

DIRECT RESPONSE COPY:

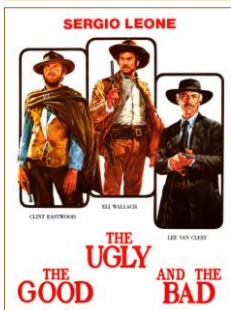
Now Showing



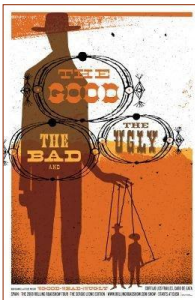
Thursday, June 18, 2015
10:45 a.m. to 11:45 a.m.

Sonya Swiridjuk, CFRE
Direct Response Specialist



**Direct Response Copy:
Session Preview**


- Preface
- "The Good"
- "The Bad"
- "The Ugly"
- Tips, Tricks & Treasures
- You Be The Judge!
- Q&A
- Epilogue

Preface

- Today's Storyline:
 - Key elements for success
 - How to write great copy
 - How to identify weak copy
 - How to improve existing copy

"The Good"

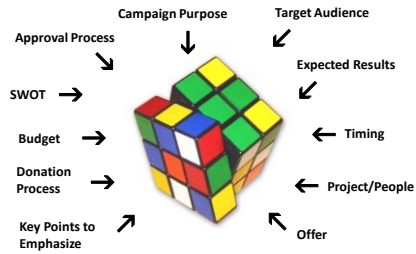


Scout Motto: Be Prepared!

- In Mind
 - Concept Document
 - Copy Brief
 - Do Your Homework
- In Body
 - You
 - Your Environment

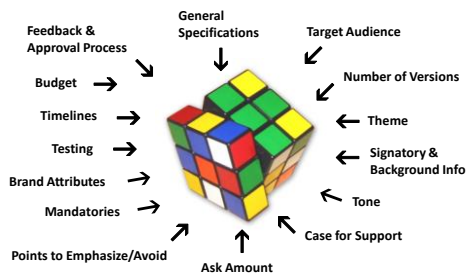
Concept Document

Concept Document – Key Elements



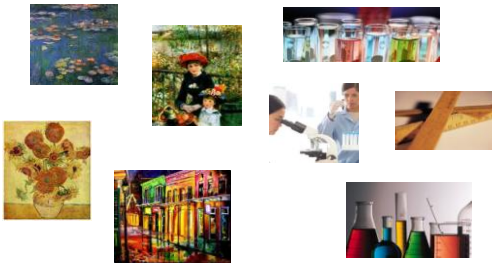
Copy Brief

Copy Brief – Key Elements



Do Your Homework

The Art & Science of Direct Response Copywriting



The Art of Direct Response Copywriting

- Motivations for Giving
- Case for Support
- Key Messaging
- What's Your Story?
- Tone, Vocabulary & Flow
- Breaking the Rules
- Design

The Science of Direct Response Copywriting

- Personality Types
- Countdown to Impact
- First Impressions
- Technical Structure
- Know Your Audience
- "It's Personal"

"The Bad"



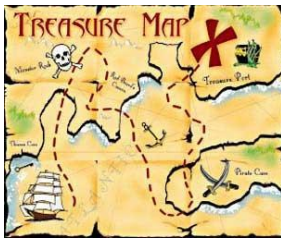
What Your Donors Are Thinking...

"The Ugly"



Everything that's "Bad"... and more!

Tips, Tricks & Treasures



Donor Dollars



Tips, Tricks & Treasures

- Acronyms of the Day
- Beefs and Bouquets
- Favorite Resources

Acronym of the Day #1 – L.E.T.T.E.R.

Acronym of the Day #2 – E.B.L.A.S.T.

Beefs and Bouquets

- Creative Process
- Information Provided
- Language + Jargon
- Take Chances
- Timelines
- Changes + Approvals
- Number of Writers
- Payment
- Feedback
- Results

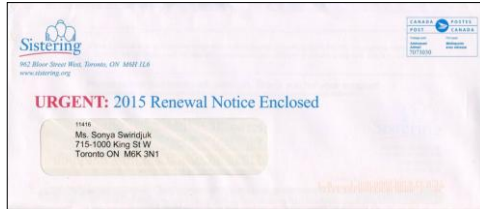
A Few Favorite Resources

- Association of Fundraising Professionals at www.afpnet.org
- Direct Marketing Fundraisers Association at www.dmfa.org
- Tom Ahern at www.aherncomm.com
- Lisa Sargent at www.lisasargent.com
- Nancy E. Schwartz at www.gettingattention.org
- Mal Warwick|Donor Digital at www.malwarwick.com
- Billy Sharma at www.designersinc.ca
- George Smith at www.whitelionpress.com
- Showcase of Fundraising Innovation and Inspiration at www.sofii.org

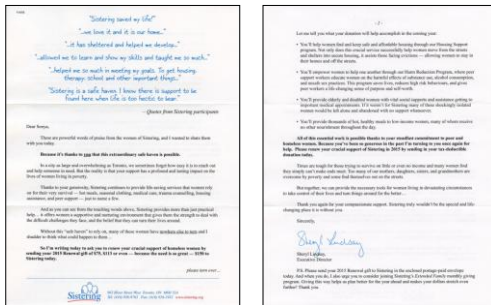
You Be The Judge!



Case #1: Sistering



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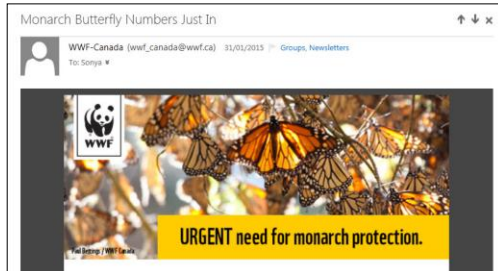
Case #2: Bob Rumball Foundation for the Deaf



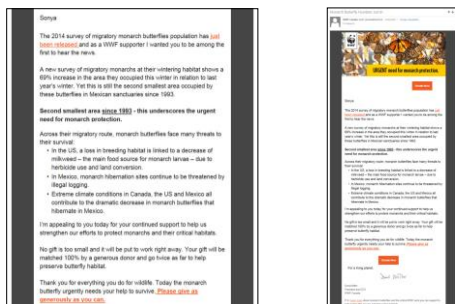
Case #2: Bob Rumball Foundation for the Deaf



Case #3: WWF-Canada



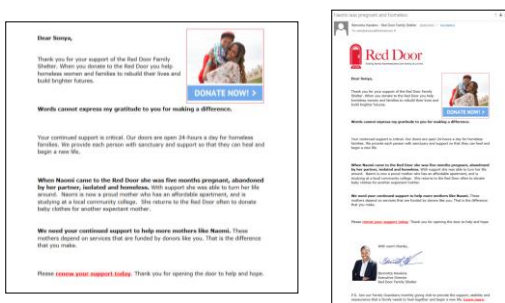
Case #3: WWF-Canada



Case #4: Red Door Family Shelter



Case #4: Red Door Family Shelter



Thank You!

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❖ For the full PowerPoint of this presentation and/or electronic copies of the handouts, please leave your business card with Sonya or email her your request. Thanks!