

# Thaler Pekar & Partners

## The best tool for engaging donors in turbulent times

**You want your donors to feel engaged. And story sharing is the best communications tool for achieving a high level of donor engagement.**

Certainly, when communicating with existing and potential donors, feel free to acknowledge the elephant in the room: the dismal and uncertain economy. But remember your end goal of engagement, and refrain from eliciting fear in your donor.

Think of how you might answer these questions:

- Think of the organization or political candidate to whom *you* most recently contributed. Why did you give?
- Think of the most recent person to contribute to your organization. Why did they give?
- Think of the most recent time you felt really excited about the work you are accomplishing. What was happening, and why did you feel excited?

Which of these anecdotes might be personally relevant to your listener? Which stories might you share to elicit an emotional connection?

Now, imagine yourself videotaped, on the home page of your organization's web site, sharing one of these stories. How do you want the viewer to feel? What energy do you wish to convey? And now imagine yourself sharing one of these stories over coffee with a donor; imagine the stories *they may tell you*, in response to your story.

Imagine the level of engagement you will have achieved – and the benefits it will bring to your organization.

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Be heard

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