

Emotive Writing

to move your donor's heart

with Madeleine Nance,
Fundraising Copywriter

Why use emotive writing?

1. Decisions need the emotional part of our brain.
2. Positive emotions make us feel ready for decisions.
3. Empathy drives giving.

Get the donor close to the impact

1. Avoid self-centered wording.
2. Make it about THEM, not YOU.
3. Connect the donor directly with the outcome.

Inspire empathy

1. Ask people a question to put them in someone else's shoes.
2. Use details to put someone in the moment.
3. Use analogies to help people relate.

Use empowering language

1. Speak human to human.
2. Focus on dignity.
3. Remember equal worth.

Storytelling tips

1. Keep asking, "But what does that mean?"
2. Paint the picture – help people visualize.
3. Get the pace right

How to talk about heavy subjects

1. Person-first language
2. Encourage empathy
3. Dignifying language

**Want step-by-step video lessons
on how to use these tips
to raise more funds for your nonprofit?**

**Get the mini course *Emotive Writing
to Move Your Donor's Heart* today.**