

CÓMO ESCRIBIR UN TEXTO QUE CONNECTE

Irene Borràs, CAUSES Madrid, 27 de septiembre de 2013

QUÉ SIGNIFICA ESCRIBIR UN TEXTO QUE CONNECTE.

- Está escrito para el donante.
- Ilustra claramente la misión de la organización y la visión de futuro.
- Explica las necesidades de la organización y qué se hará con el dinero.
- Da razones de peso para que los prospectos apoyen la organización.



CONTENIDO

- Conoce
- Organiza
- No hables de ti
- Narra
- Emociona
- Concreta
- Tómate tiempo
- Adapta al medio

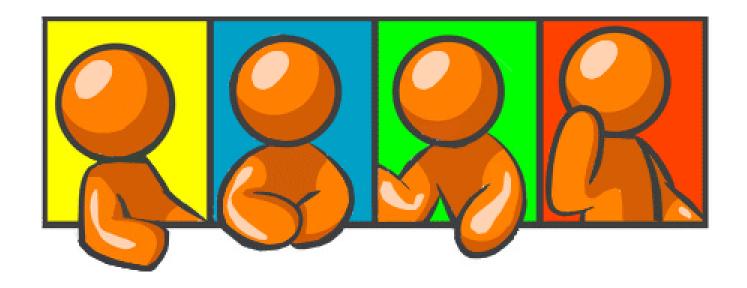


CONOCE

- Investiga: vive los servicios, proyectos, habla con voluntarios, profesionales con experiencia, nuevos, equipo directivo, junta,...
- Descubre: "qué me mueve".
- Haz tu lista de ítems: por qué estás (o colaboras) en (con) esta organización.
- Escribe desde tu vivencia personal.



CONOCE





ORGANIZA

- Define TUS OBJETIVOS.
 - Qué quieres conseguir.
 - Qué quieres qué hagan.
- Define TUS **PÚBLICOS**.
 - A quién
 - Prioriza.
- Construye TU EQUIPO.
 - Busca aliados.
 - Da herramientas y empodera.



ORGANIZA





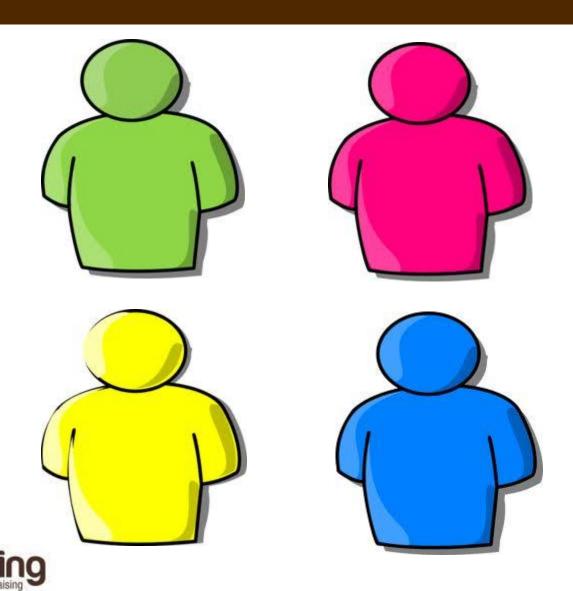
"You'll have more fun and success when you stop trying to get what you want, and start helping other people get what they want."

> Dale Carnegie Empresario y escritor



- ¿Qué necesita saber -quien tenemos al otro lado- de la organización?
- ¿Qué le va a mover?
- ¿Cuál será el "click" que va a despertar sus ganas de moverse?





- Testea:
- ¿Cuántas veces aparece la palabra "tú" en tus materiales de captación?





"Effective fundraising is a result of telling your story."

Carl Richardson

Philanthropy News Digest



- Cuenta una historia.
- Da ejemplos concretos.
- Da voz a tus públicos (usuarios, beneficiarios, voluntarios, profesionales,...).





Chámanos: (0034) 981865716 | 981874293

Fogar AMICOS Prei

Prensa

Contacto

Doazóns

Donantes





FOGAR AMICOS

FAITE SOCIO

COA TÚA AXUDA CONSTRUIMOS O NOSO FUTURO







Chámanos: (0034) 981865716 | 981874293

Fogar AMICOS

Prensa

Contacto

Doazóns

Donantes

E





Grao a grao construímos entre todos o futuro



FAITE SOCIO



Con 5 euros ao mes, unha persoa con discapacidade pode contar co material



Remember your first period? Leaving school? Getting married? Having your first child? Aneni does. She's twelve.



