

# **STORY-DRIVEN** Fundraising Fixes

**10 Quick Wins to Inspire More Giving**

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## 10 Quick Wins to Inspire More Giving

These 10 quick wins will help you craft donor-focused, story-driven appeals that connect emotionally and inspire action.

No major rewrites—just use these simple, high-impact improvements to make your fundraising more compelling right now.

### 1. Swap ‘We’ for ‘You’

**Fix:** Instead of writing from the nonprofit’s perspective, shift the focus to the donor.

✔ Instead of: “We provide meals to hungry families.”

🔥 Use: “You provide a warm meal to a hungry child.”

**Why it works:** Donors want to see their role in the story. Make them the hero!

### 2. Open with the Problem, Not the Mission

**Fix:** Hook the donor with an urgent or emotional problem—before introducing your nonprofit.

✔ Instead of: “XYZ Nonprofit has been serving the community since 1985.”

🔥 Use: “Lisa hasn’t eaten a full meal in two days. Tonight, she might go to bed hungry again.”

**Why it works:** Problems create tension, and tension keeps people reading.

### 3. Add a Micro-Story

**Fix:** Before asking for a donation, share a tiny story about a real person.

✔ Instead of: “Your support helps kids succeed.”

🔥 Use: “When Maria opened her first book, she couldn’t stop smiling. Because of you, she’s learning to read.”

**Why it works:** A single vivid detail makes your message real and memorable.

#### 4. Create an Emotional Bridge Before the Ask

**Fix:** Connect the donor’s emotions to the request—don’t just drop in a donation button.

✅ Instead of: “Click here to donate.”

🔥 Use: “You can be the reason a child eats tonight. Give now.”

**Why it works:** Donors act when they feel something. Make it personal and urgent.

#### 5. Use ‘Instant Impact’ Language

**Fix:** Show donors how their gift immediately changes a life.

✅ Instead of: “Your donation supports our food program.”

🔥 Use: “Your \$35 gift feeds a family for a week—starting tonight.”

**Why it works:** People want to see results. Make impact feel immediate.

#### 6. Cut the Backstory—Jump into the Action

**Fix:** Remove unnecessary details that slow down your appeal.

✅ Instead of: “The economy has made it difficult for many families to make ends meet. Our organization works with local partners to...”

🔥 Use: “Maria’s fridge is empty. But you can change that today.”

**Why it works:** Long intros lose attention. Get straight to the emotional core.

## 7. Make the Donor the Protagonist

**Fix:** Write as if the donor is the main character of the story.

✅ Instead of: “We helped John find a safe home.”

🔥 Use: “You helped John escape the streets and find safety.”

**Why it works:** When donors see themselves in the story, they feel personally responsible.

## 8. Break Up Walls of Text

**Fix:** Format your appeal for quick reading and skimming.

✅ Instead of: A long, dense paragraph...

🔥 Use:

- Short sentences.
- One idea per paragraph.
- Bold key phrases for impact.

**Why it works:** Donors skim before they commit to reading. Make it easy.

## 9. End with a Compelling Last Line

**Fix:** Your final sentence should leave no doubt about what action to take.

✅ Instead of: “Thank you for your support.”

🔥 Use: “A child’s next meal depends on you. Give now.”

**Why it works:** A strong ending makes donating feel urgent and necessary.

## 10. Test Your Appeal by Reading It Out Loud

**Fix:** If it sounds unnatural when spoken, rewrite it for clarity.

✓ Ask yourself:

- Does this feel conversational or robotic?
- Would a real person say this?
- Does it make me want to give?

**Why it works:** If it doesn't sound engaging out loud, it won't work in writing!

These 10 simple storytelling fixes will make your fundraising messages more engaging, emotional, and donor-focused. Apply just a few, and you'll start seeing stronger donor connections—and more gifts rolling in.

Want more story-driven fundraising tips? Keep an eye on your inbox for our weekly resources, where we'll share even more strategies to help you raise more money through the power of storytelling!

🔥 P.S. If you found this useful, forward it to a colleague who needs better fundraising results!

Get help raising more money. Come to the Nonprofit Storytelling Conference. For more information, go to:

<https://nonprofitstorytellingconference.com>