



## STAIGER|VITELLI & ASSOCIATES LLC



### Five Ways Your E-News Can Boost Fundraising:

- 1. Embrace Transparency:** Start by sharing the funding gap in every e-news no matter what. Sprinkle in mentions of the funding need after touching upon your mission: "It will take \$X in the next x months to fully fund our programs and serve X."
- 2. Highlight What Powers Your Programs:** Every time you mention a program, shed light on what fuels it. Does a project require additional funds? Does another depend on the invaluable effort of a certain number of volunteers? By showcasing these, you not only inform but also engage potential contributors, prompting them to wonder "how could I pitch in?"

3. **Be Inviting, Literally:** Strong and sustainable fundraising revolves around community involvement. After showcasing what a program needs, offer clear avenues for readers to hop on board. A simple "Want to help out or learn more? Reach out to [Contact Name] at [Contact Email]!" is enough to strengthen your Call-To-Action game.

4. **Less is Often More:** While your mission is big stuff, e-newsletters needn't be epics. Prioritize main mission points and entice readers to dive deeper on your website. Not only does this make your email more reader-friendly, but it also increases engagement and curiosity about your mission. (**Abundance** thinking for the win!)

5. **Demystify the Lingo:** Every field has its jargon, but an e-newsletter isn't the place for it. Make your message universally understandable. Here's a tip straight from our playbook: invite a passionate, non-technical, non-staff supporter to review your drafts. They'll spot the jargon you might miss and help strengthen community alignment.

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