For some girls, starting their periods is the first step towards forced marriage.

In neuron that they'd occur to meet sail of sof pail, sobbest from their feeting and forced into membrase with obtainment. Wany will enclare abuse, And away year, thousands will also in lates a feetings their years; becker year servin seely for adobtain.

As a correct, you understand pail how to fill their is. And as a correct, you can be consisting about it by holying their work with tending and communities to least covery gift out of femal mechagis and in actions.

Text GIRL to 70099 to give £3

to help as fight forced marriage and keep girls in school.





Thank you

You might remember seeing this advert from the charity, Plan. You might have shuddered at the story of Aneni, who was forced to drop out of school, marry and have a baby – all before she was 13.

And you might even have texted a gift to help stop the same thing happening to other vulnerable young girls like Aneni. If so, we're incredibly grateful. Because your generosity is protecting girls like Aneni from forced marriage and helping them stay in school instead. Last year, we reached over 92,000 girls through our vital projects worldwide.

Will you help us reach even more in the months ahead?

Text GIRL to 70099 to give £3

Plan

and help protect more girls like Aneni from forced marriage.



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EMOCIONA

- Sé próximo y cercano.
- Transparente.
- No:
 - Exageres.
 - Engañes.



EMOCIONA

- Trucos:
 - Necesidad.
 - Urgencia.
 - ¡Solución!
- Al escribir, utiliza palabras mágicas:
 - 。 Tú.
 - Gracias.
- Y frases cortas.
- Sin olvidar la creación y el diseño: el concepto creativo, los destacados, las imágenes,...







Foro

10

[A Responder | A Responder a todos | Responder | B Responder | A Responder | A Responder | Responder | A Respond

De: The Nature Conservancy [member@nature.org]

Para: iborras@causes.cat CC:

Asunto: Before it's too late

Enviado el: jueves 29/08/2013 17:16

Trouble viewing this email?



Dear Loyal Conservancy Supporter,

We are at a crucial moment in our planet's history.

Year by year, acre by acre, from Alaska to Asia to the Amazon, we are losing our world's forests to illegal logging, agricultural expansion, and industrial development. Every year, another 32 million forested acres -- about the size of Florida -- disappear globally. We can't afford to stand by and watch as this destruction continues -- and neither can the wildlife and the local communities that depend on healthy forests.

Are you ready to stand with The Nature Conservancy right now, before it's too late?

DONATE NOW 9

Donate now to help us raise \$25,000 by August 31—your gift will help fund some our most important conservation programs, including efforts to protect forests and other vital habitats around the world.



Time is running out to reach our \$25,000 fundraising goal! Your gift will help our conservation efforts around the world. Make your gift before August 31.

Donate Now »

When we lose critical forests we lose more than just trees. Disappearing habitats that provide homes to thousands of plant and animal species contribute to an unprecedented loss of biodiversity. Local communities are at risk of losing access to fresh water, food, traditional medicines and clean air. And the pristine beauty and wonder of these special places is irreplaceable.

The Nature Conservancy is committed to reducing deforestation by half by 2020 -- are you with us? You have just THREE days to help us reach our ambitious \$25,000 goal. Click here to give now and protect forests and other vital habitats.

Thank you for your commitment to The Nature Conservancy and our world's irreplaceable natural spaces.

Sincerely,

EMOCIONA





"Nuestra hija volvió a nacer y nosotros con ella"

El 2 de noviembre de 2011, en la ecografía de control del embarazo, nos diagnosticaron que nuestra futura hija nacería con un mielomeningocele muy grave. Las lesiones y secuelas que tendría la niña, a nivel motor y cerebral, la convertirían en lo más parecido a un estado vegetal.

Horas después, nos enteramos por los medios de comunicación que en el Hospital Vall d'Hebron habían operado con éxito un caso parecido. Nos pusimos en contacto con los médicos especialistas de espina bífida y tras concertar una cita con ellos, decidimos aprovechar la oportunidad que nos ofrecieron.

Un año después de nacer, Mariam, nuestra hija, no tiene ninguna lesión cerebral, mueve las piernas hasta las rodillas y no puede aún mover los tobillos. Conscientes de la lesión que padecía, nunca imaginamos estos resultados. Reiteramos nuestro agradecimiento al hospital y en particular a los cirujanos e investigadores de la unidad de Espina Bífida. La investigación de Vall d'Hebron nos ha dado la oportunidad de mejorar la calidad de vida de nuestra hija de una forma tan significativa!

