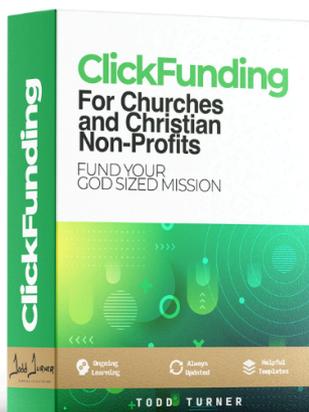




CLICKFUNDING

Tag Line Cheatsheet

Create taglines that leave a lasting impression.



Exercise

Tagline Creation Tips:

Communicate a key benefit.

Capture the personality of the organization.

Distinguish your organization from others.

Reinforce your goals.

Word Tips:

1. Action Example: Open the eyes of tomorrow's leaders
2. "You" Example: She led. So can you.
3. Reference the problem Example: Let's end abuse right here.
4. "Why?" Example: Because the Earth Needs a Good Lawyer
5. Core Belief Example: Live the life you want.

Exercise (cont)

Word Tips: (Cont)

6. Single word Example: Thrive.
7. Share a vision Example: AIDS Ends Here.
8. Rhyme Example: Give a hoot. Don't pollute.
9. Juxtapose ideas Example: Food for people, Not for profit
10. Repeat Words Example: The mission with a heart in the heart of the city.
11. Word Play Example: The Quickest Way from Q to A!
12. Repeat Words Example: Live Life Well
13. Ask a rhetorical question Example: What's in your wallet?
14. Rule of 3 Example: Reach. Teach. Ignite.

Exercise (cont)

Elements of a Case for Support:

List Hell

List Heaven

Is the donor's overall experience of your organization one that leaves them glowing with a quiet sense of satisfaction that their hard-earned dollars have had the greatest possible impact?

Tips: Look at other nonprofits who have missions similar to yours. Look at their case for support(s) on their homepage and donation pages.

Do they have a great image they use?

How many "Cases for Support" do we need? List them all...