

Communications No-No's and Things to Avoid

No-No's

1. **Don't brag** – No one likes a bragger. In fundraising, bragging is really saying you don't need help, that you're doing fine. This is very dangerous for a charity as it will cause the loss of many potential donations.
2. **Don't teach** – No one likes to be told what they don't know. Teaching is fine if you are asked to teach something, but out of the gate, it should be avoided. Stories should be used to explain the situation.
3. **Don't preach** – Telling people what to believe can make them very uncomfortable. This does not bring you donations. Rather, it turns off the potential donor, who feels insulted that you didn't trust them to understand your charity's mission and needs.

Things to Avoid

1. **Don't use statistics** – Numbers, charts and graphs are too boring and people don't really easily understand the context nor the scope to find the statistics meaningful. They do not emotionally engage people to donate.
2. **Never thank everyone** – While this does thank those that donated, it is essentially telling the people that did nothing that they weren't needed because you reached your goal without them.
3. **Don't take a hard line on an issue publicly** – This will make you appear too aggressive, and that will make potential donors uncomfortable.
4. **Don't be critical** – This will make you come across as judgmental and negative, which will make your supporters uncomfortable.
5. **Avoid extreme language and exaggerations** – People will feel that you are not being authentic, and question other things you are saying.