

*Welcome to*  
Turn your words into money:  
Writing effective fundraising copy

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**#charitywritecomms**

# We'll cover...

- Considering your **audience**
- Communicating the **message**
- Creating effective **Direct Mail letters and leaflets**

# Why do individuals become supporters?

# Why do individuals become supporters?

- Concern
- Duty
- Guilt
- Personal experience
- Personal Benefit
- Asked!
- Peer/family pressure
- Tax

**Ultimately...few give without some kind of self based consideration**

# Why do individuals become supporters?

- What's
- In
- It
- For
- Me?

## WIIFM

# Some basic rules...

1. Know what **differentiates** you
2. Identify key target **audiences**
3. Create **messages** for audiences and send through right channels
4. Ask for their **support** and make it easy for them to act
5. Keep them **informed**
6. Maintain good **public relations**

# Over to you...

Consider the next communication you need to create...

- What are the 3 things of most importance or relevance to the target audience?



# Effective Communication

***The right message to the right  
audience at the right time***



# 10 Tips on copy writing

1. Get to know your **audience**
2. Use simple, direct **and everyday language** - NOT jargon and abbreviations
3. State your **proposition** boldly and clearly
4. Feature real, identifiable cases and **people**
5. Communicate the **need**

# 10 Tips on copy writing

6. State what the reader's support will enable you to **achieve**
7. State how the reader may **benefit**
8. Don't try to be too clever!
9. Demonstrate clarity, brevity and **clear focus**
10. Provide a clear course of **action**

# Getting the message across

## AIDA



# AIDA

- **Attention** - good visuals and thought a provoking headline
- **Interest** - focus on the features, benefits and advantages you've identified as important to your audience and make it relevant to them
- **Desire** - make them want to act
- **Action** - make it clear what you want them to and how they do it

# KISS: Keep it simple stupid!





# KISS: Keep it simple stupid!

- Don't try to say too much!
- Maintain focus and simplicity
- If it all seems too complicated or like hard work, you'll lose them!



# Communicating by direct mail

# Direct Mail

- Envelope
- Letter
- Leaflet
- Call to Action
- Response Device



# Envelope

- Only 7 seconds to make an impact
- Provocative message
- If you deal with them already, let them know who you are!
- Be creative - size and shape can increase impact!

# Making Your Letter Interesting

- Top Of Page – Who's It From ?
- Address – Check It's For Them
- Skim Letter – Pick **Personalise** to establish why the letter has been sent to them
- Signature – Eye drawn to signature  
(**Use Headlines & Sub-Heads**  
**Make Signature Legible & Use P.S.**)
- Decide To Read In Detail

**Use Appropriate Fonts**

# Making Your Letter Interesting

- Short Sentences with minimal punctuation
- Short Paragraphs – Just 1 thought & open with main offer or question
- Vary pace and use link words and phrases
- Be single-minded and use active rather than passive based words
- Be warm and friendly – use YOU more than WE or I

# Leaflet

- Great opportunity to reflect your **brand**
- Create **impact** with pictures, case studies, testimonials...
- If part of a mail pack it needs to **work with the letter** ...and not look like it's just been thrown in because it happened to be available!
- A **call to action** is essential

# Response device

- Don't hide it!
- Make it as **easy as possible**:  
tick boxes, pre printing information..
- Offer **multiple response channels**
- Ask some **questions**

# Over to you...

How well does your pack perform?

1. Does it get your **attention**?
2. How easily can you skim read the letter and does it hold **interest**?
3. How well does the letter use **You** in creating a **desire**?
4. Does it use **active** and **engaging** words that lead to a clear **action**?

# Over to you...

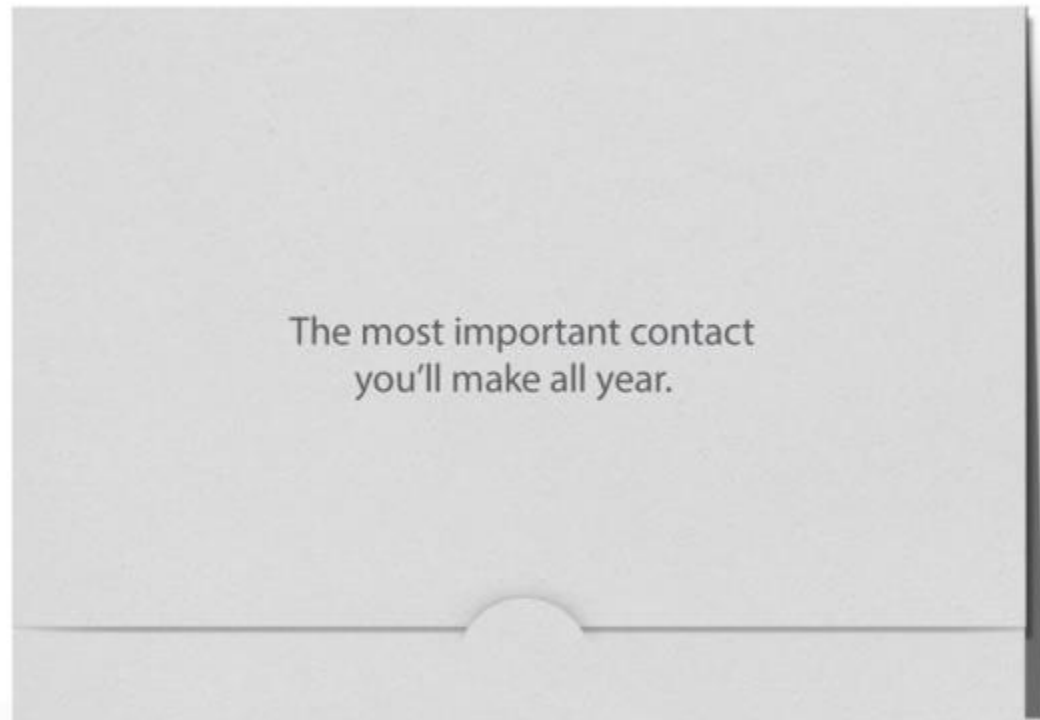
- Give each a score out of 5:
  - Attention
  - Interest
  - Desire
  - Action
- Total them to get a score out of 20