José Manuel y Rajae (padres de Mariam)

Listado del 1 al 2: Coincidencias: 2

Página: 1

COLABORA

Bandeia de entrada - Microsoft Outlook



CONCRETA

CONCRETA PARA QUÉ PIDES.

- Claves:
 - Interesante.
 - Algo que el prospecto / donante / socio / voluntario / ... no sepa.
- No seas genérico.
- Plantea el problema, pero también la solución.
- Busca el equilibrio entre muchos detalles y pocos detalles.



Concreta

CONCRETA QUÉ PIDES.

- Firmar una petición.
- Ser voluntario.
- Suscribirse a un newsletter.
- Rellenar una encuesta.
- **...**
- Hacer un donativo.
- Hacerse socio.
- Realizar una aportación extraordinaria.
- Contribuir a una emisión de deuda.



Concreta



TIENDA

HAZTE SOCIO/A

Compartir:







Hola Irene,



Hossein Ronaghui Maleki tiene 28 años y escribe un blog en Irán. **Pero no puede contar nada.** Está en la cárcel por decir lo que piensa y denunciar la situación de los presos políticos en Irán.

En diciembre de 2009, le condenaron a **15 años de prisión** por "pertenencia a cibergrupos ilegales" y "propaganda contra el sistema". Fue un juicio plagado de irregularidades, en el que Maleki no contó con la presencia de un abogado defensor y en el que, ante la denuncia de haber sido torturado, **el juez exclamó que "se lo merecía"**.

Desesperado y enfermo por los golpes y palizas recibidos en prisión, Maleki se puso en **huelga de hambre el pasado mes de agosto**.

<u>Irene, necesitamos tu firma</u> para pedir que sea puesto en libertad de inmediato y sin condiciones. Maleki es un preso de conciencia y **necesita atención médica con urgencia.**

A Maleki no le permiten decir lo que piensa en su blog, pero **tú sí puedes hablar por él** cuando más lo necesita. Envía ahora tu mensaje al presidente de Irán y comparte esta petición por correo, Facebook y Twitter. Utiliza la palabra <u>#LibertadMaleki</u> en tus mensajes.

La vida de Maleki corre grave peligro.

Gracias per actuar: Esteban Beltrán

Necesitamos tu firma.



CONCRETA



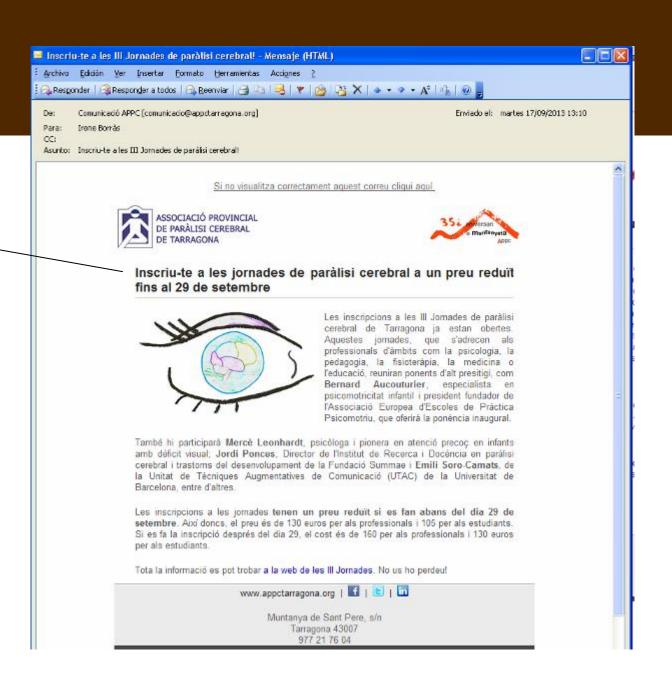
DONA AHORA.





CONCRETA

Inscríbete a las jornadas





TÓMATE TIEMPO

- No te precipites.
- Cuida el lenguaje y las palabras utilizadas.
- Revisa (incluyendo ortografía y gramática).
- Pide a alguien que lo lea.
- Testea.



Tómate tiempo





TÓMATE TIEMPO

CHEQUEA para saber si estás suficientemente centrado en el donante:

- ¿Explico cosas sorprendentes de la organización?
- ¿Celebro las aportaciones del donante como si éste fuera un "héroe"?
- ¿Estoy explicando cosas que el donante no sabe?
- ¿Lo explico de una forma apasionada?
- ¿Estoy haciendo una llamada al corazón?
- ¿Cuántas veces he usado la palabra "tú"?
- ¿Escribo con frases cortas?
- ¿Hay destacados?
- Explico historias?
- Si el destinatario quiere actuar, ¿sabe cómo hacerlo?



