

*Common messaging
mistakes to avoid when
pitching funders*

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After more than a decade of being pitched to by nonprofits, I've seen it all. I'm amazed at how often nonprofits make the same messaging mistakes over and over. If you can avoid these, you'll already be a step ahead of many nonprofits and in a better position to inspire funders.

Here what to avoid so you can build the best fundraising pitch you can possibly accomplish!

DO NOT

- Go into a meeting without knowing the funder and their funder type. I go into detail about [funder types at the link](#), but here's a quick summary.
 - The Campaigner donor funds a specific solution to a problem. Once the organization has successfully achieved the solution to the said problem, this type of donor no longer funds the organization.
 - The Launcher will help start a new organization and/or add funding to an existing nonprofit to support a program or project that does not currently exist.
 - The Sustainer donor supports their favorite nonprofit(s) consistently year after year.
- Pitch the wrong type of offer to your potential funder. For example, if you pitch a campaign to a Sustainer who wants to fund you for the long term, you will lose their interest right way.
- Present a confusing and convoluted pitch that does not make sense to the layperson. You know all the ins and outs of your cause, but your potential funder might not! Make sure your messaging is clear to someone who isn't an expert.

Here's what to do instead to ensure prospective funders pay attention to your pitch!

- Do your research on the funder.
- Be clear on the funder type and know whether they are a sustainer, campaigner or launcher.

My [free training on how to identify the donor type](#) is here.

- Develop an elevator pitch and test it with friends and family to ensure it makes sense to a layperson, not just the experts at your nonprofit organization.
- Bring to the meeting an expert person from your nonprofit that the prospective donor will want to talk with about the issue or program.