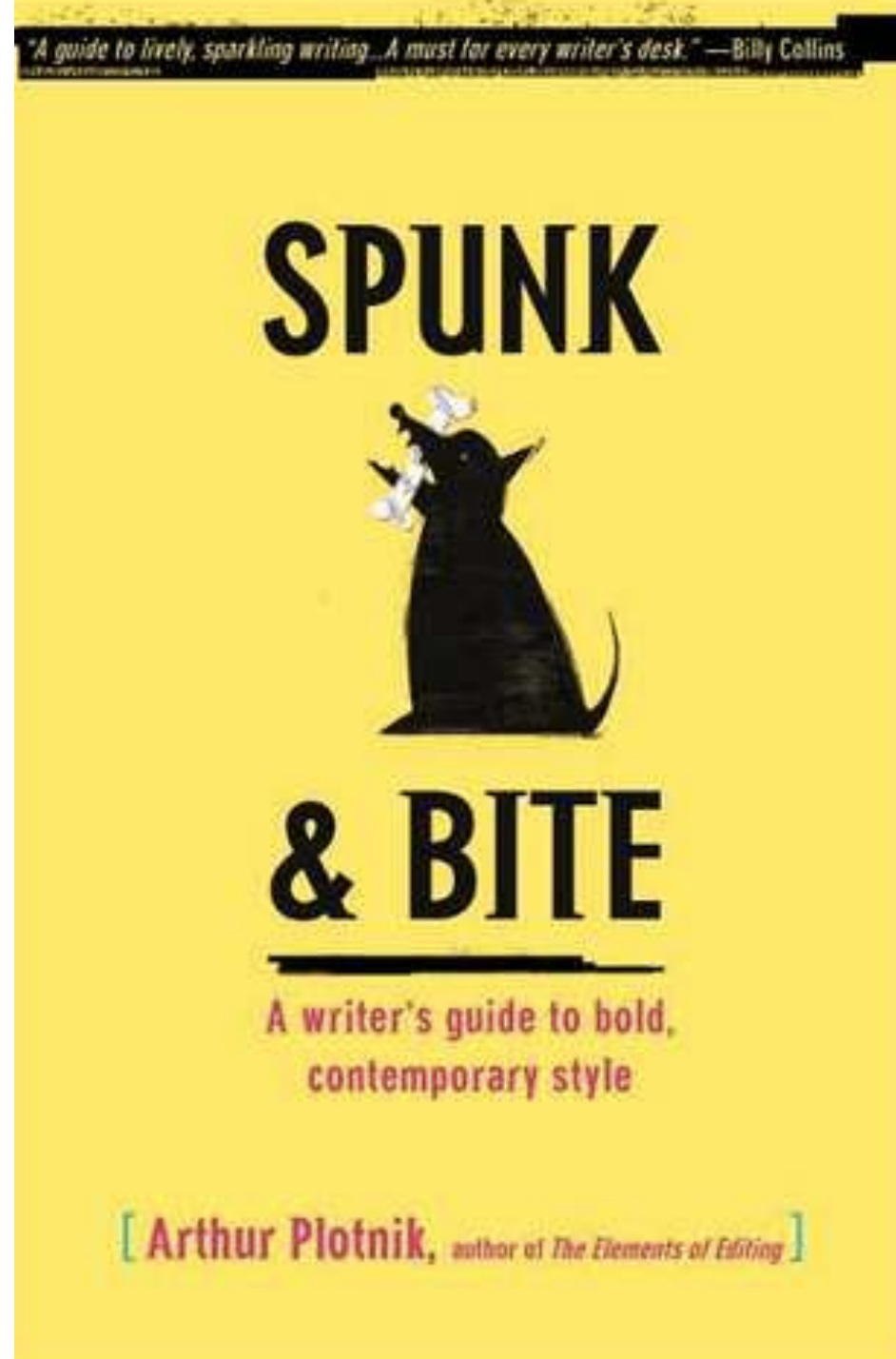
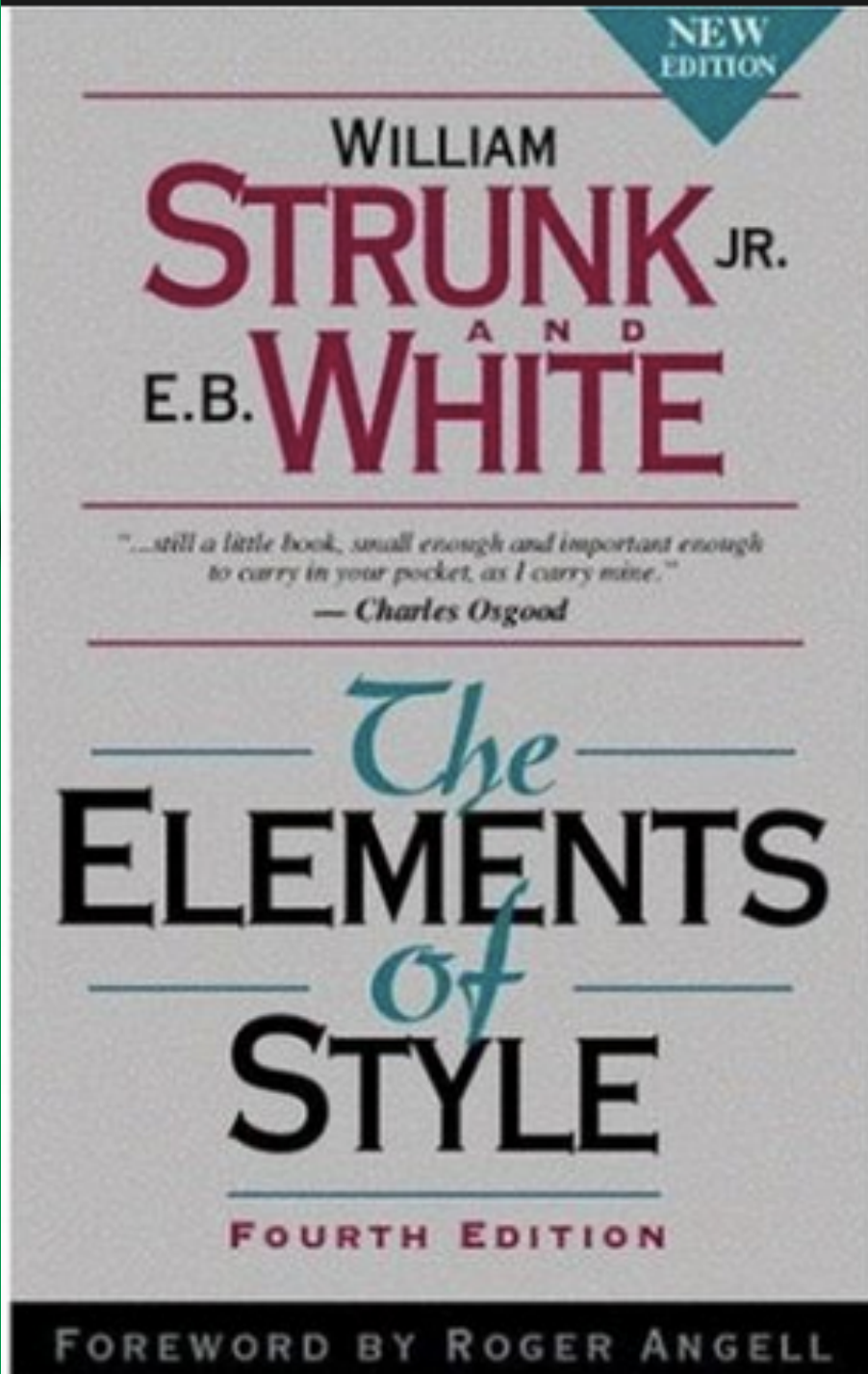
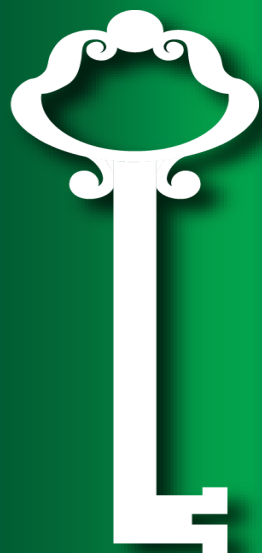
English Major





