



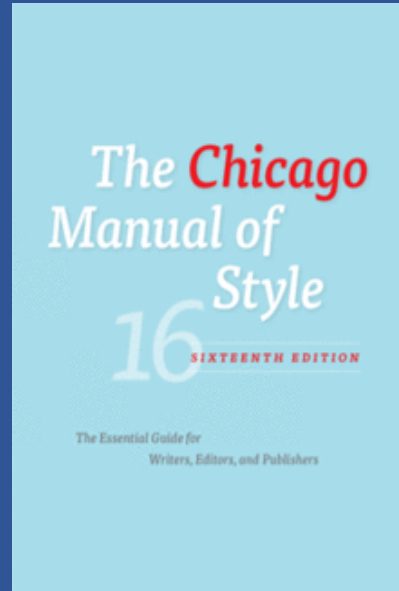
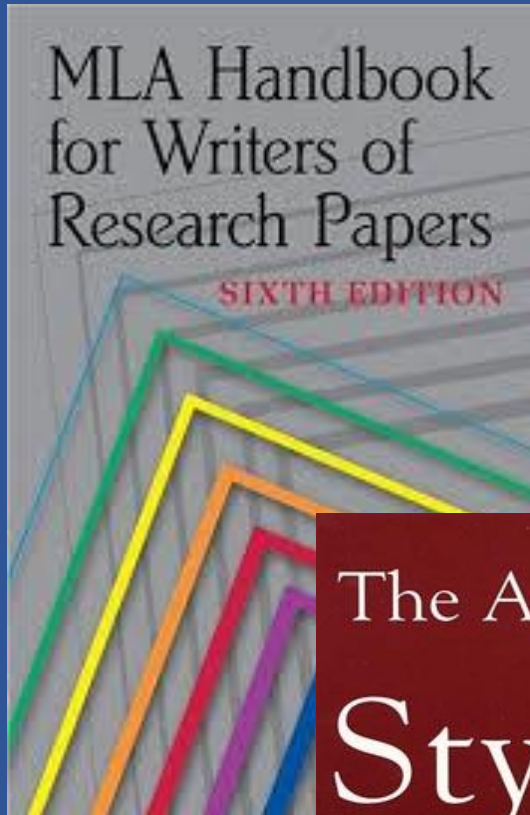
Changing your outlook on donor communications

What we'll cover today

- Your style
- Your focus
- Four B's of donor communications







www.yourplace.org/styleguide

The Associated Press
Stylebook

Activity

What words are over-used?

What are some **COOL** words?

MARKETING



*Please accept my deep appreciation for your recent gift to the FUND in the DEPT at X. Your commitment and dedication **is** truly gratifying and meaningful.*

Our drive to be among the best can be seen on many fronts -- our growing, extensive network of research partnerships and initiatives; our intensifying efforts to increase innovation and entrepreneurship; our pursuit of technological advances; and our expanding global connections with other first-class institutions.

Advancement Communications



Activity

Mr. and Mrs. Jones made a \$1 million unrestricted gift because of their admiration of your organization's leader.

Write a letter thanking them without saying "thank you."

You understand the true importance of gifted education. Investing in our students today will allow them to solve tomorrow's problems we don't even know exist yet. You inspire me.

*Your dedication and commitment **make** the XXX School community the place we have come to love.*

I had another Liam Neeson nightmare. I kidnapped his daughter and he just wasn't having it. They made three of those movies.

At some point you have to wonder if he's just a bad parent.





I DIDN'T KNOW THIS,
BUT LOVE DON'T
MAKE THINGS NICE.



What's the matter with you?
Your life's going down the toilet!



IT RUINS EVERYTHING.
IT BREAKS YOUR HEART.



