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## FINANCIAL FOCUS



Lane Gorman Trubitt, PLLC  
Accountants & Advisors

## Your Accounting for a New Economy

# Sending the Right Message: Getting Heard Through the Noise

Between Twitter, Facebook, the internet, cell phones, texting, emails and advertising in all its many forms our society has never been more connected than it is today. The irony is that while it has gotten easier for not-for-profit organizations to get their message out, it's become much more difficult for those same organizations to actually reach people.

In our culture people are inundated with so much messaging from so many different sources the default setting for the majority of us is simply to ignore all messaging. That is why it has become more important than ever for organizations to do something different to reach people. You need to set your messaging apart so that it will have real impact and rise above the clutter competing for your audience's attention.

Some simple tips for getting noticed:

- **Personalized Messaging** – When telefunding, craft a personalized message from your organization's president or spokesperson. In today's world a personalized message is a rare thing, and sure to capture attention.
- **Survey & Track** – Use free tools such as Google analytics to post a few easy questions right on the home page of your website. This will help you capture invaluable information about who is visiting you online and will help you to make more informed decisions about your target audience.
- **Build Alliances** – Work on building alliances with suppliers from all areas of industry, including overnight delivery companies and the U.S. Postal Service. Be sure that your suppliers understand your organization's mission and keep information flowing.

- **Stay in Contact** – Cultivate donors between asks. A good rule of thumb is that for every solicitation you send you should make at least two to three other contact attempts such as e-cards, screensavers or other digital freebies. This can cut down on unsubscribe rates.
- **Know Your Competition** – Make donations to organizations like yours, and review their mailings. Use them for inspiration; just remember that something that works for one organization will not necessarily work for another. Talk with your peers find out what is and is not working for each of your organizations.
- **Streamline Your Contact List** – Every year you should take time to cull your mailing list by removing the bottom 10% of chronic non-responders. This will save your organization money on postage, paper and printing. In addition, it shows good stewardship by not flooding mailboxes with things people don't want.
- **Donor Wall** – Create a virtual donor wall on your organization's website. Many donors enjoy seeing their name in print and by doing this online it will dramatically reduce the cost.
- **Experiment with Viral Marketing** – Create videos highlight the good work and events your organization does throughout the year and post it on your website and YouTube. This can be produced in-house and is an effective and inexpensive way to promote your organization's mission.
- **Analyze your Donor Files** – By taking the time to carefully look at your donors habits you can identify the times of the year they most likely to give and also help you determine the best way to reach that particular donor.
- **Give Previews** – Give your supporters exclusive previews of new web content before it is posted online. Ask them to give you feedback and let you know what works and what doesn't. This helps keep them engaged, makes them feel like a part of the process and can help to keep your web content fresh.

For more information on how Lane Gorman Trubitt, PLLC's Not-for-Profit Group can help your organization contact David Ovesen at (214) 461-1443 or by email at [dovesen@lgt-cpa.com](mailto:dovesen@lgt-cpa.com) or Neely Duncan at (214) 461-1437 or by email at [nduncan@lgt-cpa.com](mailto:nduncan@lgt-cpa.com).