

Packaging your budget for your donors does not have to be complicated. I hope you have started the program budget process so you can create offers that give your donors and grantors choices but, if have not yet done so, you can download the template <https://www.mpekalaconsulting.com/free-resources>.

Once you create your program budget, it's time to create personalized donor offers.

What makes an offer appealing? A compelling and credible story! One that shares a societal problem, the funding gap to solve the problem, and how your donor, through your organization, closes that gap and becomes an essential key partner. A compelling offer connects your donor's passion to a realistic solution – one your organization will realize.

Each offer should motivate, encourage, and persuade your donor to act now. This is not about your organization but about stimulating the donor's passion so he or she will make the world a better place thru this gift.

So how do we put together that compelling offer. Simply put, ask yourself....

- Does the offer present a strong case for action?
- Is it aligned to your donor's interest?
- Is the need genuine and are the opportunities irresistible?

All of us, as human beings, are wired to solve problems and help others. When we don't help others, many times it is because we were not convinced of the need or we don't feel the proposed solution is either helpful or practical. Every offer must be focused on what is best for the donor and not for your organization.

One of the most effective ways to create a convincing offer is to tell a vivid story. Paint a picture where the donor is visible making a difference in a life or a societal problem. Stories bring to life the emotion, drama, and pain that others are experiencing. Stories reveal the wonderful things that happen when you and others work together to create solutions and change.

The most common use of this packaged program budget is to match each donor's interests and passions with a program service or category and create a customized offer for the donor. To assemble the right offer for each donor, here are three important things to remember

- Behind every budget expense there is program or program subcategory that needs funding and matches the interest of a donor.
- Paint a vivid picture. The numbers are just numbers. Pull at their heartstrings.
- Overhead is necessary to running an *impactful* program.

Besides packaging donor offers, there are many other ways to use this new budget information. Here are just a few ideas:

- ✓ Foundation proposals: Grants can be vital to your organization, but most do not cover all the program costs leaving a large gap. Be sure to package this gap into a donor offer.
- ✓ Annual Report. Disclose to donors and other stakeholders what you are doing and how much you are spending in each program category.
- ✓ Direct mail. Formulate offers and asks for direct mail appeals, newsletters and receipt letters and stuffers.
- ✓ Online content. Fully explain what you are doing in a specific program category.
- ✓ Brochures and collateral. Enlighten your audience on the various program initiatives of your organization.
- ✓ Radio, television, and electronic media. Demonstrate how funds are used in radio, television, and other forms of electronic and social media.
- ✓ Events. Frame offers, asks and presentations for your special events.
- ✓ Civic and community presentations. Create motivating projects for civic/community organizations, matching their areas of interest to your program categories.
- ✓ Planned Gifts. Converse with a donor on how his/her planned gift can be best used.

These are just a few ways you can best use the packaged budget and program information to raise money. But more importantly, you can blend the financial information with program result statistics and create powerful feedback to donors on how their money was used and what a difference they made.

If you have questions or would like more information, [click here](#) for a free consultation