
Eight Questions to Craft the Message: Conveying your Mission and Passion

A message conveys what you do, how you do it, and who you do it for. It tells the listener what you need to accomplish your work and how they can help. The donor needs to see how their concerns and interests – the things they care about – will be advanced by giving something to you.

OPTIONAL: What is the issue or problem that the potential funder understands?

1. The first step is to talk about the work you do.
 - ◆ What is the need your organization is addressing?

 - ◆ What does it do?

 - ◆ Who does the project benefit?

2. Fundraising is both of the mind and the heart. Use real stories about real people with real names.
 - ◆ In the space below, tell a story about one person in your community. What was their life like before your work? What did you do? And what was it like after?

6. In order to be successful, you will need a lot of support, including funds, equipment/materials, meeting space/food, volunteer help, etc. We usually ask people to share some of what they have the most of. We talk about making an “investment” in the future. Consider all of the details and organize your thoughts into a clear, brief, and compelling statement.

- ◆ What resources do you need? Express in concrete terms and measures.

7. People want to be a worthwhile part of a worthwhile organization.

- ◆ How will the donor’s investment make a difference in the lives of the people?
Why now?
- ◆ How will your work make a difference to the funder?