

... just a reminder that you're receiving this email because you have expressed an interest in Altern... Communications. Don't forget to add a2bmail@aol.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

## Love Thy Reader | About Donor Communications | *from Tom Ahern*



If you had more money ... you *could* do more good.  
If you do better communications ... you *will* have more money.

**Like** what you're reading? **Receive** your very own free copy!



Naming rights to a teddy bear, a lightbulb, or a table for 6?

**And now for something completely different**

I want to give full credit. First, blessings on Nonprofit Quarterly's Ruth McCambridge for mentioning this [bright idea](#) in her Jan. 22 post. Second, blessings on [McKinney](#), the NC & NYC agency that came up with this breakthrough reinterpretation of those stodgy old naming rights. Third, blessings on [Urban Ministries of Durham](#) for agreeing to something so different and so fabulous. This "naming rights for the rest of us" campaign is so nice I did it twice!

What you missed at the IFC...

**How to retain 400% more of your 1st-time donors**

A couple of really, really smart agency people made a presentation in Amsterdam, captured [here](#) on Vimeo. Watch [Mark Phillips](#) of Bluefrog walk through old (and really good) fundraising ads. Watch Damian O'Broin of [Ask Direct](#) explain how to

Dr. Adrian Sargeant, explorer! - **Part 2**

# 7 principles of donor loyalty

***Charities that get straight A's in 7 things reap the rich rewards of contented donors.***

-----

Dr. [Adrian Sargeant](#) is a marketing professor specializing in charities. In his groundbreaking research, he uncovered 7 chief reasons why donors will sometimes stay with a charity for years. The previous issue of this newsletter talked about reasons #1 and #2.

-----

**Loyalty reason #3. They're aware of consequences**

You clever devil, you.

Somehow ... thanks to your uncommon powers of persuasion (and, of course, message repetition; because saying something a 100 times

increase new donor retention rates by 400% with one simple maneuver. And more.

*\$50-off coupon code available; limited time..*

**Coming Feb 18:  
Save on Ahern's  
"Direct Mail for  
Small Nonprofits"**

This is one of a kind, offered by Kivi Leroux Miller at [Nonprofit Marketing Guide](#). You attend 2 training sessions via webinar. Then you write a letter and bring it back for a deep and public critique by Coach Ahern. Strictly limited seating: we can only accommodate 25 in this labor-intensive hands-on [atelier](#). Rack rate: \$449. With coupon: \$399. Coupon code, if you choose to join our merry band of misfits: **tom50**. Yes, it's case sensitive.

*Synonym for "killed a wolf"?*

**Hey, hon, what's the word for...?**

Here's a [list](#) of "killing" terms ... like regicide (king) ... fratricide (brothers) ... and muscicide (flies).

*Tony Elischer, on target...*

**What we know to date**

Two issues back, I recommended "[The New Lexicon of Fundraising](#)," by Tony Elischer, managing director of THINK Consulting Solutions, hdqts: the UK, with clients globally. About 100 curious souls clicked through to view. ¶ Let me recommend Tony's white paper yet again. I just read it for the second time, and you know what? He nailed it. He captured exactly where we are today in our understanding of donor relationships ... and where we should be headed to deepen those relationships.

**It's here!**

is light years more effective than saying it a few times), you have trained your donors to firmly believe that, "Someone could be HURT if I do NOT give."

... OR ...

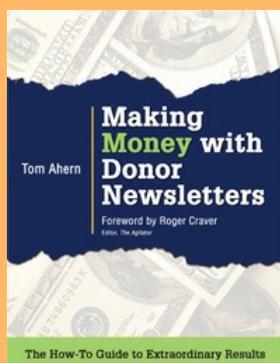
Alternatively (since you like to accentuate the positive), your donors now firmly believe, "Someone will be HELPED if I DO give."

Here's how [Waifs and Strays](#) (now The Children's Society) successfully sent the message in the past:



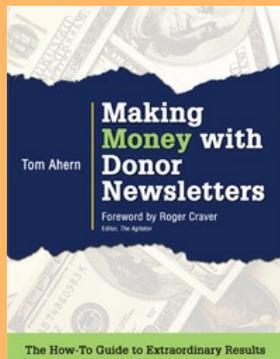
Corny? In the most lucrative way. "Corny" is a VERY good thing in appeals, as [Jeff Brooks](#) explains in his 2013 book ... as opposed to clever or coy.

BTW: Thanks to [Mark Phillips/Bluefrog](#) for sharing the above PERFECT examples, proof that (in my rude words, not his) "charities once knew what they were doing in their advertising." Some still do....



Heavily revised and illustrated 2nd edition. From [Emerson & Church](#).

And here, too!



Heavily revised and illustrated 2nd edition. From [Amazon](#).

## Joinme?

¶ [Linked In](#): 979 connections  
¶ [Twitter](#): 1,246 followers  
Handle: thattomahern  
¶ [E-news](#): 7,918 subscribers  
¶ [Facebook](#): 215 friends

## Ahern bloggy

### My career,

unvarnished, not all that well censored either

### Working on....

Concluded Act One of the case for support for a global vaccine effort. OMG, the science: a million words' worth. And yet we're not really selling science. We're selling impact. Which led us to this new acronym: FATS. **Fiddlesticks About The Science**. Roughly translated: don't get too mesmerized by the science; to the non-specialist donor, a magic wand is just as good as some real breakthrough in the lab.