# Charity Direct Marketing Case Studies



# Women for Women International

- <https://dma.org.uk/awards/winner/2015-gold-best-use-of-direct-mail>



# Harrison's Fund



<https://dma.org.uk/awards/winner/2015-gold-charity>



**Would you give £5 to  
save Harrison from  
a slow, painful death?**

Harrison suffers from a disease called Duchenne Muscular Dystrophy. It will gradually disable him and eventually kill him. There is no cure, no treatment and very little hope. Harrison's Fund is dedicated to raising money to fund research into a cure or treatment so that we can buy him and others like him some time. This isn't Harrison by the way, this is a picture of a dog I found on the internet. Harrison is my eight year old son. I used this image because people in Britain are more likely to donate to save an animal than a child with Duchenne. Sorry if you feel tricked, my son is dying and I'll do whatever it takes to save him.

Please help us by texting 'Make24 £5' to 70070



# Childhood Eye Cancer Trust (CHECT)

- <https://dma.org.uk/awards/winner/2015-silver-charity>



## THE NEXT PHOTO: DETECT CHILDHOOD EYE CANCER WITH YOUR SMARTPHONE



### IDEA

Everyone carries in their pockets a medical device that can be used to detect retinoblastoma, a deadly eye cancer that occurs in very young children. It's called a mobile phone. With a simple but innovative poster, we demonstrated how taking a photo might save a child's life.

### EXECUTION

Our posters invited people to take a flash photo to see what eye cancer looks like. We developed a custom printing process using an innovative reflective ink which made the pupil appear white in their photo—as it would with retinoblastoma.

### RESULTS

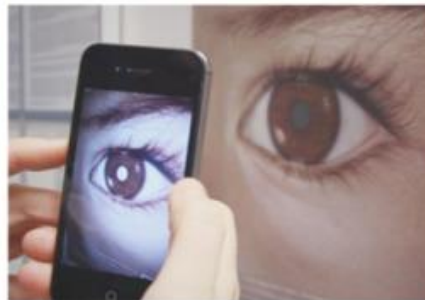
The medium was our message in the poster, and the message became a media sensation. Our campaign reached over 88 million through global press, earned over 200K shares on social media and had like-minded charities asking to run the campaign internationally.



RETINOBLASTOMA CAN SHOW AS A WHITE PUPIL IN FLASH PHOTOS



FOUR REAL-LIFE CANCER SURVIVORS BECAME THE FACES OF OUR CAMPAIGN

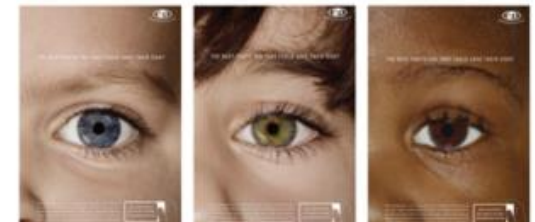


AN INNOVATIVE REFLECTIVE INK TURNED A BLACK PUPIL TO WHITE IN FLASH PHOTOS LETTING PEOPLE EXPERIENCE WHAT TO LOOK FOR

69 MILLION+  
MEDIA IMPRESSIONS  
THROUGH GLOBAL PRESS COVERAGE

900,000+  
YOUTUBE VIEWS  
OF THE POSTER DEMONSTRATION VIDEO

WORLD MAP  
LIKE-MINDED CHARITIES FROM AROUND THE WORLD ASKED TO RUN THE CAMPAIGN



# National Blood service

- Raise awareness among 17yr olds – the age you can start donating
- Used UCAS and BMG Music File
- Landed week of 17<sup>th</sup> birthday with request to register
- Cold mailing with 7.5% response rate
- 700% ahead of target and cost per response of just £11

# National Blood Service



# Wellington Zoo, NZ

- Rather than get the Zoo to send out a letter, the agency asked 'the future' to do it for them.
- Kids created each and every one of the letters so that every potential donor received a personalised, handwritten and illustrated letter asking for their support.



# Wellington Zoo, NZ



# Wellington Zoo, NZ

## RESULTS

- 3,996 letters were written and mailed out, achieving a 27% response rate with an average donation of \$84 (£30GBP).
- Awareness levels reached 95%.



# King's College London

## Campaign aims and strategy

- Persuade 100 alumni to leave a legacy
- Focus on emotional driver of pride in King's achievements

# King's College London

## Creative

- A very personal letter from the outgoing Principal, thanking alumni for the last ten years of his tenure and drawing on his favourite moments at King's, plus a similar letter from his wife

# King's College London

## Creative

- High spec with embossing to be prestigious and highly personal
- Personalised notepaper was included for alumni to post in their own moments to be made into a book presented to new principal
- Soft legacy ask

# King's College London



# King's College London

## Results

- 620 experience share responses
- 62 alumni advised leaving a legacy
- 92 alumni wrote to the new Principal
- Projected income from 62 pledgers, average gift of £71,689, is £4.8 million

# We've covered

- Considering the needs of your target **audiences**
- Getting the **message** across
- Creating effective **direct mail**

*Thank you*  
I hope you've enjoyed the  
session!

Nick Day