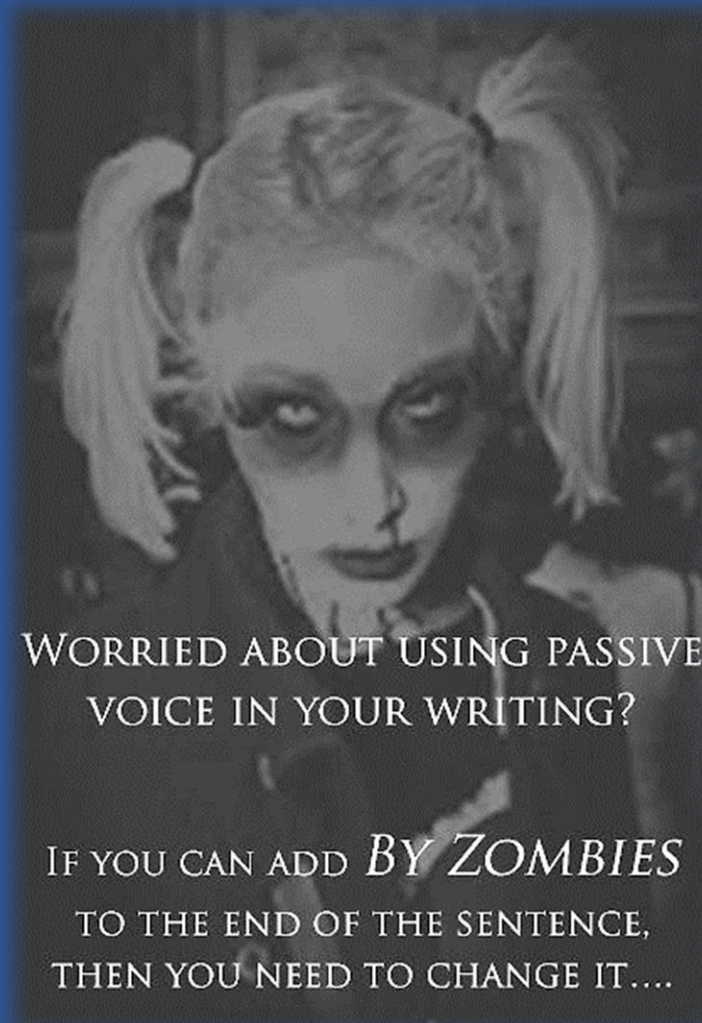
Loretta Castorini Clark, on my
knees, in front of all these
people, will you marry me?



Old man, you give those dogs
another piece of my food and I'll
kick you til you're dead.

Four B's of
donor
communications


Be a
good
writer.



WORRIED ABOUT USING PASSIVE
VOICE IN YOUR WRITING?

IF YOU CAN ADD *BY ZOMBIES*
TO THE END OF THE SENTENCE,
THEN YOU NEED TO CHANGE IT....

Be a good writer.



**Readability
and the
Fog Index**



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

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

Through your _____, you have invested in the future.
Noun

Together, as partners, we will move the university towards its _____, goal of
_____, _____ and _____ in education, research, and service.
Adjective Noun Noun Adjective

I am writing on behalf of the entire **X community** to let **you** know how much **we** appreciate **your** generous gift to the ABC Department.

During **our** recent X anniversary, **we** have had the opportunity to look back on **our** astonishing rise to preeminence. The **University** has taken its place as a leader in entrepreneurship, science and technology. **Our** undergraduate education programs and performing arts are national models, and **our** athletes are winners.

Now, as **we** move forward, **we** aspire to even greater accomplishments and successes in all fields and have embarked on a major new fundraising campaign. We are building premier centers for research and education in areas that range from Middle East studies to homeland security issues to bioscience and bioengineering. **Our** arts and athletics programs continue to grow and to thrive. An almost tangible atmosphere of excellence is pervading every corner of the **University**, and **we** are known as one of the top-ranked research institutions in the nation.

This is an exciting and pivotal time for the **University**. The confidence of alumni and friends encourages **us** to look to an exciting future. Thank **you** for supporting **this great institution**.

Be warm and genuine.

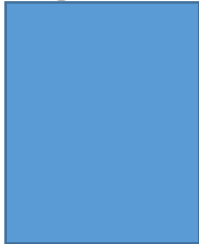
Members of this society will be invited to the donor appreciation event, (legacy) society events, and other institutional. They will be recognized in the annual report and donor wall, and receive XXX publications. When inducted into this society, donors will receive an X lapel pin.

At the Trustee's League or higher, the occasion will be marked with the donor receiving an XXX presidential seal paperweight. Donors will also be offered free parking when on campus at this level.

Thank you for your order!

Order Information

Merchant: Office of Development

Billing Information	Shipping Information
	

MasterCard

Date/Time: 5-Jan-2015 8:42:49 EST
Transaction ID: 6811078997

Be warm and genuine.

Black and Gold Loyalty Circle



Donors who make a gift of any size in at least two consecutive fiscal years demonstrate what it means to truly believe in Maryland. For this consistent support, year after year, they are recognized in the Black and Gold Loyalty Circle.

