



## **SUCCESSFUL FUNDRAISING**

# **5 Key Messages to Help You Raise More Money**

## MESSAGE #1 THE UNMET NEED

This first message ought to always be in the lead. Everything a nonprofit does needs to tie to resolving an unmet need or creating value for the community. Here are steps to crafting a compelling need message.

1. Conduct research on the size and scope of the unmet need of your cause area. Identify 3 or more sources offering facts on the issue- globally, nationally, and in your neighborhood.
2. Identify the most compelling facts and answer the following questions:

**What is the need/problem your charity is addressing?**

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**How do you know it is a need/problem? How big is the problem in the community you are serving?**

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**Who does the problem impact?**

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**Why should the need be addressed right now?**

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**What are the long term financial/human costs to society if the need isn't addressed?**

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**Putting it all together - draft a 20-word sentence that summarizes your responses above.**

**NEED STATEMENT**

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*Unbelievable this is going on in our community! Now I know why you do what you do! Let's talk more about it in message #2*

## MESSAGE #2 YOUR SOLUTION

Message two offers your tribe a glimpse at what you are doing. This message shares what you offer and how services/activities solve the problem.

What is your solution to the need? What exactly do you do? How do you know it works?

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Do you incorporate any Evidence-Based Practices or known best practices?

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Who is the targeted population to be served?

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What are the services or activities currently offered or proposed? How do the services address the unmet need?

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What is the ultimate outcome you hope to achieve by providing the services?

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How many will be served over the course of a year?

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What is the total cost to provide the solution for one year? \_\_\_\_\_

How much have you raised already? From whom? What is the funding gap?

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**Putting it all together - draft a 20-word sentence summarizing your solution to the need**  
**YOUR SOLUTION**

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*Whoo hoo! Thank you for your work at resolving this issue, now, let's talk about how AWESOME you really are!*

### MESSAGE #3 WHY YOU?

The third message conveys why you are the one to resolve the need? Thoughtfully answer the following questions:

How many years of experience does the organization have with delivering the solution?

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What is the expertise of your team? Consider education, years of experience and knowledge.

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What success have you had already with your solution? Share a story with me.

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What success do you have with managing community resources and other giving?

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**Putting it all together - craft a 20-word sentence that summarizes your capabilities to address the unmet need**

### WHY YOU

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*As a potential donor, you have educated me about the unmet need, shared your solution and why you can address it. Now it is time to offer up your vision of hope.*

## MESSAGE #4 INSPIRED VISION

The fourth message is key to engaging supporters' long term. As a potential supporter, I want to know your dream and if you want my support long term, you need to invite me along for the journey.

Share your 1, 3- and 5-year vision for the future?

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**Create a from/to sentence?** Example *The XYZ organization will expand services from addressing 500 to 750 individuals.*

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What are the steps you need to take to achieve this vision? What are the steps are you taking now?

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**Putting it all together - craft a 20-word sentence that summarizes your vision.**

## INSPIRED VISION

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*Consider what you have shared to this point. You have:*

- *Educated your tribe on the unmet need*
- *Improved awareness on the solutions*
- *Confirmed your team is committed and capable*
- *Inspired them with your long-term vision to address the need in a bigger way*

*If your audience is with you at this point, they are ready to engage. Share with them what they can do now!*

## MESSAGE #5 CALL TO ACTION

If your first four messages are compelling, your audience will be asking how they can engage. Be prepared to answer the following questions.

How do you use volunteers? What do you need the most?

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Besides cash, what are your top three wish list items?

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How do people follow up to learn more?

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**Putting it all together - craft a 20-word sentence that summarizes your call to action.**

## CALL TO ACTION

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You did it! By providing these five messages, those aligning with your cause are sure to get involved. Invite them in, remember their name (and spell it right), get to know them and invite them to be a partner with you. Honor the relationship, share your impact and the money will come.

**Final Step: Transpose your five draft sentences to the Executive Summary template on the next page. Share the five key talking points with your team and potential supporters.**

**Insert your organization name or logo**  
**Case for Support**  
**Executive Summary**

**1. NEED STATEMENT**

**2. THE SOLUTION**

**3. CREDIBILITY STATEMENT**

**4. INSPIRED VISION**

**5. CALL TO ACTION**

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**Recommended Next Steps**

- Now that you have identified the five most important messages, train everyone on your team. Include board members, volunteers, and your professional team. Encourage them to find their own voice to share why they do what they do.
- Shout it out to the world - infuse the key messages into every communication both internally and externally.
- Practice sharing your message by preparing your a three-minute video – in the video share why you do what you do and incorporate key messages from your case for support.