

Unlock Your Story:

Inspire Giving with Compelling
Copywriting



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Meet Your Presenters



Maia Rose

Senior Manager, Demand
Generation
Classy



Otis Fulton, PhD

Vice President for
Psychological Strategy
Turnkey

Unlock Generosity Webinar Series

Session 1

Unlock Year-End Fundraising



[ACCESS REPLAY, SLIDES & BLUEPRINT](#)

Session 2

Unlock Marketing



[ACCESS REPLAY, SLIDES & BLUEPRINT](#)

Session 3

Unlock Your Story



Wednesday, September 27

Session 4


Unlock Your Events



Tuesday, October 3

Session 5


Unlock Scalability



Thursday, October 5

Session 6

Unlock Actionable Intelligence



Wednesday, October 11

Actionable Blueprints and Ongoing Support

Six-Part Webinar Series

Get inspired with innovative strategies and real-world examples related to six pressing topics for giving season success.

Classy & Partner Resources

Go deeper with our best, hand-selected resources for each webinar topic from our industry experts and content library.

Classy Coaches' Deep Dives

Put ideas into action through the Classy platform with group trainings, on-demand courses, and expert tips from Classy Coaches.

Your Classy Account Team

Bring your vision to life, whether strategic or tactical, by partnering with your team at Classy for giving season and beyond.

Customer Exclusive: Coaching Deep Dives



Activate Marketing:
Formulate Your
Communication Strategy

Thursday,
September 28

Activate Your Website:
Optimize to Increase
Conversions

Thursday,
October 12

Activate Your Campaign:
Design Strategy to Spark
Generosity

Thursday,
October 26

Activate Generosity:
The Lasting Impact of
Recurring Giving

Tuesday,
November 7

Agenda

- 01** | Donor Comms' "Job"
- 02** | Your Org's Story — *is* a Story
- 03** | You-Centric Messaging
- 04** | Four Writing Examples

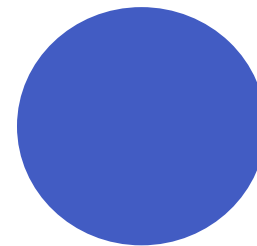
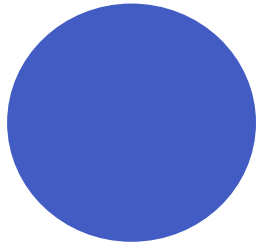


A
fundamental
shift in
perspective...

Donors aren't giving
TO you.

They're giving **THROUGH**
you, to make something
they care about happen.

What is donor comms' job?



What is donor comms' job?



The Prospect/Donor

Fulfillment of Mission

What is donor comms' job?



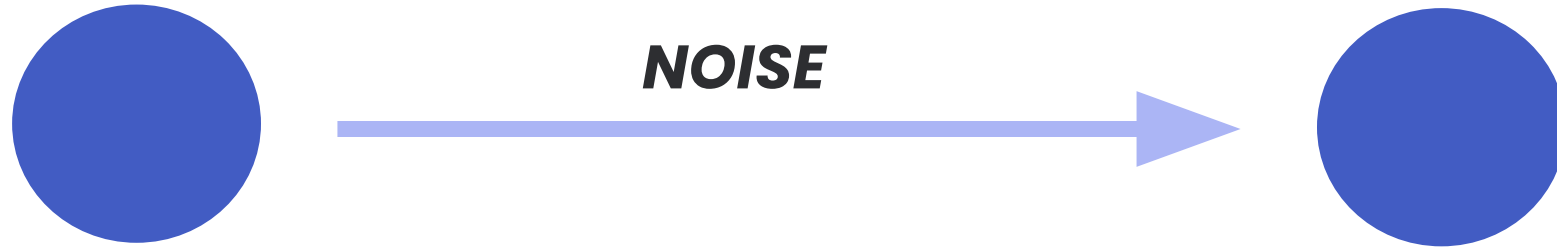
The Prospect/Donor

Because of you...

Fulfillment of Mission

- The hungry are fed
- Animals are rescued
- Homeless are housed

What is donor comms' job?



The Prospect/Donor

Because of you...

Fulfillment of Mission

The hungry are fed
Animals are rescued
Homeless are housed

Unlocking your story

Tell your mission's story—
one example at a time.





