

Result Money

Nonprofits largely rely on fund-raising materials and proposals to tell the most heartwarming and compelling story they can to donors and foundations. Our product goes to the key element most of these pitches miss: the power of results.

An increasing number of foundations and donors say that accomplishments for those served are of great importance in deciding where their money goes. Further, they are comparative. If one group gets twice as many disadvantaged youth to grade level reading for the same money as another group, that fact will matter more than the heartwarming story and smiley faces.

For those donors who want to know the impact of their investment, it is essential to answer this question: when my money is gone, so what? What difference did it make? We guide you to be able to answer these questions and to activate philanthropy throughout your organization- with staff and Board- to raise more money.

Plenty of consultants will help you write a proposal. We guide you to have the results to write about and offer ways to communicate them in a compelling way.

Results Money begins with an assessment of your current written and spoken communications that now gives you comparative advantage on your achievements. With web sites, for example, we look at positioning. While your flashing Donate Now button is on the home screen, how many clicks does it take to get to the results that will justify the contribution for those who want to get the most gain for the money they have to give?

With written communications, we look at when and how you bring in accomplishment vs. activities. We also include talking points—asking staff and often a board member or donor to tell us in one minute why your group should get money. We then offer specific recommendations, including examples of ways that results have raised money for other groups.

Whatever focus you choose, we put equal weight on what you say as on what you write. Far more people will hear someone talk about you than will read about you. We work out talking points that can be systematically used by staff, volunteers, board members, participants, and others to reinforce your results.

Result Money is most often packaged with a Results Framework.

RESULTS



For more information about this or any of our products or to schedule a consultation, visit Results1st.org, email info@results1st.org, or call [941-479-2714](tel:941-479-2714).