

## 7 Tips for Crafting Successful Communications

1. **Tell a story** – Make it authentic, honest, open, and true. Begin with a short line that gets the attention of the reader. It should include the word 'you' and then immediately tells the user what they can do. Make sure the purpose or problem is clear and tell them what you want them to do. Is it donate, sponsor, adopt, or attend? Whatever it is, make it clear.
2. **Make it about the reader** – They need to feel that they can do what you ask, and it will make them feel good.
3. **Identify how they can make a difference** – Tell them how their money will help resolve the problem.
4. **Have one purpose to the communication** - Multi-purpose communications can be confusing if you are asking the reader to decide between two problems. An example would be asking the reader to select either to provide medicine to a child in the local community or to provide snowsuits for people in the north. They may end up doing nothing as they aren't sure which problem is more important. General informative newsletters are an exception, since their intent is to cover a range of topics. They are not asking the reader to pick one or the other.
5. **Be clear on what you want them to do** - Don't give them options, as this is confusing. A good example would be asking for donations of old linen, or asking the reader to make a recurring donation to help the clinic purchase linen. Pick one, and use it in your communications. You can always use the other choice in another communication.
6. **Always use a photo/video that depicts the need** – Make sure the photo gives the potential donor a good picture of the issue to be resolved with their donation. If the photo is of a healthy animal or child, or a something happy, don't use it.
7. **Always include a link or direction for what you want them to do** – Otherwise, the action is not easy for them to do. This may be a link to a website donate page, or a handout with a mailing address, and/or banking details for a money transfer. Whatever you want them to do has to be easy for them. If they have to search around for it, they probably won't.