Our Writing Needs to be:

- Active
- Brief (you have one screen)
- Donor Centered
- Unique
- Plain Spoken
- Storytelling





Information

Persuasion

Donor

Gratitude

Impact

ALFRED T. IRESON '48

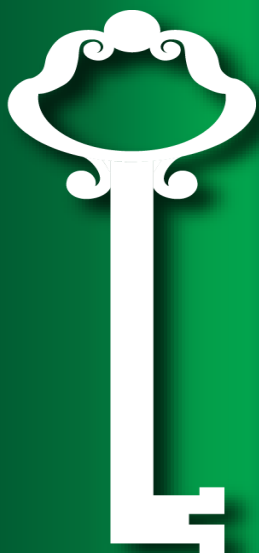


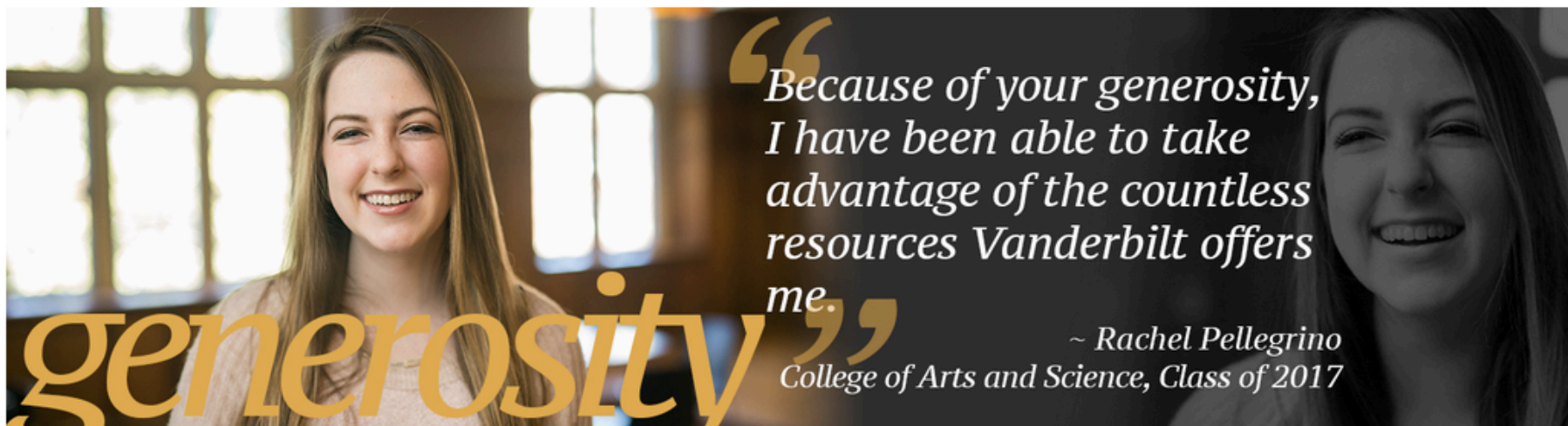
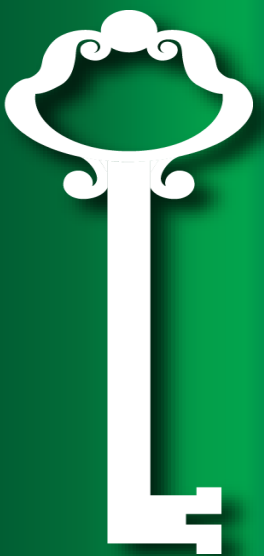
Only recently did 90-something Al Ireson decide — grudgingly — to hang up his skis after numerous years of enjoying the sport. Darn snowboarders kept getting in the way.

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

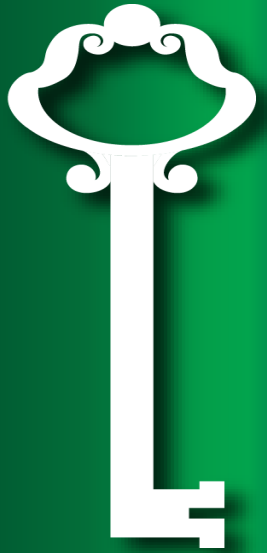
Council, is a member of the Mines Century Society and the Heritage Society, and has deeded his home to the school as part of a life estate gift.





Thanks to you, the possibilities we are able to provide to our students, faculty and staff are endless. The collective impact of your gifts is tremendous and evident in every area of our campus. You help provide talented undergraduate and professional students life-changing scholarship support, opening doors to a wealth of opportunities. You provide resources for classrooms and labs that translate into groundbreaking discoveries that positively affect people across the globe. You inspire service and leadership, funding experiences for our students that drive them to become change agents.

Which One?

