



Amanda Lane <amandalane@addsomehotsauce.com>

The one sentence you need to inspire a donor to fund your nonprofit

1 message

Sybil from Do Your Good <sybil@doyourgood.com>
To: Amanda Lane <amandalane@addsomehotsauce.com>

Tue, Oct 31, 2023 at 2:34 PM



Hi Amanda,

"You had me at hello!"

You hope your donor will say this after reading or hearing your pitch! While it might take a bit more than hello to convince a donor, you can hook them in the first few sentences to inspire them to open their wallets.

The best way to do this is to define success right away.

It can be hard to get this part right, but without defining your success clearly upfront, you risk losing your donor's interest before you even get into the details.

As part of my ongoing series of pitch trainings, I'll show you how to write the perfect opening to your pitch with a free training **this upcoming November 6 at 12 PT/ 3 ET.**

Add the Zoom **event to your calendar now:**

[https://us02web.zoom.us/meeting/tZYscO6ggjIjGtZul8FaRgtq91c87QeAyhTk/ics?icsToken=98tyKuGqrzwtEtCcuRmFRpwQBY_CKPzwiFhEjbdniRO9JSFhZRfnb7NBauVOFfnJ](https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/tZYscO6ggjIjGtZul8FaRgtq91c87QeAyhTk/ics?icsToken=98tyKuGqrzwtEtCcuRmFRpwQBY_CKPzwiFhEjbdniRO9JSFhZRfnb7NBauVOFfnJ)

By attending this free training, you will learn:

- How to tap into your passion for your cause to inspire potential donors to care (almost) as much as you do.
- How to craft a success statement that hooks donors right away and keeps them donating year after year.
- How to avoid the common mistakes nonprofits make when talking about their successes, so you don't leave money on the table.

Come join my free training to get started on crafting ***the perfect opening to your pitch!*** I hope to see you on **Monday, November 6** at **12pm PT / 3pm ET**.

Add the Zoom event to your calendar now:

https://us02web.zoom.us/meeting/tZYscO6ggjIjGtZul8FaRgtq91c87QeAyhTk/ics?icsToken=98tyKuGqrzwtEtCcuRmFRpwQBY_CKPzwiFhEjbdniRO9JSFhZRfnb7NBauVOFfnJ

In the meantime, do good & be well,

Sybil Ackerman-Munson
President
Do Your Good

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