



## Share your tips to hit the right note and communicate impact:

- Use photos showing your mission
- Make them cry!
- Be donor-centric
- Keep the message simple
- Story, story, story
- Know your audience
- Social media buzz
- Storytelling
- Client quote/testimonial
- Be donor-centric!
- Focus on impact
- For health charities – meaningful patient engagement through services
- Appeal to emotions, touch the heart
- Write from the donor’s perspective
- Use your annual report to showcase impact
- Donor appreciation events (and other perks)
- Share success and also failures
- Tours and open houses
- Photos to the max!
- Share stories
- Focus on assets
- Consider your audiences
- Balance heart and smart (stories and data)
- Don’t overdo the data
- Salient outcomes
- Write at 6<sup>th</sup> or 7<sup>th</sup> grade reading level
- Get program staff involved