Unlock Your Story:
Inspire Giving with Compelling Copywriting
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

**Session 2**
Unlock Marketing

**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 Campaign:** Design Strategy to Spark Generosity
  - Thursday, October 26

- **Activate Your Website:** Optimize to Increase Conversions
  - Thursday, October 12

- **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?

[Graphs showing the relationship between the number of lives and their value for Caring and Compassion]

Caring

Compassion

Source: www.arithmeticofcompassion.org
How do we value human lives?

“Psychic numbing”  “Compassion collapse”

Source: www.arithmeticofcompassion.org
How *do* we value human lives?

“Psychic numbing”

“Compassion collapse”

Source: www.arithmeticofcompassion.org
How do we value human lives?

Begins when the number of victims increases from one to two

“Psychic numbing”

“Compassion collapse”

Source: www.arithmeticofcompassion.org
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!

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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.”
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
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<td>&quot;you or your&quot;</td>
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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
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%
Organization name: Providence Home and Community Care

Dear [FIRSTNAME],

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With gratitude,
Identity

8–9 are “salient”

Priming
2018—Make A Wish

One-size fits all

Tailored to Match Identity
One-size fits all

Tailored to Match Identity

Click-through rate

1.72%

41% increase

Message Matched Identity

1.22%

One-size fits all

2018—Make A Wish
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

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<td>Passive Sentences</td>
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Dear [FIRSTNAME],
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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
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.

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.

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

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

-- Your friends at Partners
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.

Rice is Life.

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.
Fix 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.
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<td>Passive Sentences</td>
<td>18.1%</td>
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</table>
“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%
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.
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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.

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!
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</table>
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

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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’s 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

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Mercy Bustamante Vizarreta
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“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 witnessed 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.”

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“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.

I’m looking forward to talking with you soon!

Ted & Margaret Stevenson
Know your audience.

Source: www.dentistry.vcu.edu
Know your audience.

Source: www.dentistry.vcu.edu
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