



Introduce Your Organization

Come up with the essential sentence that a donor could walk out of the room and repeat. (It's probably not your mission statement.)

What Is the Need and How Does Your Organization Meet Need?

Before you explain your services, donors must understand the need for your services. Briefly describe the need and then explain what you are doing to solve it. Summarize and highlight your best programs.

The Need:

How You Meet the Need:

How You Do It Well:

Two Memorable Statistics Relating to Your Organization

1.

2.



Tell the Story of a Client to Share Your Services

No matter how dynamic your organization, reciting a laundry list description of your services is boring. The best way to describe your services is through telling the story of a client who has used your services. Telling a success story provides a tangible description of your services and their effectiveness.

1. What needs did the client have when he/she came to your organization?

2. What services were used?

3. Describe the success:

Use a Power Statement: Explain What a Small Gift Can Do

Cost of service divided by 52 weeks = \$ per week to provide service ($\$200 / 52 = \4 per week)

1. \$_____ per week provides:

2. \$_____ per week provides:

Ask for a Donation Via Paycheck Deduction

“Example: “Thank you for welcoming me today to share our work at (name of organization). Just \$(dollar amount) per week provides (specific service). When you are considering whether or not to make a paycheck contribution pledge, I am asking you to remember how a small gift can make a big difference. Please choose to make a paycheck contribution.”