



# URGENT – Fundraisers must read this ad!

If we had to name one thing that charity direct marketing (DM) – of the donor acquisition variety – needs in today’s overcrowded market, it is urgency. Time and again it is the stuff that has urgency which really works.

Sometimes, urgency is all you need. The tsunami appeals were the most extreme examples of this. All that was needed was a headline saying “Asian Earthquake Emergency”, and the money rolled in.

But more often than not, we have to work a lot harder to find this urgency.

Too many fundraisers are reluctant to go out and do this work. They find themselves in large, comfortable organisations, where they’re a million miles away from the passion, energy and urgency that drove someone to set up the charity in the first place.

In short, too much charity DM is dull and corporate. All the life has been sucked out of it by the brand police, with their rules about what we can’t say. Quite often this means we’re not allowed to admit there is a problem... like the fact that people suffer (a naughty word that, quite

incredibly, many fundraisers are banned from using). I kid ye not.

Well it’s time to fight back. If you can’t convince me that my money is needed urgently, you probably shouldn’t bother asking.

Here are some questions you should ask yourself (aggressively!):

What would you do if you if you doubled your income tonight?

Who (or what) is suffering because you aren’t going to do that?

How bad is this suffering?

Why should we care?

What would the founder of your charity say if they heard you commit to a measly 10% growth in income next year?

It doesn’t matter if ‘all’ you do is run a telephone helpline. How many people’s lives are ruined because they don’t yet know about your helpline, or they can’t get through? Who are those people? Could you look them in the eye and say their problem isn’t urgent?

Believe me. When you have answered those questions, you’re halfway to creating DM that’ll fly.

**Here at BRE Towers, we believe that today’s charity DM needs three essential ingredients:**

**Urgency**

**Engagement**

**Realness**

**This ad is about urgency. Watch out for future ads on the others.**

**Email me if you want help. Urgently of course!**

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***This is the ninth advert in a series of 16. You can view the others online at [www.whitewater.biz](http://www.whitewater.biz)***

a window into

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