

Write a super short summary of a meaningful difference a donor's gift will help make, following the "Verb a Noun" formula below. Determine which one(s) your donors value most. Start using it in your fundraising.

_____ a _____
(verb) (noun)

Helpful Reminders

- Both the verb and the noun need to be:
 - Instantly understandable
 - Valued by the donor
- The phrase must describe a *change*

To see examples, go to betterfundraising.com/verbanoun