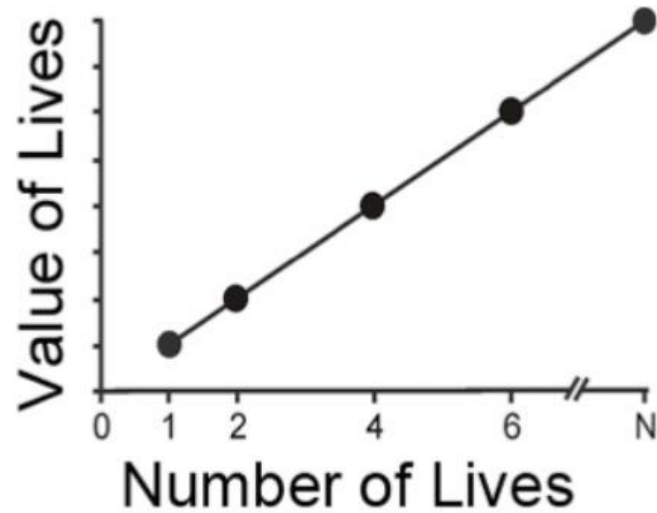
Why are stories
effective?



Why are numbers and
statistics NOT effective?

“Psychic numbing”

How *should* we value human lives?

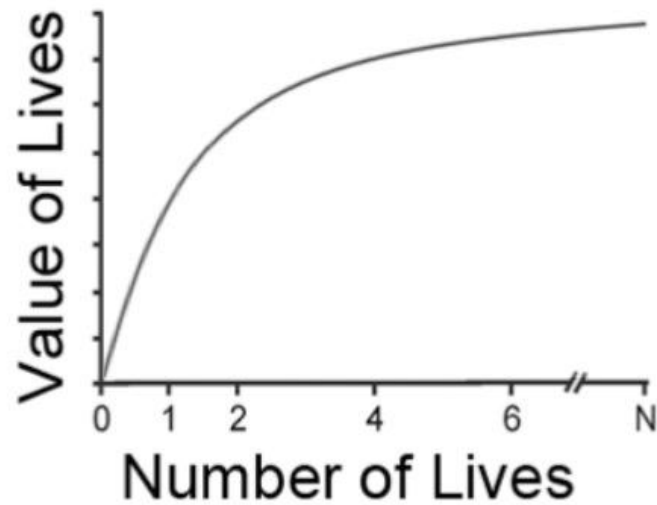


Caring

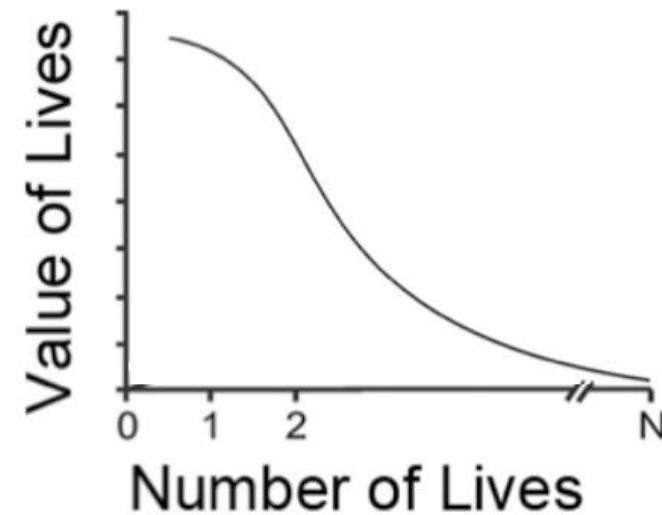


Compassion

How *do* we value human lives?



“Psychic numbing”

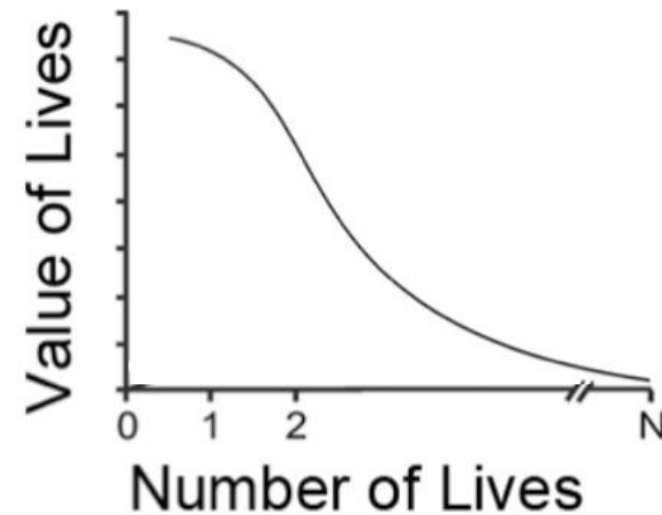


“Compassion collapse”

How *do* we value human lives?



