

# Find New Donors by Telling an Urgency Story

Get More Donors Fast  
With the Right Story  
at the Right Time



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If you want new donors fast, don't wait.

An Urgency Story gets people to act quickly by showing them a need that won't wait. Donors give when they know their help is needed right now and will make an immediate difference.

This works for any nonprofit - whether you help people, animals, the environment, or fight for a cause. No matter your mission, you can create urgency.

Urgency storytelling is one of the fastest ways to bring in new donors. When you tell the right story, at the right time, you can start getting new donors within hours.

Many organizations struggle to make their needs feel urgent.

This guide will help you find the right moment, tell a powerful urgency story, and use it to attract new donors - fast.

## Here's What's Included in this Guide:

- The Best Way to Get New Donors
- Step 1: How to Make Any Need Urgent
- Step 2: Crafting Your Urgency Story
- Step 3: Deploying Your Urgency Story Quickly
- Step 4: Boosting Engagement and Response
- Final Action Plan: Get New Donors Fast

## The Best Way to Get New Donors

The single most effective way to gain new donors is simple: ask someone to donate.

While storytelling creates an emotional connection, a direct ask gets potential donors act. Every story you craft should lead to a clear and compelling call to donate.

## Step 1: How to Make Any Need Urgent

You are free to use the examples and formulas in this section for your own stories. These are here for your taking - adapt them to fit your organization's mission and needs.

Not every nonprofit feels like their need is "urgent." But urgency isn't just about emergencies - it's about creating a time-sensitive reason to act now.

The following are some ways to position a need as urgent:

### 1. Tie It to a Deadline or Time-Sensitive Event

Formula: "We need to raise [amount] by [deadline] to [specific impact]. Without your help, [negative consequence]."

- "Winter is approaching, and families need warm coats before the first snowfall."
- "We must secure funding by [date] to keep our program running next month."

### 2. Show the Consequences of Waiting

Formula: "If we don't act now, [negative impact] will happen. Your donation of [amount] today can prevent this."

- "Without your support today, more children will go to bed hungry this week."
- "If we don't act now, this vital program will be forced to close."

### 3. Use a Limited Opportunity

Formula: "For a limited time, every [donation amount] is matched, doubling your impact. Act before [deadline] to take advantage."

- "A matching gift doubles your impact, but only for the next 48 hours."
- "We have a chance to unlock a \$10,000 grant, but only if we raise \$10,000 by Friday."

### 4. Highlight a Growing Problem

Formula: "The need is growing - [specific statistic]. Every day we wait, [negative impact] increases. Give now to help."

- "The need for food has increased by 30% in the past month - your help is more crucial than ever."
- "Every day we wait, more families lose access to vital services."

## 5. Create an Emotional Moment

Formula: "Imagine [specific hardship]. Right now, [real-world example] is experiencing this. Your gift of [amount] can change that immediately."

- "Imagine not knowing where your next meal is coming from. For families in our community, that's a daily reality - one you can change today."
- "Right now, a child is sitting in a classroom too hungry to focus. Your gift can change that immediately."

## Step 2: Crafting Your Urgency Story

Many people overthink what a story should look like.

The good news?

It's simpler than you think.

Your urgency story doesn't need to be a long, polished masterpiece - it just needs to make an immediate emotional connection and inspire action.

A great urgency story can be as short as two or three sentences and still be powerful. The key is clarity and immediacy.

Use this 3-part structure to create a compelling urgency story:

### 1. The Problem (Why This Matters Now)

Keep it simple:

Clearly state the issue that is happening right now. Think about how you'd explain the problem to a friend in one sentence.

- What crisis or immediate need is happening right now?
- What will happen if help doesn't come soon?

Formula:

- "Right now, [group in need] is facing [specific problem]. If we don't act now, [negative consequence]."

Example:

- “Right now, families in our community are facing a food shortage. Without urgent support, many will go hungry this weekend.”

## **2. The Solution (How the Donor Can Help)**

Be direct:

Donors don't need to know every detail - just tell them exactly how their gift will solve the problem.