TÓMATE TIEMPO





- Web.
- Bloc.
- Memoria.
- Revista.
- Newsletter.
- Marketing directo: carta postal y email.
- Facebook.
- *Twitter*.
- Linkedin.



FUNDACIÓN JOSEP CARRERAS Contra la leucemia



Solidarios hasta la Médula

La investigación científica es la piedra angular para conseguir la curación de la leucemia.









Broward County: 819 NE 26th Street Fort Lauderdale, FL 33305 Phone: 954-390-7654 Fax: 954-537-2056 Palm Beach County: 5861 Heritage Park Way Delray Beach, FL 33484 Phone: 561-272-9619 Fax: 561-276-0150

www.kidinc.org



How a new generation is being poisoned in Bhopal



runing drawn of perilsus Servin, open to mind Of rain



Once a bicycle shed, now full of Sachs of poisons lie stucked in Acress the six, poison master lie marcheness across the size, drifts in the open, in beaps, throughfure



The MIC commel room, It had old fashioned values unlike in companying US counterpart. The pressure



In the Service plane labourers, without The under-designed flan rafery deshing were made to use have somer was of no not whater



bands in bandle nageba and mercury on the horrific night of server







The very gas scrabber is still charred from the bee passe of abar night'. From its mouth a oisou flow a kill a circ



mair mane, nothing will grow,



Lacomocine sixed and E-600

animals have found their may in. This yecks, here in a



The lab looks as if is has been suched

by wandals, bestles of poison lie on

This bage warehouse is so sainted that to be inside for more than. Tarry liquids force under a a couple of minates causes directions and chest pains. Ter sometime strong resinter ton. Come the but here in, and covered the smalls with observe graffin



Years after the horrific gas leak of December 1984, which killed thousands in a night, Union Carbide left Bhopal without bothering to clean its factory, where thousands of tons of chemicals still remain. 22 monsoons have washed these poisons underground and into the drinking water of 26,000 people. Carbide knew of the danger as early as 1989, but kept silent, even though many of those being poisoned were already ill from its gases and even after children began being born with birth defects and brain damage. Union Carbide and its 100% owner Dow Chemical are refusing to pay for cleaning the factory unless the Indian government frees them from legal liability for the mass poisoning, and for compensating and providing care for the poisoned people. Our clinic in Bhopal is the only place where these children and their parents can get medical care absolutely free and given with love. Please belp with a generous donation and display this poster where as many as possible will see it. THE BHOPAL MEDICAL APPEAL • REGISTERED CHARITY 1117526 IN ENGLAND & WALES • WWW.BHOPAL.ORG



korn wisbout a left shamb



Mensally Of abraically weak. Enchall described by barriful grounds, in commune pain



from eye, cleft palate, paix



Face malformed, macor leaks Weak from birch, only learness



Sexual growth, anaemia, in Born with resited feet unable. Suffers from night-blindness pain, compulsively can dire



to walk or play incomment





Clefe palace, can't salk mell and deafness, can't go to school has insize on many to tchool



Paralysed legs, can'e walk, rolls about, can't socak, reins



AKSHAY, II ves Mescally recorded (Strickly. cannot fold his deformed law



VINEETA, 15 yrs Mencally recorded weather to speak or malk by berself



Weak limbs, fin, paraboli,



YASHWANI, 8 yrs Right hand mulformal, eye



Weakness of right leg, band



Born with a split lip, but fitte



Born with revised feet, falls if



Born blind, unable to do much Grounds retarded, no menarche, Leg recells when he cries to for binuelf, parents both ill



MAMTA, 18 vm



doors't ge out for fear of maring walk, mentally underedoped



Second remote very need



Trained for and font, has only assended a few days of school



Reserved prompts, such ours in Severals recorded prompts like Delice in bones of bands & Sambbarna research seads



many others in his community



SMALL DOG SEEKS BIG LOVE



Looking for love? For just (1 a week you can sponsor an abandoned dog like ms. In return, you'll get a sponsor's certificate, updates on your shosen dog and unconditional leve.

SPONSOR A DOG TODAY

64118 DogsTrust
www.sponsoradog.org.uk

Assessment Share, No. 107600



Brazil has solved the problem of how to keep kids off the streets. Kill them.