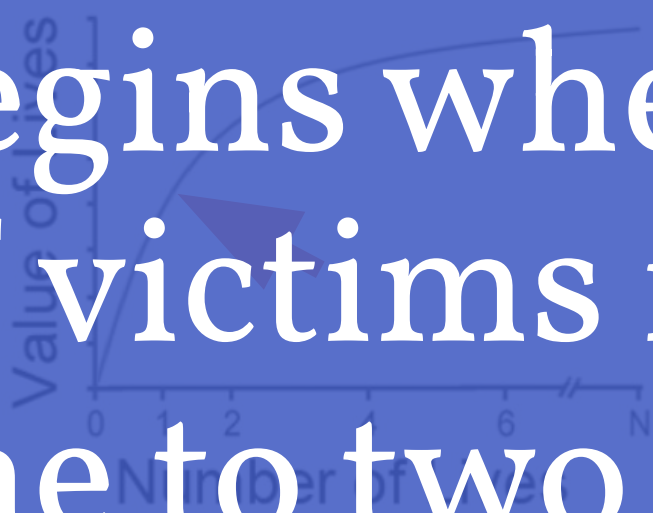
“Psychic numbing”



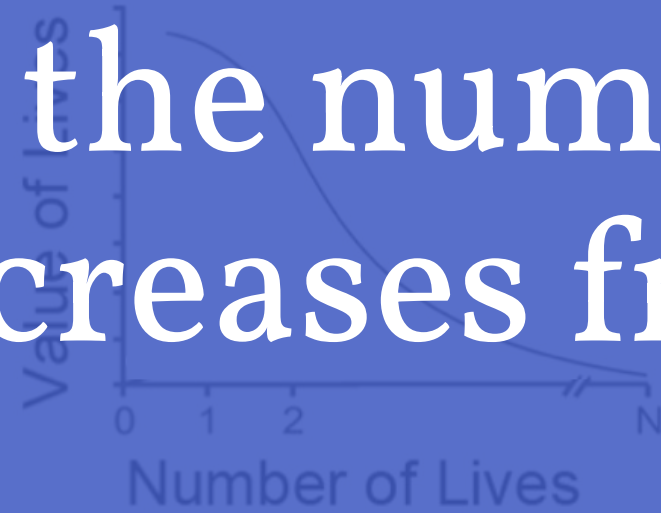
“Compassion collapse”

How *do* we value human lives?

Begins when the number
of victims increases from
one to two



“Psychic numbing”



“Compassion collapse”

Hinaben suffers from curable cataract. But you can grant her the gift of sight!



Hinaben suffers from curable cataract. But you can grant her the gift of sight!

She is just one of 25 million people worldwide whose vision is compromised because of cataracts.



Hinaben suffers from curable cataract. But you can grant her the gift of sight!

She is just one of 25 million people worldwide whose vision is compromised because of cataracts.

REDUCES
DONATIONS
BY HALF



Hinaben suffers from curable cataract. But you can grant her the gift of sight!

She is just one of 25 million people worldwide whose vision is compromised because of cataracts.

REDUCES
DONATIONS
BY HALF

“Pseudo-Inefficacy”



Ask → Thank → Report

How most
nonprofits
talk

YOU-WHATEVER:

“We did this. We did that.
We were amazing. Oh, by
the way, thanks.”

This raises
much more
money

YOU-CENTRIC:

“Because of **you**, all these amazing things will happen. Without **you**, they won’t.”

Inc.

NEWSLETTERS

SUBSCRIBE



April 20, 2021

MARKETING

The 2 Words Apple Uses Most Often to Sell Products Might Surprise You A deep dive into Apple's sales copy reveals a simple strategy you can adopt to grow your business.

iPhone 12
ad copy

“new” — 23x

iPhone 12
ad copy

“new” — 23x

“we” — 7x

iPhone 12
ad copy

“new” — 23x

“we” — 7x

“you or your” — 90x

If/Then constructions and reading level



“If the glove doesn’t fit,
(then) you must acquit.”

How I evaluate fundraising copy

- 1) I check readability using Microsoft Word. It gives the Flesch Kincaid grade level (which should be between 5th - 8th grade). It also gives a Flesch Reading Ease Score from 1 (hardest) to 100 (easiest). I want to be above 70, the higher the better.
- 2) I highlight instances of "I" (in all its forms, singular and plural, including me, my, mine, we, us, our, etc.) I count the organization's name as a form of I. Then, in a different color, I highlight the word "you" in all its forms. *You* should outnumber *I*.
- 3) I highlight jargon (words or phrases that are not meaningful to general audiences) and abstractions (terms that are vague, not concrete). There should be very little of either.
- 4) Finally, I look for a solid, specific call to action. Without one, nothing else matters. Is the CTA repeated more than once?

