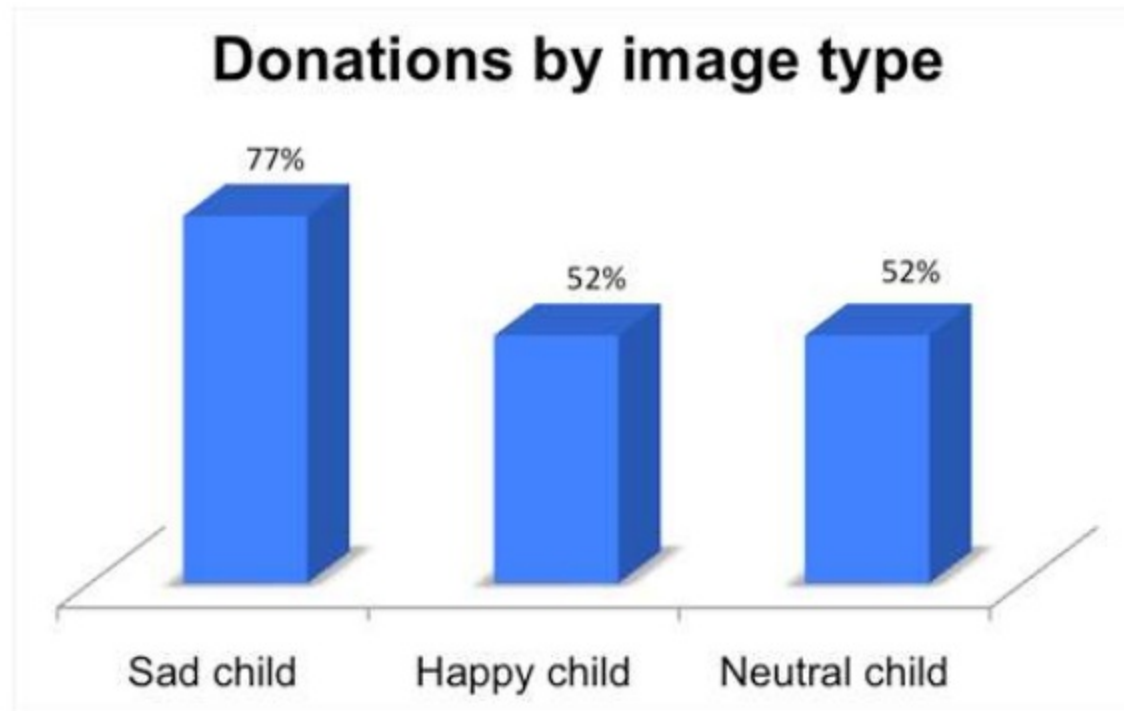


Everything

Tom Ahern

I know in

10 Minutes



Source: Jeff Brooks reporting on AMA Journal of Marketing Research, 2011



**Ask yourself  
How are we  
doing?**



Source: Dan Ariely, Duke U., 2010

*The virtuous circle...*

You ask (and flatter).

You thank (and flatter).

You report (and flatter).