More than one child every day is killed by police death equals.

When Bourdon mean children have eightenance, they are not morning diamong

2000-000 children Ine rough in Bland serve in Group sharous. athere in cap severe

They have bearined to fear the carthat pulls up at right from which brandy armed men samp out The sound of policy boots dattering through the sewere

The sterams as children are caught, the cross and sobs as they are beaten and the flat, final crack of gunihors.

The sounds entredible, but it's

Children's corpses, often bearing marks of terture, are turning up at the rate of more than one a day in the streets of Brazil

A count study by the Brandian Instance for Sexual and Electronic Andpointpend that 457 shillers or adolescence were billed by death. againfu on our charge arrive feet pour

Income to the constitution that the equate many of sham run to affdaty polyamen, left 'so alvan upthe streets.

Nor it Brand the only country in which this happens.

In Guatemals the corpus of everteb/deenhoorbean found with their eyes burned our and ears and tengura out out.

In countries as far apart as Peru and Sri Lanka schoolchildren have "disappeared" after being arrested by separity forces.

In Liberia, many children have been arbitrarily killed or mutilated

In South Africa, about 10,000 children were detained without

charge or trial between 1985 and All over the world, children are imprisoned, tertured and killed by the governments which should be

grananteeing their nights. In the face of such horror, what

can you do so help! Firstly, become a member of

Amerity, it only costs £12. You can help-directly by garrangating move letter writing and sugent action

We also need donations to enable us to continue our field investspecimen to mount compages to free prisoners held diegally to pubhome above by governments and to give financial halp to the families

Amounty Jose per results

Of the 29050 passessed. sections where come we have salara ap. 24,500 ware contrastally

In June. Brands President Colles de Melle und eine bie country should never again be smed. And Annual States States and as Ass.

human cirbes violations.

Sudly, our September newsletter contained many verbation statements from Beatilian shildren who had been burned with oigarence, sortured with scalding water and besten.

We have so sorp up the pressure. not sust on Brazil but all over the world, and to do thin we must have your help.

The task in hope, our resource pitdidly small.

Our whole year's adventising budget could not cover filming one 10 second TV commercial, let alone paying for it to be shown on commental TV

We can't affect many cowapaper efectionment whee

firmy pound ne've estaged regarbar to run this effectionment has to work hand so help links shildren who have notundy slee to turn to Per their taken this effortunesses most section \$ 000. new Amusely menders and care £400,000

Please pain us. Please he ganproce Please give as reach as your

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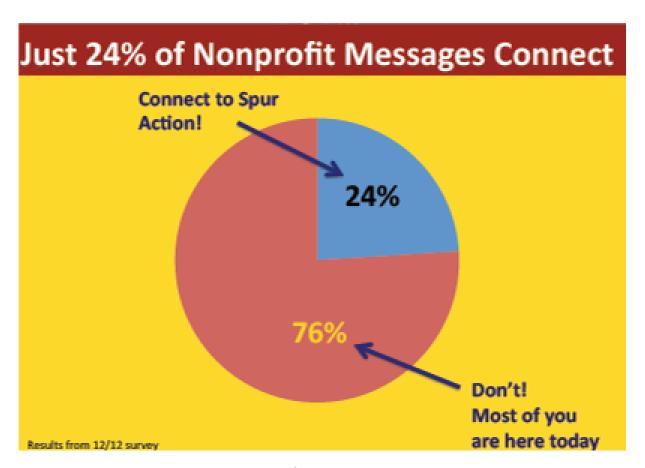


Y tú, ¿cómo conectarás con tu público?





Y tú, ¿cómo conectarás con tu público?



Fuente: Getting Attention. Nancy E. Schwartz.



Y tú, ¿cómo conectarás con tu público?





Recursos

Bibliografía recomendada

- Tom Ahern. How to write fundraising materials that raise more money.
 Emerson & Church, Publishers.
- Walwick, Mal. How to write successful fundraising letters. Jossey-Bass,
 San Francisco.

Enlaces web

- <u>Carl Richardson</u>, Philanthropy News Digest
- How I wrote it. SOFII. www.sofii.org/node/549
- 21-½ Tips for Writing Better Fundraising Materials. Lisa Sargent. http://www.lisasargent.com/free_resources/21plus_tips.htm



GRACIAS

- Quedo a vuestra disposición en:
 - <u>iborras@causes.cat</u>
 - @ireneborras
 - es.linkedin.com/in/ireneborras
 - www.causes.cat



