

Non-Profit Value Proposition

Appeal	Clarity
<ul style="list-style-type: none">✓ Demonstrate the impact of your work✓ Focus on particulars over the general✓ Acknowledge the donor's role	<ul style="list-style-type: none">✓ Convey the message quickly✓ Ensure main points are scannable✓ Reduce words where possible
Exclusivity	Credibility
<ul style="list-style-type: none">✓ Emphasize what makes you different✓ Show consequences of not doing this✓ Explain why only you can do this	<ul style="list-style-type: none">✓ Tell stories for vividness✓ Include testimonials✓ Reassure fiscal responsibility

Appeal

Convince prospects to support your mission by showing your impact. Focus on the particular over the general. And attribute the impact to the donor.

Exclusivity

Answer the question "Why should I give to you instead of someone else?" by showing that your mission is unique and will not be done without you.

Clarity

Communicate in a way that is easy to understand. Be clear and direct in your calls-to-action. And design your message for quick comprehension.

Credibility

Demonstrate credibility by including stories of those you've helped, testimonials, and some details about how donor's money is being used.