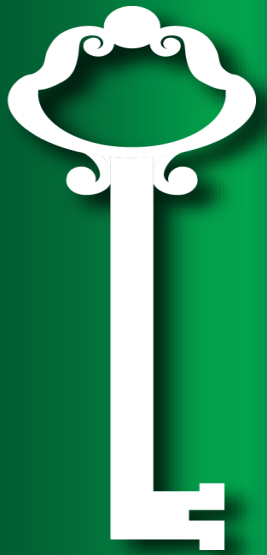




THANKS TO DONORS LIKE YOU...

“Davin has always had a love of the water. He began swim lessons at 3 years old; he is now 6 and even had a pool party birthday this year! One of the greatest outcomes of his swim journey thus far has been the confidence and encouragement our son has gained and received. Now Davin aspires to be a champion swimmer. All of this is possible because the YMCA took our son’s love for the water and turned it into a passion.”

-Nicole, Hayes-Taylor YMCA Member and Mom



WRITTEN CONTENT PREFERENCES

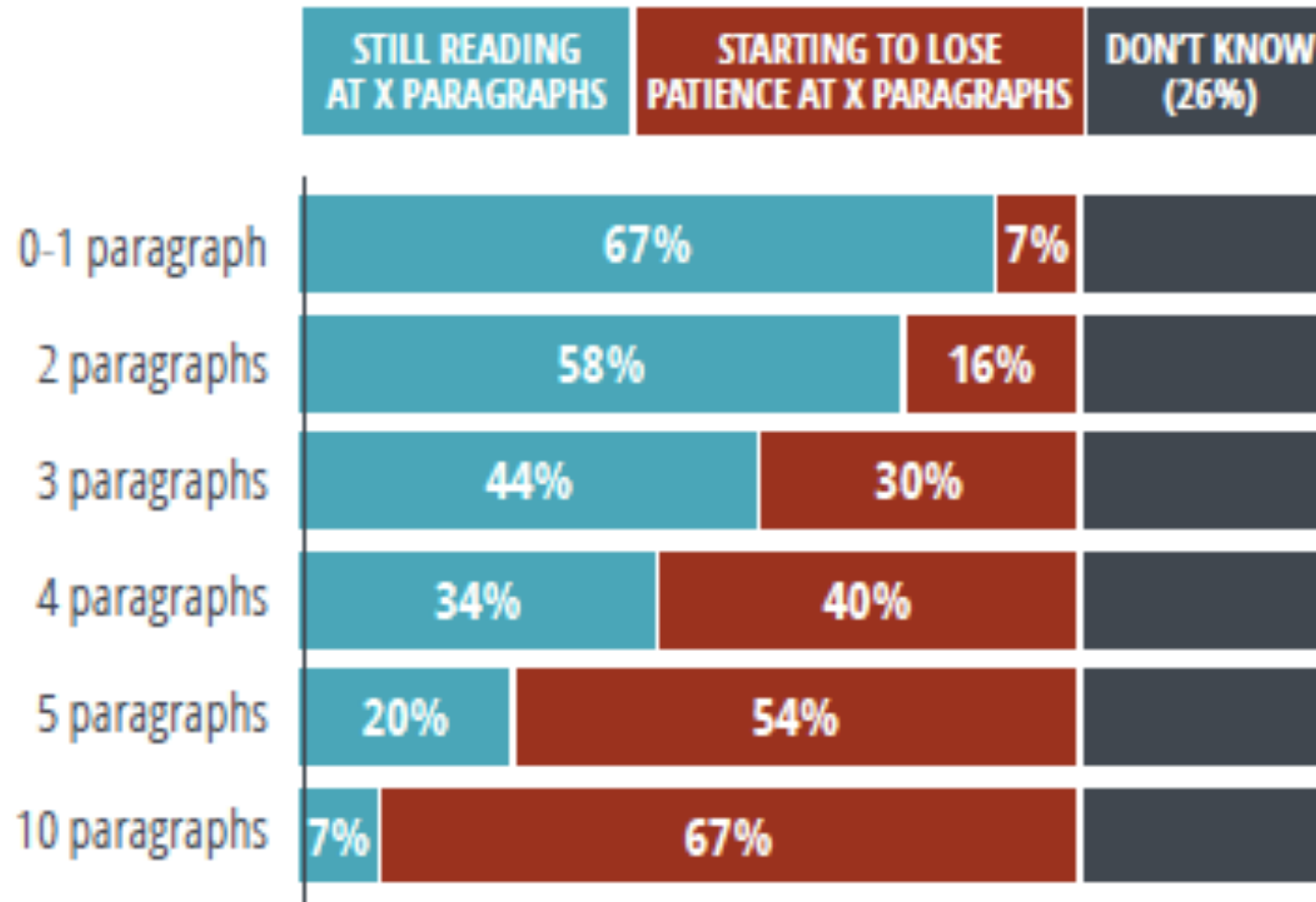
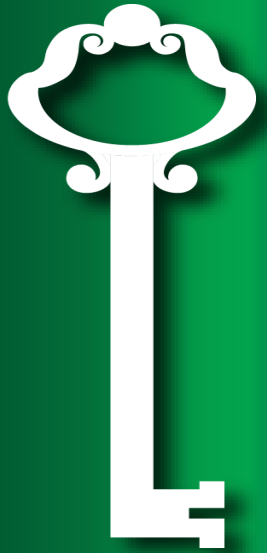