Sample 1

Organization name: Providence Home and
Community Care

Dear [FIRSTNAME],

Thank you for your invaluable support and commitment to Providence Home and Community Care and our mission of providing care and support to individuals in our community. Your generous contributions have played a pivotal role in helping us extend our reach and make a meaningful difference in the lives of those in need.

The impact of your donation is felt every day in the lives of those we serve in our ministries including Assisted Living & Skilled Nursing, Home Health, Hospice, Housing Services, Infusion & Pharmacy Services, and Program of All-Inclusive Care for the Elderly (PACE).

Please use the enclosed statement as your tax receipt. If you have any questions or would like to learn more about our programs and service, or tour any of the ministries, please contact me.

Thank you once again for your ongoing support and for being a beacon of hope for our organization and the individuals we serve.

With gratitude,

Readability Statistics

Counts

Words	151
Characters	754
Paragraphs	4
Sentences	6

Averages

Sentences per Paragraph	1.5
Words per Sentence	25.1
Characters per Word	4.8

Readability

Flesch Reading Ease	49
Flesch-Kincaid Grade Level	12.6
Passive Sentences	16.6%

OK

Organization name: Providence Home and
Community Care

Dear [FIRSTNAME],

Thank **you** for **your** invaluable support and commitment to **Providence Home and Community Care** and **our** mission of providing care and support to individuals in **our** community. **Your** generous contributions have played a pivotal role in helping **us** extend **our** reach and make a meaningful difference in the lives of those in need.

The impact of **your** donation is felt every day in the lives of those **we** serve in **our** ministries including **Assisted Living & Skilled Nursing, Home Health, Hospice, Housing Services, Infusion & Pharmacy Services, and Program of All-Inclusive Care for the Elderly (PACE).**

Please use the enclosed statement as **your** tax receipt. If you have any questions or would like to learn more about **our** programs and service, or tour any of **the ministries**, please contact me.

Thank **you** once again for **your** ongoing support and for being a beacon of hope for **our** organization and the individuals **we** serve.

With gratitude,

Identity

8-9 are “salient”

Priming



2018—Make A Wish



One-size fits all

secure2.wish.org
Grant a child's wish today
Make-A-Wish is the premier wis...