What's new on [SOFT?](#)

**Need a good idea RIGHT NOW?**

Then review this freshly

Nonprofits have fallen into a logic trap that does them no good at all. They have this theory that makes perfect sense on one level: "If we show people how great we are as an agency, they'll support us. The more we talk about our programs, our successes, our data, the more money we'll make."

# Wrong!

Look, the donor assumes your agency pretty much does what it says it does.

Save the Children saves children. Food for the Poor feeds the poor. [Crisis Aid International](#) brings aid to places in crisis around the globe. (Crisis Aid is a personal favorite: a tiny faith-based charity doing huge good in tough neighborhoods like Somalia.)

To keep donors loyal and happy and giving, you only have to **connect two dots**.

updated [list](#) of SOFII's **latest** exhibits. SOFII stands for the *Showcase of Fundraising Innovation and Inspiration*. This big-hearted, mostly volunteer, London-based nonprofit collects and annotates examples of **SUCCESSFUL** donor communications from around the world ... and then gives you **FREE** access. I'm there often.

Could they take the heat? Well, they came into my kitchen...

**Enter a GALLERY of FRANK critiques ... solely for your error-avoiding, idea-stealing pleasure**

Brave people send me samples of their donor comms, for a **free, nitty-gritty** - and **public** - critique. Find out exactly what they did wrong or right, and learn from their mistakes or victories.

Available as

[downloadable PDFs](#)

with pop-up comments.

I won't be critiquing for awhile in 2013, due to other commitments.

### **Joyaux Associates**

International expertise at down-to-earth prices. Fund development, board development, strategic planning. [Lots of free resources](#), too!

### **Where will Tom speak next?**

Check upcoming events on Tom's international [speaking CALENDAR!](#)



[Ourhouseinfrance.com](http://Ourhouseinfrance.com)

### **My website**

**Dot #1:** the generous, wonderful, compassionate, kind donor.

**Dot #2:** the good outcome that your donors' grand and empathetic hearts will make possible (children saved, poor fed, people in crisis helped).

Connect those two dots.

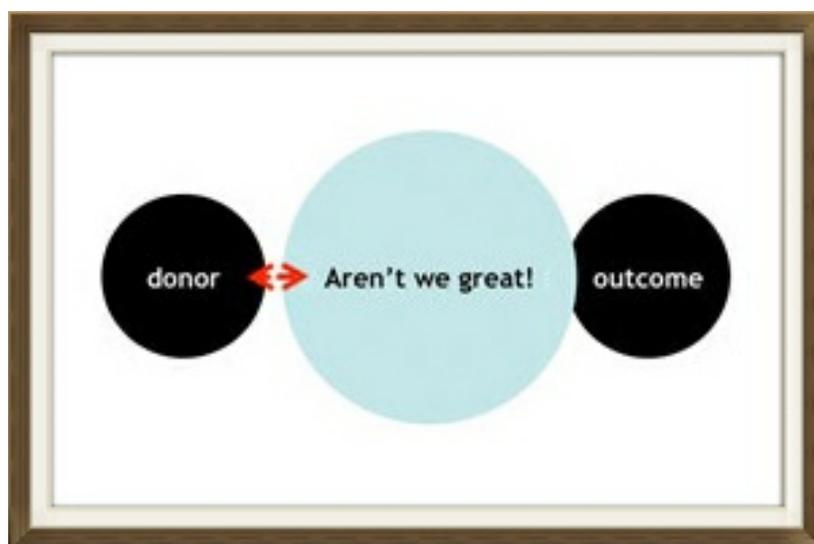
**Only** those two dots. Your specific charity is just a **footnote** to those two dots.

## Warning: Ditch ahead!

Fundraisers, charities, board chairs, EDs: **resist** the temptation to elevate your footnote status into a big third dot.

No third dot! No third dot! No third dot!

And what, you ask, would that third dot be?



It would consist of the usual words and pictures: a nonprofit endlessly yapping on about itself and how much it does and how amazing its work is.

Save your nonprofit's boasts and drawn-out explanations of programs and crushing data-

lanches for the employee orientation package.

Your donors will NOT respond to that stuff.

Just the opposite, in fact. When you insert a big fat third dot all about you, donors give less and leave sooner.

## **Get over yourselves**

Nonprofits are a means to an end, for the donor.

The truest words I've ever heard about donor motivation are these from marketing's philosopher-king, [Seth Godin](#): "We support a charity or a soccer team or a perfume because it gives us a chance to love something about ourselves."

When people give to you, they're not loving the charity. They're loving themselves.

-----

### **Loyalty reason #4. You've connected**

Say it loud. Say it proud. "You."

*More on that in the next issue, as we continue our exploration of Adrian Sargeant's 7 principles of donor loyalty....*

---

Back issues of this newsletter? [Here...](#)

---

## **"Valentine's '14" collection**





## Wear your heart on/near your sleeve

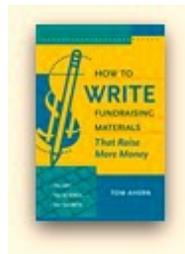
*Writer-wear*©. *Advice-wear*®. *Reminder-wear*™. **We do message. You customize! PICK your colors, sizes and styles ... huge range!** Statement T-shirts (and the occasional iPhone sleeve) for the wordy wise.

[Click here to see for yourself!](#)



### How to write a case for support. Read the Kool-Aid.

See what Amazon reviewers say...



### How to write fundraising materials your donors will love.

See what Amazon reviewers say...

'Til next time...  
donor communications  
true believers!

