

AGN Workshop Chat Log: Writing Direct Appeals
3.17.22

GENERAL SESSION 1 - Getting In Sync With Your Audience

AGN Support to Everyone:

Welcome! You can find all of today's materials on the materials tab on the live event page:

<https://www.annualgivingnetwork.com/workshop-writing-direct-appeals/>

Please remember to mute yourselves and keep your videos off during general sessions!

If you have any questions or need help, you can reach us here in the chat, email

info@agnresources.com, or by calling 888.407.5064

AGN Support to Everyone:

Please rename yourself to First and Last Name (Institution)

Ex. Dan Allenby (AGN)

Meredith Johnston (AGN) to Everyone:

Just following this advice would be game changing for most appeals, in my experience!

Amanda Davis, AGN to Everyone:

Emergency funds can also be a nice choice if you're trying to appeal to multiple audiences--they create a sense of urgency and are a very compelling case.

Meredith Johnston (AGN) to Everyone:

Such a great point, Amanda—those appeal so broadly

Amanda Davis, AGN to Everyone:

Speaking of great points--the one Gina is making right now is absolutely that. The structure and shape of the appeal should be in line with your fundraising strategy and the audience you are trying to reach.

Tracey Palmer (AGN) to Everyone:

BTW, your boss is not your audience either!

Meredith Johnston (AGN) to Everyone:

Remind leadership of this too!! I've had to tell an exec leader that his feedback wasn't statistically significant...

Meredith Johnston (AGN) to Everyone:

JINX, Tracey!

Tracey Palmer (AGN) to Everyone:

HAHA!

Meredith Johnston (AGN) to Everyone:

Before you get overwhelmed, this could be simply making your response device designation suggestions highly variable. You don't need 1200 versions of content.

Tracey Palmer (AGN) to Everyone:

Fun fact: As we age, we rely less heavily on facts and logic, and more on emotion and intuition as we make decisions.

Amanda Davis, AGN to Everyone:

It's not about you. True in life, true in appeal writing.

Rachel Burchfield (UAB) to Everyone:

As a newbie to this style of writing, this was immensely helpful
Thank you!

Melissa Corral (Texas Tech University HSC) to Everyone:

Thanks, Gina!

Tracey Palmer (AGN) to Everyone:

It's not about what you need, but about what the donor is interested and passionate about. Find the shared passion and interest.

GENERAL SESSION 2 - Structuring Your Appeal

AGN Support to Waiting Room Participants:

Welcome back, everyone! We'll be opening up the general session momentarily.

AGN Support to Everyone:

Welcome back! Please remember to keep your videos off and stay muted during general sessions.

Also, remember to rename yourself First and Last Name (Institution)

Tracey Palmer (AGN) to Everyone:

Yes, ask early and often! Soft ask to harder.

Gina Fiorillo, AGN to Everyone:

Be careful about "throat clearing" first lines too - "I am writing to you today to...."

Tracey Palmer (AGN) to Everyone:

Great point, Gina!

Tracey Palmer (AGN) to Everyone:

The donor is always the hero of your story, not you or your organization.

Meredith Johnston (AGN) to Everyone:

Make it clear—no bait and switch. 😊

Meredith Johnston (AGN) to Everyone:

I should know what you want from me pretty quickly and easily. Don't bury the lead...

Tracey Palmer (AGN) to Everyone:

Human brains are lazy. Don't make them think!

GENERAL SESSION 3 - Enhancing Your Ask

AGN Support to Waiting Room Participants:

Welcome back! We'll be opening the general session in just a moment.

AGN Support to Everyone:

Welcome back! Please remember to keep yourself muted and with video off during the general sessions.

AGN Support to Everyone:

And a final, friendly reminder to rename yourself to First Name, Last Name (institution)

Jennifer Friedman to AGN Support(Direct Message):

Will we get a contact list of everyone that is here?

AGN Support to Jennifer Friedman(Direct Message):

Hi Jennifer! Great question. Yes, you can find a Participant list on the Materials tab of the event page: <https://www.annualgivingnetwork.com/workshop-writing-direct-appeals/>

Jennifer Friedman to AGN Support(Direct Message):

Awesome!

Amanda Davis, AGN to Everyone:

Setting the expectation also makes it easier for donors to give--choosing an amount without context can be a barrier to giving.

AGN Support to Everyone:

As you return to the general session, please remember to mute yourself and stop your video!

Meredith Johnston (AGN) to Everyone:

I just shouted no way, and the computer reminded me I'm on mute...

Amanda Davis, AGN to Everyone:

I may have dropped a swear word when she told us in the breakout group. Sooo cool!

Meredith Johnston (AGN) to Everyone:

(She definitely dropped a swear word, y'all...)

AGN Support to Everyone:

Thanks for joining us today! Please take a moment to let us know what you thought about today's workshop: <https://www.surveymonkey.com/r/LC8THMJ>

Meredith Johnston (AGN) to Everyone:

Thanks everyone!

Meredith Johnston (AGN) to Everyone:

It's always an honor to support others in the field.

Kat Haro, Oakwood School to Everyone:

Fantastic workshop - so many takeaways!

Emily Meier (Trinity University) to Everyone:

This workshop was amazing. Thank you, everyone.

Jessie McDonald (Denison) to Everyone:

A great day. Thanks everyone!

Francesca Molina (The Athenian School) to Everyone:

Great workshop, and facilitation. Thank you!

Flor M. Cruz (Brentwood School) to Everyone:

Thanks team AGN!

Gina Fiorillo, AGN to Everyone:

Thank you all! So grateful for the opportunity to meet you all

Paula Spies, LDBPI to Everyone:

Excellent informative day! Thanks

Teddy Wingo (Pacific Lutheran University) to Everyone:

Thank you!

Rachel Burchfield (UAB) to Everyone:

Thank you!

Maya Varian (UC Berkeley) to Everyone:

Thank you!

Joel Thomas (Pacific Lutheran University) to Everyone:

Thanks all!