DONATE NOW

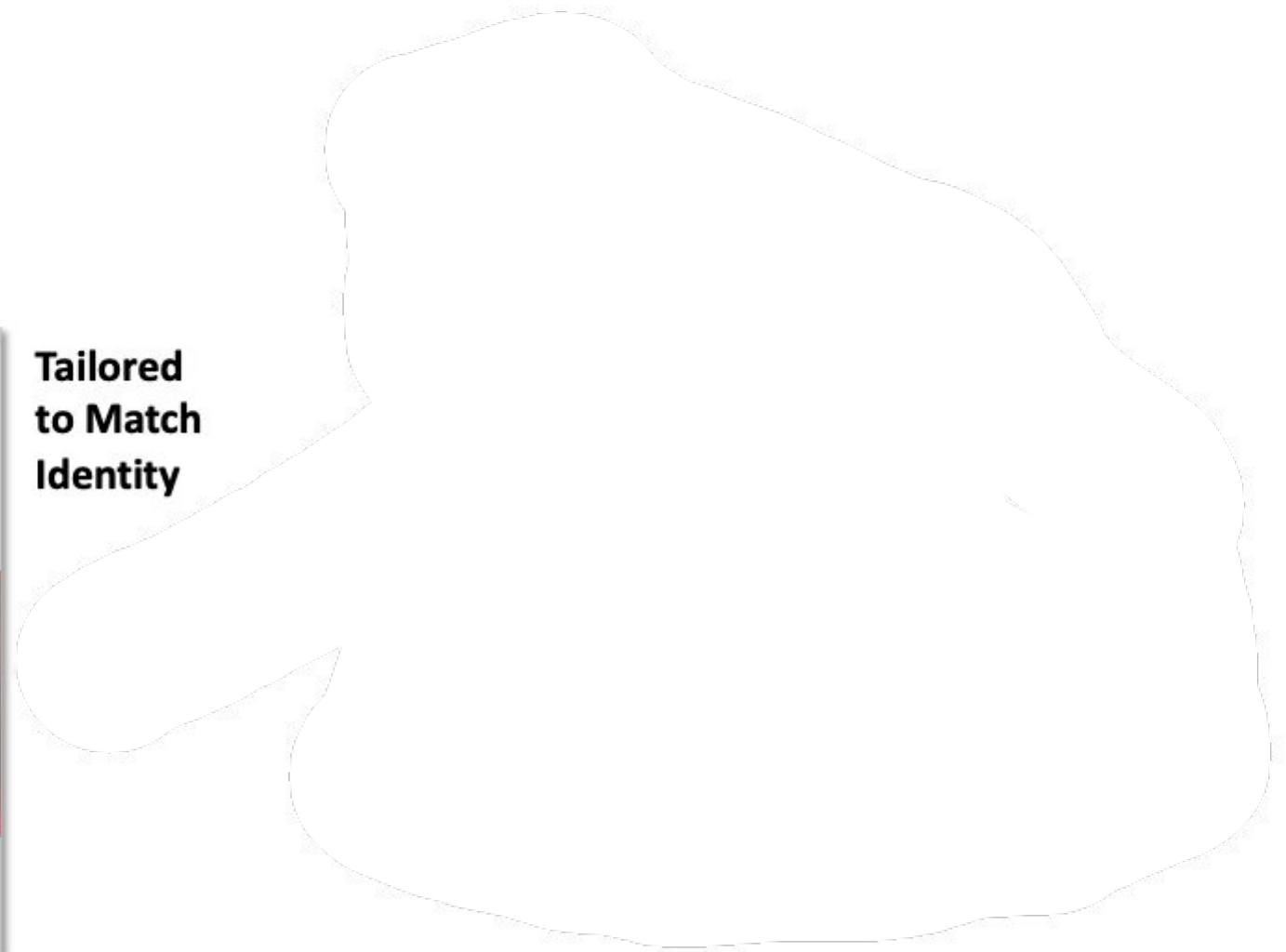


Tailored to Match Identity



secure2.wish.org
Grant a child's wish today
Make-A-Wish is the premier wis...

DONATE NOW



2018—Make A Wish

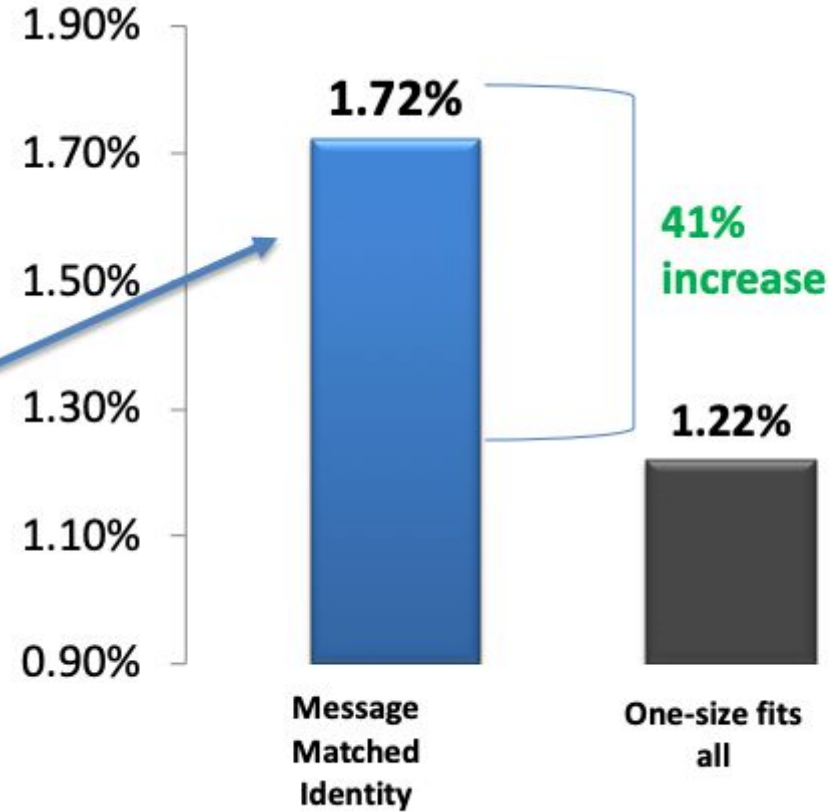


One-size fits all



Tailored to Match Identity

Click-through rate



Dear [FIRSTNAME],
As a Christian, Jesus' ministry of love is personal to you.

Jesus extended God's healing love to all, especially the poor and vulnerable.

Providence is a national nonprofit Catholic health system that practices Jesus' principles daily.

Today, make a gift of love and change someone's life for all time.

The life of someone like Charles King, a 68-year-old man who spent most of his life without a home.

His parents divorced, and he began living on the streets when he was 15. Soon, he became a heroin addict.

Last year, Charles was diagnosed with heart failure. He contemplated taking his own life.

Then, he was taken into hospice at Plymouth Housing.

Talking to the chaplain, social worker and others at Plymouth Housing taught him it's okay to be sad. Despite it all, today Charles says, "I still love life and the people in my life."

Often, people without a home have nowhere to find comfort in their final days.

If you're someone who believes that health is a human right, make a gift that will change a life.

