## Things that a charity wants to tell a donor

## Things that a donor wants to hear from a charity

About our mission

Why we need your money

What our values are

How we

helped

solve a

problem

What we believe

Why we think you should support us

Our new approach

How you can support us

Why we think we're different

We've been in the news

How great we are

We're on Facebook
/Twitter

What you achieved with my money

Why I made the right decision to support you

That you value me

That you think I'm special

You'll ask how I want you to communicate with me

That you know why I give and what I care about

That you've remembered what I've done and what I've said