Figure 15: Written length preferences

Guidelines

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



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

Noun Adjective Noun

Noun

Adjective

Noun

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

Noun Verb

Noun

Verb

Through your _____, you have invested in the future.

Noun

Together, as partners, we will move the university towards its _____, goal of

Adjective

Adjective

_____ and _____ in education, research, and service.

Adjective Noun Noun

Adjective

Noun

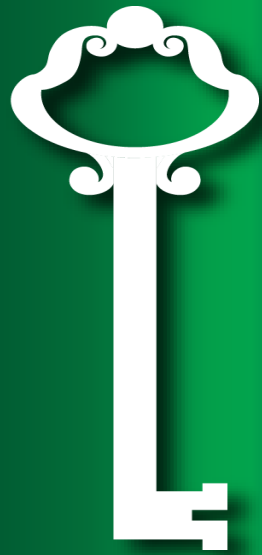
Noun

From the first click!

Thank you so much for your gift to Marist College. We have received your response for Marist Fund Giving Form. The details are below.

Transaction Summary

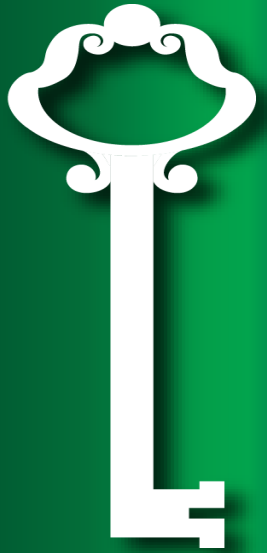
Description	Amount
<i>Confirmation Number: 658462</i>	



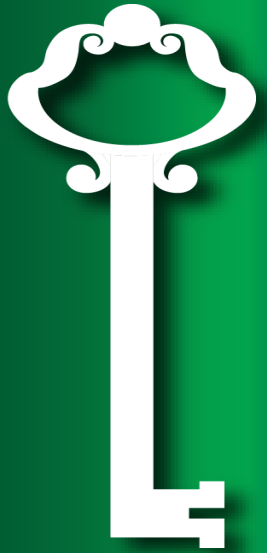
It Starts Right Away!

Just like that, with the click of a button,

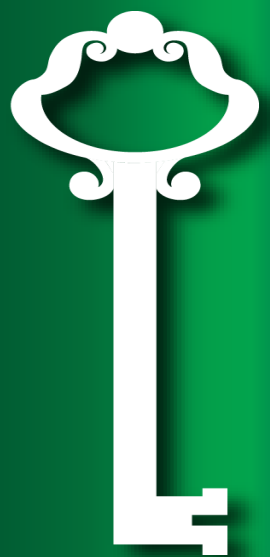
your *generosity*
is changing a life.

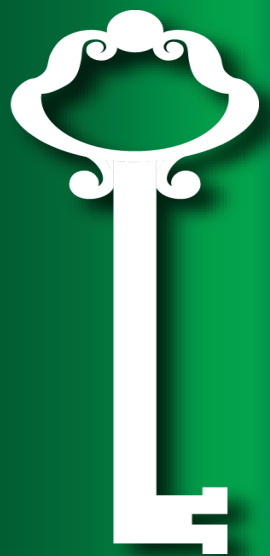


Questions to Answer



- Who am I talking to?
- What precisely am I asking them to do?
- Why?
- Have I made the message sound important (or urgent, crucial, evocative, passionate...) In other words, have I **INSPIRED** them?
- Have I done something that has never quite been done before?





Thank YOU- Reach out to Me

- Lynne M. Wester
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- www.donorrelationsguru.com
- lynne@donorrelationsguru.com