Because of you, a life that was lost will be found.

With gratitude,

Readability Statistics

Counts

Words	192
Characters	879
Paragraphs	12
Sentences	15

Averages

Sentences per Paragraph	1.2
Words per Sentence	12.8
Characters per Word	4.4

Readability

Flesch Reading Ease	73.1
Flesch-Kincaid Grade Level	6.2
Passive Sentences	20%

OK

Dear [FIRSTNAME],
As a Christian, Jesus' ministry of love is personal to **you**.

Jesus extended God's healing love to all, especially the poor and vulnerable.

Providence is a national nonprofit Catholic health system that practices Jesus' principles daily.

Today, make a gift of love and change someone's life for all time.

The life of someone like Charles King, a 68-year-old man who spent most of his life without a home.

His parents divorced, and he began living on the streets when he was 15. Soon, he became a heroin addict.

Last year, Charles was diagnosed with heart failure. He contemplated taking his own life.

Then, he was taken into hospice at **Plymouth Housing**.

Talking to the chaplain, social worker and others at Plymouth Housing taught him it's okay to be sad. Despite it all, today Charles says, "I still love life and the people in my life."

Often, people without a home have nowhere to find comfort in their final days.

If **you're** someone who believes that health is a human right, make a gift that will change a life.

Because of **you**, a life that was lost will be found.

With gratitude,

Sample 2



(The Abridged Version)

Rachel, it's here!
Our most complicated -
simple -
#GivingTuesday campaign to date.

Rice is Life.

And every donation today will be matched, up to \$10,000.

Donate Now

Complicated because: there's no one thing that will fix the 1,001 ways the Rohingya are being oppressed.

Simple because: rice meets their most basic need - hunger.

\$35 will provide rice for a family for 2 months.

Full bellies fuel learners - fuel workers - fuel life.



They're forced to make hard choices.
Ours is easy. **Let's do this one thing.**

Donate Now

Participate in [#GivingTuesday](#) and have your donation matched.
See how close we are to [the goal](#).

~ Your friends at Partners

Organization: Partners Relief & Development

Rachel, it's here!

Our most complicated - simple -
#GivingTuesday campaign to date.

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And every donation today will be matched, up to \$10,000.

Complicated because: there's no one thing that will fix the 1,001 ways the Rohingya are being oppressed.

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Rice is Life.

And every donation today will be matched, up to \$10,000.

Complicated because: there's no one thing that will fix the 1,001 ways the Rohingya are being oppressed.

OFFER

Simple because: rice meets their most basic need - hunger. \$35 will provide rice for a family for 2 months.

Full bellies fuel learners - fuel workers - fuel life.

They're forced to make hard choices.

Ours is easy. Let's do this one thing.

Readability Statistics

Counts

Words	82
Characters	412
Paragraphs	9
Sentences	11

Averages

Sentences per Paragraph	1.2
Words per Sentence	7.4
Characters per Word	4.7

Readability

Flesch Reading Ease	68.2
Flesch-Kincaid Grade Level	5.5
Passive Sentences	18.1%

OK

“Mental head nods”

Prof. Siegfried Vögele



[FIRSTNAME], I'm sure you believe having enough food is a human right.

Without adequate food, lives wither away.

The Rohingya people are fighting for their lives every day.

So today, make a gift of \$35 to provide rice for an entire family for ~~one~~ **two** months.

That's right, rice for two months—not one, because today, #GivingTuesday, every donation up to \$10,000 will be matched!

To the developing world, rice is a symbol of hope. A bowl of rice can fuel a child's day at school or a farmer's hard work in the fields.

In short, RICE IS LIFE.

Today, #GivingTuesday, your *compassion* will be doubled.

Make a gift of hope.

Make a gift of strength.

Make a gift of life.

Because nothing beats the feeling of changing the world—even just a little.

Readability Statistics

Counts

Words	136
Characters	598
Paragraphs	12
Sentences	14

Averages

Sentences per Paragraph	1.2
Words per Sentence	9.6
Characters per Word	4.2

Readability

Flesch Reading Ease	77.9
Flesch-Kincaid Grade Level	4.7
Passive Sentences	14.2%

OK

Sample 3

Organization: Chicken & Egg Pictures

Subject: The future of Chicken & Egg Pictures and our end of year request

At this time of year, I have the opportunity to reflect on what we do at Chicken & Egg Pictures and what we have been able to achieve collectively. I am filled with gratitude and awe when I look back on 2022. Just to name a few milestones: we awarded \$1.6M in grants and offered 350 hours of mentorship to 53 women and nonbinary documentary filmmakers; we celebrated ten Oscar and Emmy nominations for supported films; we wrote our 2023–2025 Strategic Plan; and we attended screenings, retreats, festivals, and events in some of the world’s most vibrant documentary hubs. It’s been a whirlwind!

