

Stand out to YOUR Crowd

**A Framework for
Customer-Driven
Copywriting**

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Introduction

Thank you for being part of the NIO summit, listening to my talk and then downloading this worksheet!

This is a very simple framework you can develop to make sure that the copy you write is building a bridge between the interests of your donor and the work you do.

Once complete, you will have the building blocks for a narrative that clearly articulates your value.

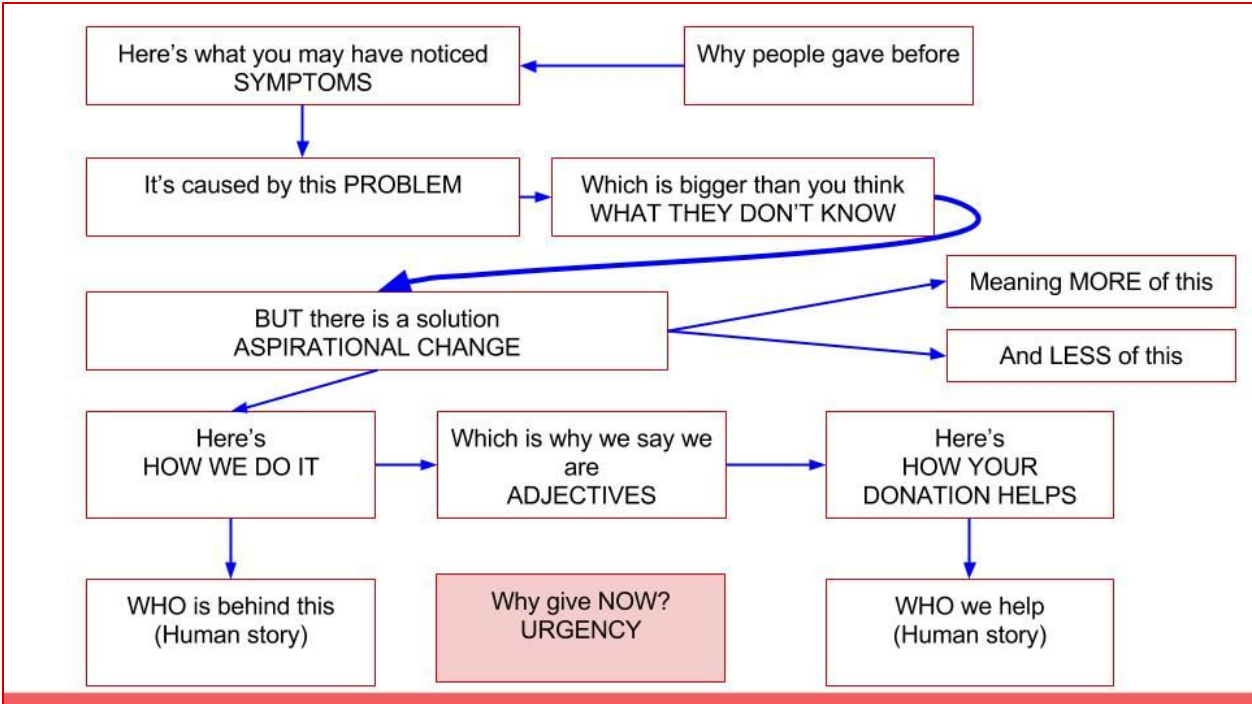
Looking for further copywriting help? You can contact me on amy@harrisonamy.com and I'll respond within 1 working day.

I offer a number of resources, training materials, consultation and copywriting services to help you tell the best story about the great work you do.

Enjoy!

Amy.

The framework:



Why people gave before

A great source of information you can use in your copy can be found by talking to advocates of your work.

Your current donors were one brand new donors who, for one reason or another, were compelled to pledge support to your organisation.

Talk to current donors and ask them:

- What caused them to choose your organisation?
- What was the tipping point that encouraged them to donate
- What do they enjoy most about supporting / being associated with your organisation?

People gave to our organisation because:

Here's what you may have noticed (SYMPTOMS)

One way to get the attention of potential donors who may not know about the work you do, is to write about the 'symptoms.'

People can be motivated to act, based on something they have seen, or recognise that they want to change. What have people noticed that reflect the problem you solve?

If your potential donor is unaware of the problem - think about the symptoms of the people you help. E.g. Children having to walk for miles to the only source of water which is contaminated and likely to make them ill.

The symptoms that resonate with my potential donor are:

What is causing these symptoms?

