

Armenia_Presentations_Fundraising_Argument

Why? The donor is asking...

- Why is your project important?
- Why do you need money for the project?
- Why did you come to me?
- Why are you coming at this moment?

Be ready for complex argumentation and use parts o fit for different donors.

Summary: Who we are – what we do and why – call to action for the adreesee

Well formulated argument is:

- Optimistic, offers solution of the problem
- Makes the donor feel important

And is:

- brief
- true
- clear/understandable
- conveys a **strong appeal to donate**
- **Raises emotions, but doesn't blackmail**

Credits: Jana Ledvinová, www.fundraising.cz, www.vbcczech.cz

Excercise: Think of two people who could potentially support your organisation (your target group). One already knows you, the other does not. Ask the first one for a donation (Formulate fundraising argument including call to action - donation.) What could you offer to the second one to draw him/her closer to your organisation? (So that later he/she would become your donor 😊)