

**SNAP Daytona Beach 4-22-09
Stansbury Consulting LLC**

EXAMPLE #1:

Why do kids come here?
They need help to get safe, work through traumatic experiences,
find their place in the world – to get back on the right track.
One thing our children don't lack is hope.

DONOR CENTRIC RE-WRITE:

When kids come to us, their desperate lives might seem hopeless.
But with your help, there's always hope available at Southwest Medical Center.
Your support of the Center helps "crisis kids" like these.

EXAMPLE #2:

You are hereby invited to become a
Member of the Kennedy Center
At a full 20% discount
And gain the special privilege
To purchase advance tickets before the general public
To the finest Kennedy Center presentations.

You are hereby invited (*flattery*) to become a
Member (*exclusivity*) of the Kennedy Center
At a full 20% discount (*greed*)
And gain the special privilege (*exclusivity*)
To purchase advance tickets before the general public (*exclusivity*)
To the finest (*exclusivity*) Kennedy Center presentations.

EXERCISE #1:

Use this template to help you ASK THE RIGHT QUESTIONS:

**This (enter name of communication item) will convince (enter name of target audience) that
(enter name of action you want them to take) could (enter name of benefit).**

EXERCISE #2:

STORY IDEA	WHY DO THEY CARE?