



Bar Foundation Best Practices: Using Powerful Emotions to Enhance Promotion

The foundation's story. A variety of fundraising methods, from law firm campaigns to planned giving, and a variety of vehicles, from brochures to websites to elevator speeches, can be effective for legal foundations. In every method and every vehicle, the foundation's story is central. Good storytellers are able to share with donors what the need is that should be addressed and how donors can be part of the change. Storytellers must be able to both humanize the need and make an "ask."

"We all have a story to tell about our lives and visions, and through our foundations, we are inviting others to work with us toward that vision."
-*Council on Foundations*

The foundation's position statement. A position statement is a concise, honest, and compelling statement that tells donors why you deserve their attention. It states who you are, your business, what sets you apart from other foundations, and how donors and the community benefit from your foundation's work. Effective position statements differentiate the foundation, elicit sympathy from readers, and make them part of the solution.

How to tell a good story:

- *Your story begins with a problem:* make the story real; work with grantees on collecting stories from their participants; quantify the need and what it takes to resolve the need
- *Offer a solution:* not only give the donor hope, but make the donor part of the solution
- *Make the ask:* share with the donor what needs to happen in order to solve the problem and be specific about what the donor could give that would make a difference

Tips from Bar Foundation Executives:

- Ask grantees for testimonials; have quotes, data, and pictures that support your case
- Identify a critical need or problem and target specific donors
- Make sure the foundation's materials, including newsletters, websites, brochures, Board materials, case statements, and emails, convey the foundation's position statement
- Make it easy for donors to donate whether through the foundation's website or pledge cards

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Foundation Services

References:

ALPS Foundation Services, www.foundationsservices.com

American Bar Association, <http://www.abanet.org/>

Association of Fundraising Professionals, http://www.afpnet.org/resource_center/resource_tools

Council on Foundations, <http://www.cof.org/>

Foundation Center, <http://foundationcenter.org/>



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