What is the overall problem that you solve? E.g. "Poor people in the Caribbean and Latin America are suffering unnecessarily"

Write the problem that is causing the above symptoms

Why is this problem more dangerous / severe / imminent than people realise?

An additional motivating factor is showing that action is needed **now**. What do donors **not know** about the problem, that would show them it needs to be dealt with quickly.

E.g. The landscape has changed, there are new proposals to lobby against, the approaching winter affecting the work you do, deadlines to meet.

Write your answer below:

What is your aspirational change?

This is a high-level statement about what happens when you solve the problem mentioned before.

What does your ideal vision look like? What crisis will you end? What problem will be eradicated?

This can be a very simple 1-2 sentence statement.

Help donors visualise this transformation. Use **MORE** and **LESS**

To help potential donors see the world you know is possible, use small descriptions that show what happens as a result of your work. What will there be more of in the world? What will there be less of as a result?

Here is the example from the NIO Summit:

More...	Less...
Children eating 3 nutritious meals every single day.	Children dying from malnutrition.
People becoming healthy, strong and happy through access to the medical care many people take for granted.	People dying from simple illnesses that can be easily prevented with the proper medical supplies and access to doctors.
Healthy hydration through reliable sources of fresh, clean, drinking water nearby.	People dying from dehydration. Children walking miles to the nearest water source which is often polluted.

Write your MORE and LESS answers below:

More...	Less...

How you do this... Which is why you say you are...

During the talk we looked at “Umbrella Terms.” Terms that you use to describe your organisation based on the work you do, for example “passionate” “committed” “transforming lives.”

There’s nothing wrong with using Umbrella Terms, but if you want to have more impact, you should aim to qualify **why** you use these terms. How can you prove to potential donors that you are passionate committed or transforming lives?

One way to do this is to highlight **how** you are trying to solve the **problem** you’ve outlined.

For example:

How we do this...	Which is why we say we are...
Build fresh water sources so children don’t have to sacrifice going to school.	Giving children a better future
Build safe homes so families don’t have to live in unsafe, unsanitary shacks.	Lifting people out of poverty

Complete it for your organisation below:

How we do this...	Which is why we say we are...
Build fresh water sources so children don’t have to sacrifice going to school.	Giving children a better future

Here's how donations help

Use the space below to list:

- How donations are used
- What donors receive by donating (updates, membership cards etc)

WHO is behind the organisation?

If you can highlight the people who provide help in your organisation, it can make it easier for donors to relate to your organisation.

Think about mentioning:

- People behind the scenes
- Why your employees / volunteers want to be involved with your work?
- What do these people stand for? What do they believe in?

WHO do you help?

Stories of people you help can also be very compelling. Studies suggest that stories of empowering beneficiaries can encourage donations.

When you think about the people you help, consider:

- Their problem
- The potential consequences if your organisation **didn't** help
- What you did
- The immediate results
- The long-lasting change and opportunity for the person you helped

WHY should they act NOW?

Don't forget to make any deadline or reason for urgency clear to potential donors.

Write down any relevant deadlines below to make sure you include them in your marketing copy.

Final word

Having this worksheet to hand will make it faster and easier to write marketing copy that is focused on donor interests, and showcasing the work you do.

Complete the different sections, and then keep it near when writing your copy.

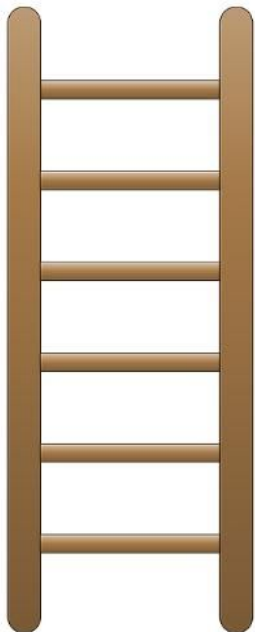
Don't forget to remember the different stages of the awareness ladder. Use it as a rough guide for which parts of your story to focus on, depending on who your audience is and how familiar they are with you and the work you do.

And don't forget, if you have questions or want more help, you can contact me direct on:

amy@harrisonamy.com

Thanks again!

Amy Harrison



Rung	Awareness state	Focus copy on...
5	Convinced and ready to buy	CTA / Urgency
4	Aware of benefits but not convinced	WHO you help / How donations are used
3	Aware of solution but not benefits	More / Less / Aspirational change
2	Aware of need but not solution	Aspirational change / How you do it / WHO does it
1	Unaware of need	Symptoms