As we envisaged our 2023–2025 Strategic Plan, we listened to dozens of Chicken & Egg Pictures filmmakers. They talked about the enduring relationships they built with peers, industry, and donors during our programs. They reflected on the power of 1-1 mentorship sessions and professional development workshops, which help them reach their career goals. They discussed the importance of receiving unrestricted grants. They opened up about their biggest challenges and offered their ideas about how we could best respond. During our process, we put the experiences of filmmakers first and let them guide us. I’m proud to share an early look at what the future of Chicken & Egg Pictures holds.

Over the next three years, we will:

- Disburse \$5.3M to 140 filmmakers
- Expand (Egg)celerator Lab and Chicken & Egg Award, and Project: Hatched, some of the most well-regarded programs in the field
- Introduce a new research and development fund and producer’s fund
- Work towards opening our eligibility to all transgender individuals
- Offer additional AlumNest workshops and spaces for filmmakers to connect with industry leaders and funders

Read more in the attachment.

I hope you will be a part of this new chapter for Chicken & Egg Pictures. Your support advances equity in our field and helps build a more just world shaped by the power of documentary films.

We were grateful to have your contribution of \$X in 202X. Will you support us in 2022? Thank you so much for your consideration.

Readability Statistics

Counts

Words	374
Characters	1,901
Paragraphs	24
Sentences	18

Averages

Sentences per Paragraph	1.5
Words per Sentence	13.8
Characters per Word	4.7

Readability

Flesch Reading Ease	57.5
Flesch-Kincaid Grade Level	8.1
Passive Sentences	5.5%

OK

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Free Choice Behaviors

Subject: In 2022, you cracked some stereotypes

Wonderful you!

No one said you had to support women and non-binary voices.

But you did.

No one said you had to be a champion for equity and diversity.

But you are.

Remember that contribution of \$XXX you made to Chicken & Egg Pictures in 2022? **Renew your support today!**

I'm excited to tell you how together, we cracked stereotypes and scrambled cliches in 2022.

One thing I can't emphasize enough, though... YOU are an integral part of the story. With your support, women and nonbinary filmmakers are pushing boundaries in the documentary world like never before.

Here's a snapshot of 2022: \$1.6M in grants awarded, 350 mentorship hours for 53 outstanding women and nonbinary documentary filmmakers, and—drum roll, please— **ten Oscar and Emmy nominations for films you helped support.**

Proprietary & Confidential

Please give yourself a big round of applause! 🙌

As we crafted our goals for the next few years, guess who was at the center of our discussions? Not just our talented filmmakers but amazing supporters like you!

And we have exciting plans for the next three years. Today, I can give you a sneak peek:

- We're dishing out \$5.3M to 140 filmmakers!
- Aiming to embrace all transgender individuals in our community.
- Adding more AlumNest workshops for even more networking magic!

(Check out the attachment for all the juicy details!)

If you think women and gender nonconforming filmmakers pave the way for a more inclusive and fair society, renew your support today!

Make a gift that makes a difference. Because of you, 2023 will be even *more* memorable.

Warmly,

P.S.— Cheers to more films, impact, and change!

Classy

Readability Statistics

Counts

Words	268
Characters	1,332
Paragraphs	21
Sentences	23

Averages

Sentences per Paragraph	1.2
Words per Sentence	10.9
Characters per Word	4.8

Readability

Flesch Reading Ease	56.3
Flesch-Kincaid Grade Level	8.1
Passive Sentences	0%

OK

Sample 4



SUPPORT SCHOLARSHIPS. INSPIRE HOPE.

FROM THE OFFICE OF THE PRESIDENT

As we begin a new academic year, Belmont renews its commitment to the bold power of scholarships. I am asking for you to be a part of this impact through a gift to the Bell Tower Scholars Program, Belmont's premiere scholarship program for Metro Nashville Students. Or, consider one of the many scholarships housed in Belmont's academic colleges or programs. Your partnership will propel our next class of students to achieve great things and leave Belmont prepared to make the world a better place.

SCHOLARSHIPS INSPIRE HOPE

Philanthropic scholarship support provides access and empowerment to students who are eager to learn, grow and solve the world's complex problems.

SCHOLARSHIPS EMBRACE INCLUSIVITY

Scholarship resources create pathways to enhance diversity, equity, inclusion and belonging, to ensure these principles are interwoven in everything we do.

SCHOLARSHIPS TRANSFORM LIVES

Investments in talented and ambitious students extend beyond individual people to help families and communities flourish.

With gratitude,

Greg Jones
President, Belmont University

Scan to support
student scholarships.



