



The **NON PROFIT**
ACADEMY®

PRESENTS

HOW TO CREATE A FUNDRAISING “OFFER”:
YOUR HIDDEN SECRET WEAPON

with Steven Screen

#npapresents

The screenshot displays a web browser window with a GoToWebinar interface. The interface is divided into several sections:

- Audio Panel:** Located at the top, it features a menu with "Telephone" (selected) and "Mic & Speakers". Below the menu, it displays dialing information: "Dial: +1 (646) 307-1001", "Access Code: 696-182-970", and "Audio PIN: 34". A pink callout box contains the text: "If you're already on the call, press #34# now." Below this, there are links for "(and [additional numbers](#) ...)" and "[Problem dialing in?](#)".
- Questions Panel:** Located below the audio panel, it has a large text input area with a red circle containing the number "3" next to it. Below the input area is a "Send" button.
- Footer:** At the bottom, it says "Webinar Now", "Webinar ID: 122-701-683", and the "GoToWebinar" logo.

Red annotations highlight the orange arrow icon in the top left corner (labeled "1") and the "Audio" panel (labeled "2"). A red circle with the number "3" is placed next to the question input field.

Using the Control Panel

1. The orange arrow opens & hides your control panel
2. To listen, join the audio
 - Choose "Mic & Speakers" to join through your computer
 - Choose "Telephone" to dial in using the information provided
3. Ask questions via the "Questions" panel or by tweeting with the hashtag #npapresents

The recording of this session should be available in the Online Vault a few hours after this session is over.
<http://thenonprofitacademy.com/vault/>

How To Create A Fundraising “Offer” Your Hidden Secret Weapon

What Is An Offer?

- An “Offer” is a fundraising industry term for ‘what will happen when a donor gives a gift.’
 - Think of it as a very short story about what a donor’s gift will accomplish
- You’ve seen lots of these before . . .

Examples

Give \$30 and you can give one person clean water.

Sponsor an entire water project

For \$10,000 or more you can fully fund a water project for a community or a school. 100% funds clean water projects.

There's more good news. Because of government grants and donated goods, **your gift of \$75 has more impact, multiplying 5 times** to help provide Gaba-Gaba sweet potatoes and other much-needed assistance. You'll bring life and health to hungry children and families in Mozambique and 34 other countries.

INTRODUCE A CHILD IN INDIA TO THE GOSPEL

Your \$5 gift will send a child from India's slums to Vacation Bible School for three days this summer.

\$35

\$50

\$125

\$

Enter amount

One Time

Give Now

Learn More

And you can *learn* how to do this!

Your Secret Weapon

- The best way to take your fundraising to the next level is to Ask more powerfully.
- The best way to Ask more powerfully is to use a great fundraising Offer.
- A great fundraising Offer will also help you acquire more new donors.
- And you can do all this while raising undesignated funding!

Why Offers Work So Well

- Easier to communicate quickly
- Requires the donor to understand less
- Goes to the donor's understanding, instead of asking her to come to yours
- Requires no education
- More emotionally powerful
- Tend to be specific

Why It's Hard

A good offer goes *against* organizational values:

- Only *part* of what you do
- Simplified
- Incomplete

All of these are in conflict with what most non-profit staff *think* will work best

The 4 Elements You Need

1. A solvable problem that's easy to understand
2. A solution to that problem that's easy to understand
3. The cost of the solution seems like a good deal
4. There's urgency to solve the problem

Examples

“Just \$37 provides a night of safe shelter for a homeless mom and her children.”

“\$39 provides a customized hour of education for an at-risk youth who would otherwise not be in school...”

“Our Jewish culture in Chicago is dying, but you can help save it with a gift to the preservation society...”

What To Do In 6 Steps

1. Know what donors value about what you are doing
2. Determine which part of what you are doing donors are most interested in helping
3. Determine what help you're providing in that instance that has the biggest effect at the lowest cost
4. Find people whose life situation illustrates why this help is so needed
5. Describe the cost to help one person, and why that person doesn't have the capability to pay for it
6. Directly tell the donor their gift today will help pay for the help

How To Present It To Your Donors

- Can be done in any channel
- Write/talk to them about the problem and the offer, not about your organization
- Resist the temptation to tell them anything else
- Don't use statistics or big numbers

What To Do Next

- Write it down
- Make sure all four elements are present
- Test it!
 - Can do this for free in email
 - Try it in your next appeal
- Compare the results to a ‘regular’ appeal/email/event

Sharing With Staff Who Are Uncomfortable

- Tell them this is an approach used successfully by some of the best organizations
- Tell them you're trying to make it easy for donors to understand what your organization does, and you'll explain more in later letters and newsletters
- Remind them that they are EXPERTS and that donors' aren't – we need to meet donors where they are at
- You're making sure your organization doesn't accidentally put up the 'education barrier' between the org and its donors by making them have to understand everything before they donate

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