Impactful communications (ads, appeals, etc.) include not only the rational messages about your mission and impact, but build emotional connections and create a sense of urgency.

From our DonorBuilder™ data-base, we know that in order to get to a donation;

i. The donor needs to have an understanding of the charity,
ii. And develop a relevant set of positive feelings.
iii. The donor then needs to develop an emotional connection,
iv. As well as a sense of urgency, to lead to a positive donation intention.
v. The final component is the solicitation that triggers the donor to act and realize their donation. No solicitation; No donation.

Non-profits should evaluate each of the individual components to identify those that may require attention in their communications.
Although relevance, trust, and efficiency are important, the strongest communications leverage emotional connections and a sense of urgency.

**TOP DRIVERS OF DONATION INTENTION**

- Created sense of urgency
- Created emotional connection
- Improved understanding
- Memorable elements
- Intriguing and captivating
- Clear, easy to understand
- Refreshing, different
- Very important, relevant need

➢ In general, many charity communications are missing these most important elements of urgency and positive donor emotions.

➢ And not just any emotions! The most important emotions are positive, both within the story and especially for those felt by donors.

Comms that create a sense of urgency drive stronger donation intentions. This is key, but often missing in communications.

When donors feel **proud, successful and respected**, they have a greater donation intention (much higher than guilt reduction).

There is a significant opportunity for charities to strengthen their communications. It is worth pre-testing new ideas to ensure impact.
THE EMOtivation™ Pre-Test quantifies the strength of your communications to ensure only the most impactful creative is launched to maximize your comms investments.

In the for-profit world, the quality of ad creative accounts for 60%-65% of advertising success (versus the number or frequency of media exposures). For this reason most advertisers would never consider launching an important piece of communication without testing it first.

The same thinking applies to communications in the non-profit sector. In an environment with scarce resources and many competing appeals, charities need to use the strongest creative quality possible to succeed.

We strongly recommend pre-testing to maximize the impact on donor appeal.

EMOtivation™ Pre-Test

A research tool that helps identify the strongest communication pieces in order to maximize impact (ROI). It is based on reactions from the charity’s target, and incorporates learning from Sector3Insights’ DonorBuilder™ model.

✓ Based on empirically proven elements that drive greater donation intention, with a focus on the importance of emotions
✓ Quantifies the strength of the communications in building proven key metrics: rational and emotional appeal, sense of urgency and donation intention.
✓ Provides actionable diagnostics to help guide communications development – identifies which elements need further attention.
✓ Allows comparisons of communications, against one another, and versus our normative benchmarks.

GET THE FULL REPORT
Sector3Insights.com

Learn more about:

a) The key creative elements that matter most
b) How current communications perform, on average, on key characteristics
c) The important role of emotions in the storyline
d) The even more important role of emotions donors feel
e) Three case studies, which show how communications can impact on key charity measures/outcomes