Colonnade Leadership Circle



Donors who give a total of at least \$2,500 in a fiscal year are the pillars of our institution. For this significant show of support, they are recognized within the Colonnade Leadership Circle—affording them access to select communications, special events and exclusive experiences throughout the year.

Calvert Lifetime Circle



Donors of exceptional generosity—those whose lifetime giving of \$250,000 or more has demonstrated a deep commitment to the university—are given special recognition through the Calvert Lifetime Circle, named after our university's founder, Charles Benedict Calvert.

Founders Legacy Circle



Donors who inform us that the university is in their estate or retirement plans ensure the future excellence of the University of Maryland. This community of supporters, recognized as the Founders Legacy Circle, enjoys exclusive events throughout the year and receives select communications, including our planned giving newsletter, *Insights*.



Be
direct.

Be direct.



Be engaging.



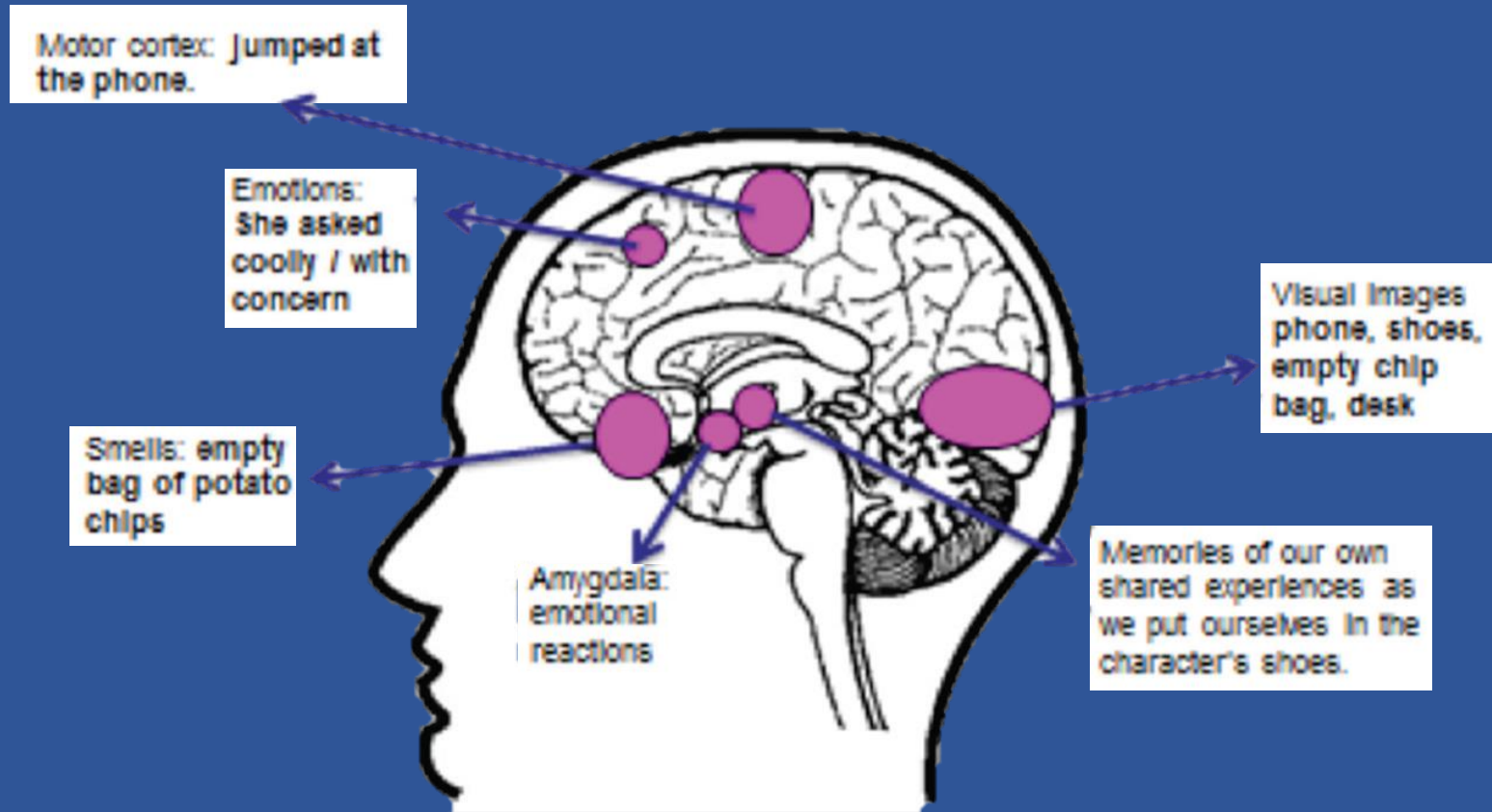
This is your brain on facts

Broca's area:
language
processing and
comprehension



Wernicke's area:
language
comprehension

This is your brain on stories



Any questions?

