A WOW STATEMENT

"It's pretty simple. I win. Google me."
Curt Cignetti, Indiana University football coach.

A brief and inspiring message to capture a bold, difficult, and important aim of fundraising. The goal after potential donors hearing your statement is for them to say, **"Wow! That's impressive. I'd like to learn more."**

Wow statements can be an important part of Henry Russo's definition of fundraising:
"The gentle art of teaching others the joy of giving."

A FUNDING PRIORITY VS. A PHLANTHROPIC OPPORTUNITY

Funding Priority: a need you've identified and the money necessary to meet it.
Philanthropic Opportunity: a donor's view of how to make a meaningful difference.

Both involve the same project. **The difference is perspective.**

Make sure you avoid the weeds and aim for the sky.

TWO COMPONENTS TO A WOW STATEMENT

A problem.
And a promise.

CRAFTING YOUR WOW STATEMENT

1. Make it forward-looking: Focus on what you'll accomplish in the future, not what you do now or in the past.

What will be possible because of this priority?
How will the future be different if achieved?

2. Make it about societal impact: How will it make the world a better place?

How will your project make a difference to society, not just for your school?
How will it solve problems?

3. Make it concrete: It should be crystal clear.

Does your donor understand in simple, tangible terms what you are talking about?
No jargon.

4. Make it emotive: It must tug at the person's heart.

Inspire your donor to care about your project by helping the person feel something.
Use human examples.

5. Make it succinct: Crisp, concise, and compelling.

What is the essential core of your project?
Distill, distill, distill.

WANT AN EXAMPLE?

Imagine a high school student with out-of-date textbooks, poorly equipped science labs, and no access to computers or proper healthcare.

Imagine transforming that student through high-quality, affordable education into a caring nurse or physician. Or a committed math teacher, a renowned cancer researcher, or even another Berea Nobel laureate.

The Natural Sciences and Health Building isn't just brick, mortar, and steel. It's a bridge to the future for all of us.

5 sentences, 71 words.

REMEMBER

Remember: Always anticipate and try to answer the donor's questions:
Who cares, and so what? Why should I care?

References

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