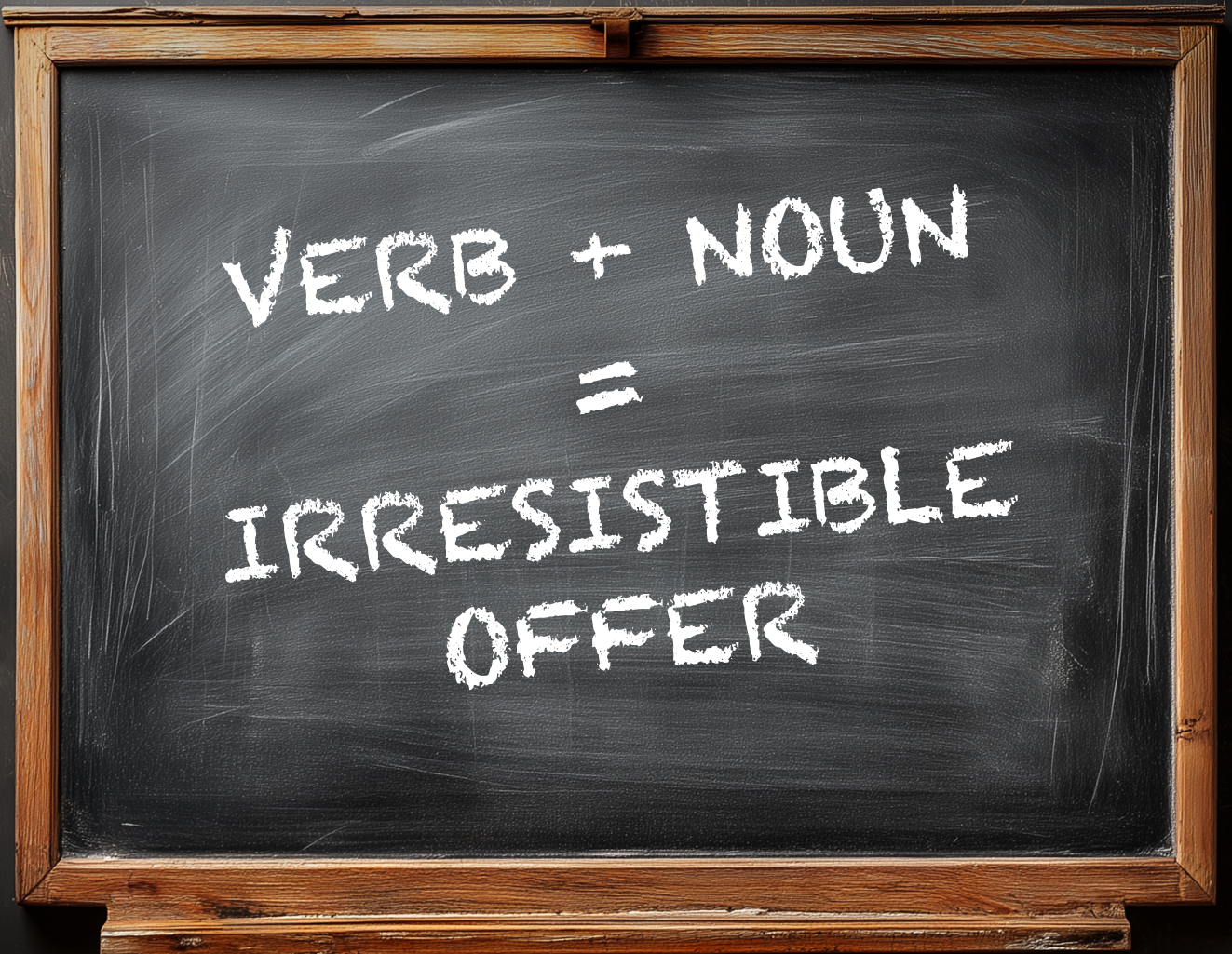


The Verb-a-Noun Formula

A fast way to create irresistible fundraising offers



VERB + NOUN
=
IRRESISTIBLE
OFFER

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Many appeals raise less money because they're vague.

