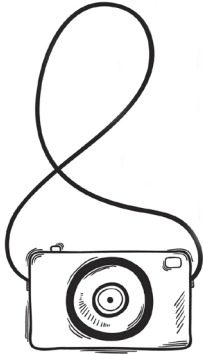


HOW TO HAVE SUCCESSFUL COPYWRITING PLANNING

Preparing for the Donor Impact Report (DIR) Planning Call

★ Impact Reports are your chance to show off to the donor what has been **accomplished thanks to their generous support!** This is your “*feel-good*” piece and by working with us, we will help you create a piece the donors will be **EXCITED TO OPEN!**



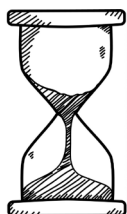
THINK ABOUT CONTENT:

- What special projects did the donor help support this year?
- What was the problem you for help with & what was the result?
- What goals did you reach this year?
- How many people did you impact by your mission? (Clients, students, patients, etc.)
- Testimonials: clients, staff, volunteers, donors, patients.
- Message/ Note of THANKS from E.D., Development Director, etc.
- **PHOTOS, PHOTOS and more PHOTOS**

THINK ABOUT POSSIBLE FILLERS, IF NEEDED:



- Highlight Planned/ Legacy Giving
- Highlight “What Your Gift Can Do” again
- Highlight Giving Circles or Monthly giving



DELIVERABLES / TURNAROUND CONSIDERATIONS:

- Will testimonials need to be signed off on? Will we need to get a head start? Testimonials should be incorporated during the initial draft if possible, to better streamline the content.
- Is there any reference material you need to send to the copywriter to assist with the tone and content accuracy? Your copywriter won't be able to start without resources!
- Will there need to be any interviews the copywriter will need to conduct? If so, time to coordinate this will need to be considered.