



Make Your Donor the Hero!

DONOR-LOVE LANGUAGE EXAMPLES

MOTIVATE MONDAY

PAMELAGROW.COM

1. Here's how you can help...
2. Let me tell you something, [First Name]...
3. Do you believe...
4. The choice you face right now...
5. Can we count on you...
6. That's why your donation matters.
7. Please will you be there in their lives... (MQI)
8. With you on our side... (Sierra Club)
9. Thanks for stepping up.
10. There is no doubt in my mind that what you and I have done together up to this point is nothing short of historic." (Sanders)
11. Thank you for playing a crucial role...
12. That's why your donation is so important.
13. Thank you for standing with us.
14. People like you.
15. Thank you for being the power behind this work.
16. The rest is up to you.
17. Thank you for all that you do.
18. You help us keep that (hope/dream/vision) alive. (DearJoan)
19. Without you, we could never have achieved so much.
(DearJoan)
20. You have the power to change all of that. (DearJoan)



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