

Communicating with Purpose: Strategies to Write Sensitively & Appropriately in 2020

At Network for Good, we provide the tools and guidance small nonprofits need to fundraise confidently, no matter the circumstances. This worksheet was created by our Personal Fundraising Coaches (PFCs) to help our nonprofit clients navigate challenging conversations in their appeals and other communications. [Get in touch](#) today to learn how Network for Good can help you become a more confident fundraiser.

Communicate in personal, sensitive, and appropriate ways during the pandemic/racial justice movement.

- ✓ Write from a first-person voice – “I” not the organizational “we”
- ✓ Use “we” when you mean “self + donor” or “society”
- ✓ Be honest, vulnerable, authentic. Share how you’re feeling.
- ✓ Use conversational voice with contractions, incomplete sentences, repetition.
- ✓ Always offer some sense of hope and ‘solution’ to the problem.

For example:

- One thing that’s become abundantly clear to me as we live with the public health, economic, and civil rights crises that surround us is how interdependent we all are. We exist together even while we stand up and stand apart.
- I write to you at an unpredictable and perplexing moment—not certain exactly where to begin. Every few days brings up new issues and emotions to navigate.
- If we aren’t involved in frontline advocacy and anti-racist work every day, knowing exactly what to say and when to say it can be tough. Especially for White individuals. *But as humans, we all must speak up.*
- We are living in a powerful yet unpredictable moment in time.
- We are living through incredible but unpredictable times. Across the nation, many of our communities are fractured.
- Amid the grief and uncertainty,
- The news these days can feel overwhelming
- (Refer to recent events – see phrases below) have awakened the social consciousness and inequities of this country
- Things certainly feel surreal, with many community members struggling,

Phrases to refer to pandemic related reality:

- Public health crisis
- COVID-19
- Coronavirus
- Pandemic
- Interruption to daily schedules, habits, routines
- Inconveniences of physical distancing, wearing a mask, sheltering in place

Phrases to refer to demonstrations in response to police brutality, systemic racism, inequity, injustice, and exclusion:

- Protests
- Demonstrations
- Marches
- Civil unrest
- Calls/cries for justice
- Heartbreak and outrage
- Recent tragedies

Phrases to speak of attitudes towards these issues:

- Solidarity
- Support
- Stand with

Relating these issues to your work:

- Diversity and inclusion needed to address the systemic racism that we seek to defeat with our work.
- We cannot allow systemic racism to go unnamed or unchallenged.
- We must continue to work for justice and peace until the structures of inequity and discrimination are abolished.
- While we work for lasting, systemic change,
- We must also continue to serve those who have yet to be treated equitably and equally.
- Stand in this accessibility gap by investing time and resources to empower
- Part of the heartbreak and outrage that's grown from the recent tragedies comes from knowing, too well, that we've been here before.
- We stand with those working to dismantle the systemic racism that plagues our (specific issues relating systemic racism to your mission).
- While (beneficiaries) receive inequitable access to (serves related to your mission),

Phrases for showing gratitude to donors:

- Your generosity is inspiring.
- Your gift is a demonstration of your core values and the empathy and compassion that will outlast any crisis.
- I hope that together we can focus on getting through this crisis—and coming out stronger on the other end.
- Navigating new ways of being together and standing up for one another
- We are fortunate to have so many tools at our disposal to create community even while physically distancing and socially uniting.