Phrases like *"support our programs"* or *"help us continue our work"* don't give the donor a picture of what their gift does.

But when you **Verb a Noun**—like *"Feed a child"* or *"Build a well"*—you instantly create something concrete, emotional, and donor-friendly.

Below are three simple steps to help you create a "Verb-a-Noun" for your fundraising offers.

Step 1: Choose Your Verb (What your org *does*)

Think of your verb as the *core action* of your work. Ask: *"What do we actually do that makes life better for our beneficiaries?"*

Examples of Org Verbs:

- A food bank **feeds**
- A shelter **houses**
- An animal rescue **rescues**
- A tutoring program **teaches**
- A clinic **heals**
- An environmental group **protects** or **plants**
- A legal aid group **defends**

Pro Tip: If your organization does lots of things, don't try to cover them all in one phrase. Pick one service, one moment, or one need—and make a Verb-a-Noun offer from it. You can always create multiple offers.

Step 2: Choose Your Noun (Your beneficiary)

This is usually the person, place, or thing receiving the action.

Examples of Nouns:

- Child
- Family
- Puppy
- Veteran
- Student
- Patient
- Classroom
- Tree

Step 3: Put Them Together

- **Feed a child**
- **House a family**
- **Rescue a puppy**
- **Teach a student**
- **Heal a patient**
- **Protect a tree**
- **Defend a veteran**

How a Verb-a-Noun Gets Used

Once you have your phrase, drop it directly into your fundraising copy. It works beautifully in subject lines, headlines, body copy, and reply devices.

Examples:

- “Tonight, you can **shelter a family**.”
- “Your gift will **rescue a puppy** waiting right now.”
- “For just \$35, you’ll **feed a child** for a week.”

Notice how these are short, visual, and easy to imagine.

Make It More Emotional: Add a Name

A simple Verb-a-Noun like “*Feed a child*” is already strong. But you can make it far more powerful by attaching it to a **real person’s name**.

Names transform abstract need into human connection.

Examples:

- “Feed a child” → “Feed **Maria** dinner tonight.”
- “House a family” → “House **the Lopez family** after their eviction.”
- “Teach a student” → “Teach **Jordan** to read his first book.”
- “Heal a patient” → “Heal **Mrs. Johnson’s** broken arm.”

Tip: Use first names only (or a changed name if needed for privacy). What matters is showing the donor they’re helping a *person*, not a category.

Why it works:

- **Personalization** → Donors feel they’re helping someone they could meet.
- **Meaningful detail** → The gift feels urgent and specific.
- **Emotional resonance** → It taps into empathy and pride.

Build Your Offer (Worksheet)

Step 1. Who are you helping?

☐ Person ☐ Place ☐ Thing

Beneficiary: _____

Step 2. What action will you take?

Action: _____

Step 3. Combine them into one phrase

Verb-a-Noun: _____

Step 4. Write your single-sentence donor offer

“\$_____ provides _____ to _____.”

Example: \$18 provides a science textbook to a high school student.

Next Step for You

Rewrite your next appeal or email subject line with “Verb a Noun.”

Instead of: *“Help us reach our goal”*

Try: *“Feed a child tonight”*

Or even better: *“Feed Maria dinner tonight.”*

Keep Learning

At the [Nonprofit Storytelling Conference](https://nonprofitstorytellingconference.com), you’ll learn dozens of simple storytelling techniques like this—plus how to turn them into complete, donor-ready campaigns. You’ll leave with offers, stories, and strategies you can use right away to raise more money and create deeper donor moments.

Want to take your storytelling skills even further?

Join us at the Nonprofit Storytelling Conference, where fundraising professionals gather to learn from the best, refine their messaging, and unlock the full potential of storytelling.

Visit <https://nonprofitstorytellingconference.com> to learn more and secure your spot!

If you found this booklet helpful, please forward it to a friend who could also benefit from it.

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

<https://nonprofitstorytellingconference.com>