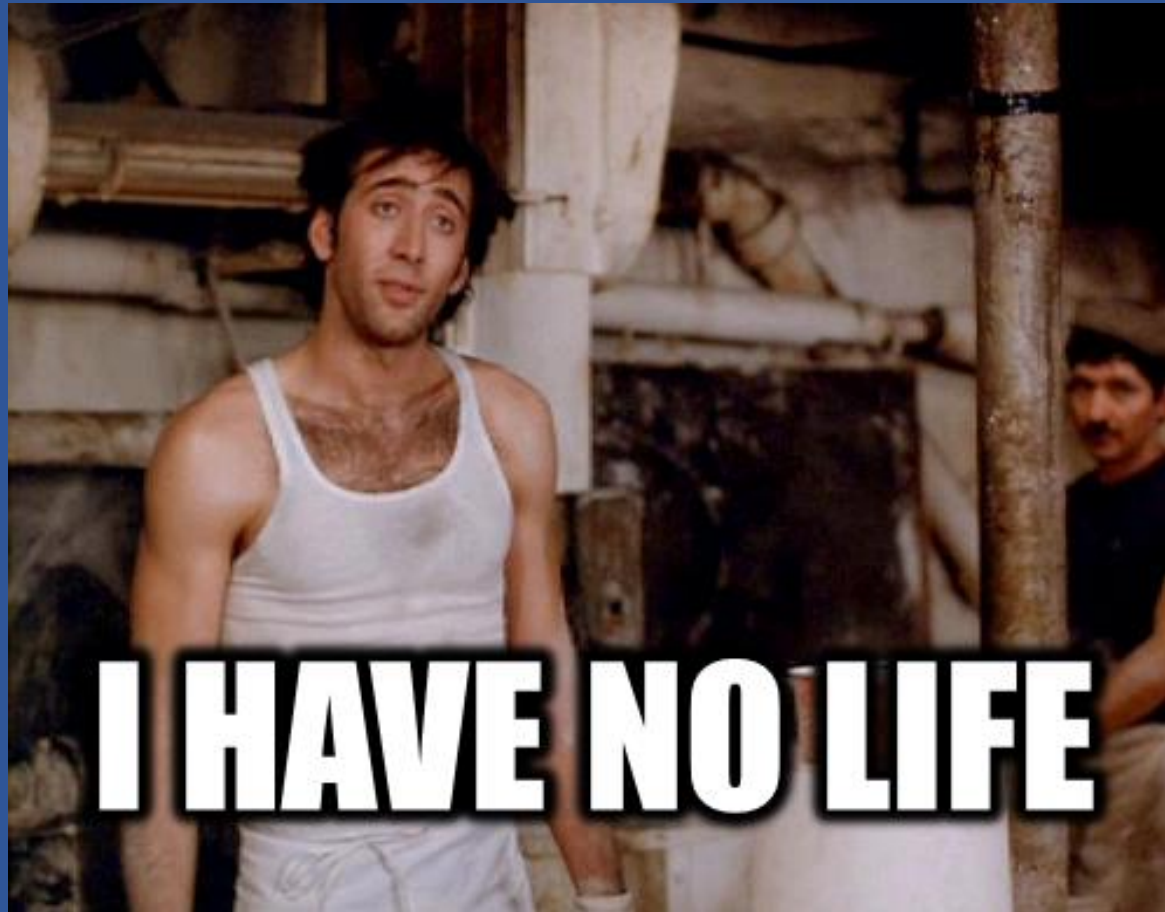
Pixar Pitch

1. Once upon a time there was ...
2. Every day ...
3. One day ...
4. Because of that ...
5. Because of that ...
6. Until finally ...





Ti amo, La Famiglia!



So if you need
help, contact me:

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