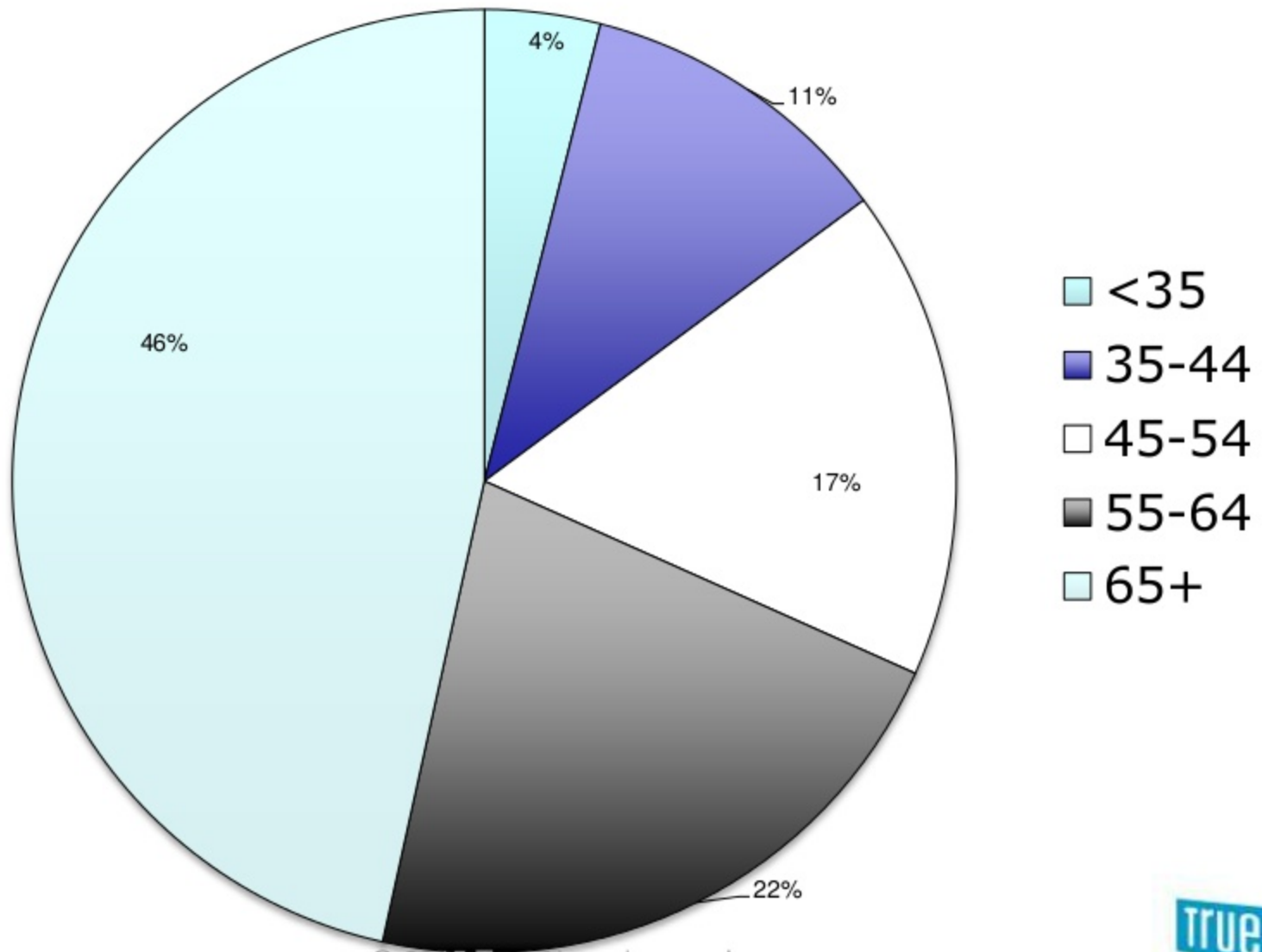
You cannot flatter too much.



“Even when people perceive that flattery is insincere, that flattery can still leave a lasting and positive impression of the flatterer.”

Source: Neuromarketing blog

# Donors by age (percentage)





# For eyes over 60...

AIGA recommends 14 pt. for body copy.



# What do “readers” really see

- Artwork: 80 percent
- Photos: 75 percent
- Headlines: 56 percent
- Briefs: 31 percent
- Captions: 29 percent
- Text: 25 percent\*

\*This number is abnormally high, according to Poynter Institute researchers. They tested prototypes rather than actual publications. Prototypes invariably produce higher, more positive numbers than real publications. *Source: Ann Wylie*





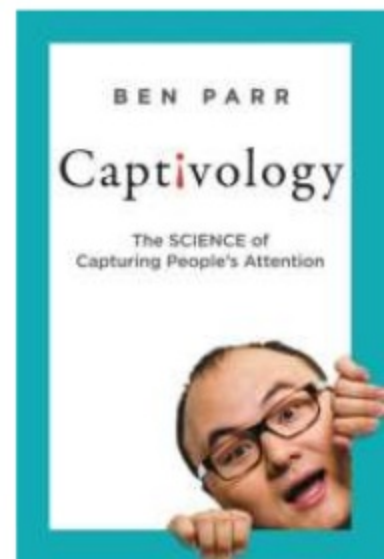
**Stuff I've  
learned from  
great Brits**

**Dr. Adrian Sargeant:**  
***Why donors stay loyal***

**You've established a personal link**



The first gift you ask  
for is my attention.