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Classy



MERCY BUSTAMANTE VIZARRETEA
Class of '26, Bell Tower Scholar

"This is my first year as a Belmont Nursing student, and I am enjoying every second here. I found a passion for nursing at a very young age when I noticed that language barriers were a factor that decreased the quality of care for patients. This continues to be my motivation in pursuing a career in nursing today. I plan to become a pediatric nurse, and I hope to inspire many other young Hispanic girls and boys to seek secondary education and serve as their encouragement. The Bell Tower Scholars program allowed me to become the first generation in my family to attend college. It is an amazing opportunity to attend Belmont and change my family history."

Readability Statistics

Counts

Words	151
Characters	861
Paragraphs	7
Sentences	7

Averages

Sentences per Paragraph	1.7
Words per Sentence	20.2
Characters per Word	5.4

Readability

Flesch Reading Ease	41.4
Flesch-Kincaid Grade Level	12.5
Passive Sentences	14.2%

OK



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MERCY BUSTAMANTE VIZARRETEA
Class of '26, Bell Tower Scholar

"This is my first year as a Belmont Nursing student, and I am enjoying every second here. I found a passion for nursing at a very young age when I noticed that language barriers were a factor that decreased the quality of care for patients. This continues to be my motivation in pursuing a career in nursing today. I plan to become a pediatric nurse, and I hope to inspire many other young Hispanic girls and boys to seek secondary education and serve as their encouragement. The Bell Tower Scholars program allowed me to become the first generation in my family to attend college. It is an amazing opportunity to attend Belmont and change my family history."



SUPPORT SCHOLARSHIPS. INSPIRE HOPE.

FROM THE OFFICE OF THE PRESIDENT

As we begin a new academic year, Belmont renews its commitment to the bold power of scholarships. I am asking for you to be a part of this impact through a gift to the Bell Tower Scholars Program, Belmont's premiere scholarship program for Metro Nashville Students. Or, consider one of the many scholarships housed in Belmont's academic colleges or programs. Your partnership will propel our next class of students to achieve great things and leave Belmont prepared to make the world a better place.

SCHOLARSHIPS INSPIRE HOPE

Philanthropic scholarship support provides access and empowerment to students who are eager to learn, grow and solve the world's complex problems.

SCHOLARSHIPS EMBRACE INCLUSIVITY

Scholarship resources create pathways to enhance diversity, equity, inclusion and belonging, to ensure these principles are interwoven in everything we do.

SCHOLARSHIPS TRANSFORM LIVES

Investments in talented and ambitious students extend beyond individual people to help families and communities flourish.

With gratitude,

Greg Jones
President, Belmont University



Scan to support student scholarships.



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Classy

“People like us do things like this.”

– Seth Godin

Social Norms

***Create a social norm
around planned giving.***

**“People like me make
gifts like this.”**

Subject: I know what you've been thinking...

Dear [FIRSTNAME],

I bet you've been thinking about your legacy.

You know—*how will people remember me when I'm gone?*

How did I know? Because I talk with Belmont alumni just like you about it every day.

Today, get in touch to learn about how you can include Belmont in your will.

Many of our alumni like to leave money to the Belmont Foundation in their wills. Ted Stevenson, a 1977 graduate of the School of Business, recently set up his bequest, along with his wife, Margaret.

Ted says, "Belmont gave me the skills I needed to have a successful career in real estate. I think education makes anything possible."

"It feels great to know because of me, others will have the same opportunities I've had."

To learn more about making a charitable bequest to Belmont, send me an email, Ann Smith at asmith@belmont.edu, or call me at (XXX) XXX-XXXX.

Proprietary & Confidential

I'm looking forward to talking with you soon!



Ted & Margaret Stevenson

Know
your
audience.



Know
your
audience.



Questions & Comments



Actionable Blueprint



01 | [Turnkey: Copywriting Analysis Framework](#)

02 | [How to Write a Short Story for Campaign Appeals](#)

03 | [4 Storytelling Tips to Boost Recurring Donations](#)

04 | **Customer Deep Dive** - [Activate Marketing: Formulate Your Communication Strategy](#)

Unlock Generosity Webinar Series

Session 1

Unlock Year-End Fundraising



[ACCESS REPLAY, SLIDES & BLUEPRINT](#)

Session 2

Unlock Marketing



[ACCESS REPLAY, SLIDES & BLUEPRINT](#)

Session 3

Unlock Your Story



Wednesday, September 27

Session 4


Unlock Your Events



Tuesday, October 3

Session 5


Unlock Scalability



Thursday, October 5

Session 6

Unlock Actionable Intelligence



Wednesday, October 11

Classy