

## **Writing a Fundraising Message**

1. Why should I give you my money?
2. What is the problem for which your work is the perfect solution?
3. What is UNIQUE about your organization –  
What do you have to “sell” than no one else has?
4. How will the world be different as a result of the donation I give you? What impact will it have? On who? How? When?
5. Why YOU? What is so special about your team and your organization? How can you prove it?
6. Why NOW? What is unique about this point in time?
7. Why are you so passionate about this work?