**Ask yourself**  
**How are we**  
**doing?**

“Are you hogging the  
credit or giving it to  
your donors?”

Corporate communications are about how great the organization is. Favorite pronoun:

we

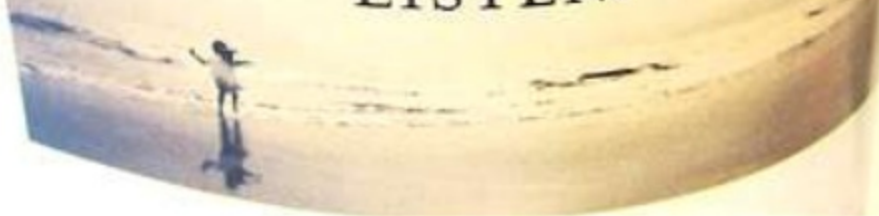
Two year old Patricia Pula sat on her mother's lap, unable to hear the gentle voice that tried to comfort her. Deaf from birth, her life in Romania was lived in silence. But a month after undergoing cochlear implant surgery at Mount Sinai, the silence was filled

MOUNT  
SINAI

with the sounds of a world Patricia never knew. "I feel like I've just given birth to this child for a second time," her mother said tearfully. "No longer she hears." ☎ 800-MD-SINAI • [www.mountsinai.org](http://www.mountsinai.org)  
Another day, another breakthrough.

# WE TURNED

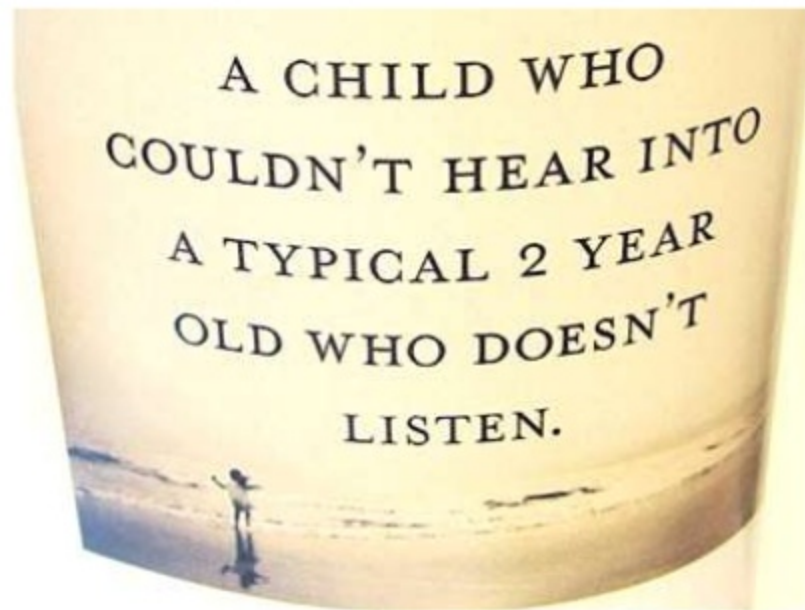
A CHILD WHO  
COULDN'T HEAR INTO  
A TYPICAL 2 YEAR  
OLD WHO DOESN'T  
LISTEN.



Donor communications are about how great  
the donor is. Favorite pronoun:

you

Thanks to you  
and other generous donors like you,  
we were able to turn...



# Donor comms 101



“We support a **charity** or a soccer team or a perfume because it gives us a chance to love something **about** ourselves.”



Source: Seth Godin

# The virtuous circle...

Appeals, thanks, & newsletters work together.

You ask. You thank. You report.

You ask. You thank. You report.

You ask. You thank. You report.

The part the **charity**  
cares about

The part the **donor**  
cares about

BE VIRTUOUS

BE...

Appeals, thanks, & newsletters work together.

You ask. You thank. You report.

You ask. You thank. You report.

You ask. You thank. You report.

Your thanks and your newsletters are **your HUG!**

