

BONUS CONTENT: Dejargon Your Fundraising Copy

Session: Get that jargon out, out, out
and watch the hearts and income lift, lift, lift

Steps to Cut Jargon

1. **Highlight every jargonish word** or phrase in your copy. Highlight meaningless or generic jargon in one colour and your sector jargon in another.
2. **Use shorter, simpler words** and sentences to replace these words and phrases.

Where the copy is just too generic to sound compelling with a simple word replacement:

3. **Get more information** about your programs/ projects so you can replace generic language with specifics.
4. **Write about PEOPLE** rather than programs. Put a name and a face and a story to your words. Paint a word picture in the donor's mind of what their gift will fund.
5. **Show more** than you tell. Rather than saying you have inclusive programs, **SHOW** how they're inclusive. Again, this means telling the story of an individual.
6. **Use donor words** not your words. Imagine your donor – would she understand and warm to the language you're using? How would she explain your work to you? Use her words not your non-profit's words.
7. **Use your USP...** especially with generics. Talk about the specifics of what makes you unique... not the generalities that apply to every non-profit.

In summary, always try for SPEC alternatives rather than jargon.

Specific so the donor can picture it
People-focused
Everyday conversation words
Child can comprehend the text

When you're done, ask yourself honestly whether your copy now has HEART and PASSION or whether it feels DRY and LIFELESS.