- What action can the donor take to fix the problem?
- Be specific about what their donation will do.

Formula:

- "A gift of [amount] can provide [specific impact]. Your support today will [result]."

Example:

- “A \$50 donation provides meals for a family in crisis. Your gift today can put food on their table tomorrow.”

## **#3. The Call to Action (What to Do Right Now)**

Make it easy:

Give a clear, simple way for people to take action. Use direct words like "Donate Now" or "Give Today."

- Make it clear, direct, and time-sensitive.
- Use phrases like “Donate Now”, “Give Today”, or “Act Before Midnight”.

Formula:

- "Please give now to [immediate action needed]."

Example:

- “Give now to feed a hungry family before the weekend arrives.”

## Full Example Story:

“Right now, families in our community are facing a food shortage. Without urgent support, many will go hungry this weekend. A \$50 donation provides meals for a family in crisis. Your gift today can put food on their table tomorrow. Please give now to feed a hungry family before the weekend arrives.”

## Step 3: Deploying Your Urgency Story Quickly

Want to get donors fast?

Follow this rapid deployment checklist and launch your story in the next 24-48 hours:

- Day 1:** Write your urgency story using the framework in Step 2.
- Day 1:** Identify at least one platform (email, social media, text, or website).
- Day 1:** Send out your first message - keep it short, direct, and emotionally compelling.
- Day 2:** Follow up with a reminder for those who haven't responded.
- Day 2:** Track engagement (open rates, clicks, donations).
- Day 2-3:** Adjust messaging based on what's working - double down on high-performing platforms.

The faster you get your story out there, the quicker you will see new donor engagement.

## Best Platforms for Sharing Your Urgency Story

Choose the right channel based on where your audience engages most.

Email Blast – Perfect for reaching your existing contacts.

- Example Subject Line: "Emergency: Families Need Help Before the Weekend"
- Keep it short & urgent (100-150 words)
- Include a donation link and deadline

Social Media Post – Ideal for engaging new audiences.

- Use a powerful image that reinforces urgency.

- Example Post: "This weekend, dozens of families will go without food. You can stop this. Just \$50 provides a week of meals. Donate now."
- Add a countdown or time-sensitive wording (e.g., "Only 24 hours left!")

Text Message Appeal – Great for quick action.

- Example Text: "Families need help now! \$50 feeds a family for a week. Give before midnight: [Donation Link]"

Website Banner or Pop-Up – Capture visitors' attention.

- Example Banner: "Urgent: Immediate help needed for families in crisis. Give now."

Live Ask at an Event or Webinar – Use urgency in real-time.

- Example Ask: "By the time this event ends, another family will go without a meal. Let's change that together - donate now."

## **Step 4: Boosting Engagement and Response**

- Add a Matching Gift (if possible)

Example: "Every \$1 you give will be doubled up to \$10,000!"

- Use a Countdown Timer (for digital campaigns)

Example: "Only 12 hours left to make an impact!"

- Show Progress in Real-Time

Example: "We're halfway to our goal - can you help us cross the finish line?"

- Follow Up - Send a reminder email or text for those who haven't donated yet.

Example: "Time is running out - just a few hours left to make a difference!"

## **Final Action Plan: Get New Donors Fast**

1. Write your urgency story using the 3-part framework.
2. Choose at least one platform (email, social media, text, website, event).
3. Deploy it within 24 hours - don't overthink it, speed is key!
4. Send a follow-up message within 48 hours to maximize responses.
5. Analyze your results and optimize - repeat what works!

By using urgency storytelling, you can inspire new donors to take action immediately and grow your nonprofit's support base faster than ever!

## **Want to Take Your Fundraising to the Next Level?**

Join us at the Nonprofit Storytelling Conference - the premier event for fundraisers who want to master the art of compelling storytelling. Learn from top experts, discover real-world case studies, and walk away with actionable techniques to engage donors and raise more money.

To learn more, go to <https://nonprofitstorytellingconference.com>

**Get help raising more money. Come to the Nonprofit Storytelling Conference.  
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