Article published on January 31st 2012 | Business

Aside from commercial businesses and organizations, nonprofit organizations also need to market their association in order to attract donors. However, they have to do this without spending a lot of money. With their limited resources, they are often restricted with the kind of materials they can create, often resulting in materials that donâ€™t even appeal to people. Fortunately, there are materials today which can be create with minimal investment but will help raise awareness and funds for the organization. One good example of these materials is booklets.

Booklets are actually simple materials but they have been proven to generate good results is done well. They are perfect in fund raising and awareness efforts of the organization. Because booklets are often mailed to recipients directly, this gives the organization the opportunity to interact with possible donors in a one-on-one and more personal manner. But how do you create effective booklets? Here are some ideas you can consider:

First, you need to ensure your booklet templates are informative and educational. Next to providing the facts and figures, you need to also include information about your cause. What does your organization intend to achieve? What are your goals and vision? Providing people an overview of your cause will help persuade them to take action right away. Remember not to overwhelm your target donors with too many details. Just present the facts and a brief overview and tell them to contact you to learn more about your organization.

For instance, if your organization is meant to help abused children, you can include information about the children you have helped. You can site one or two profiles of children who are under your cards, but make sure that you protect the identities of these children. True accounts will help touch peopleâ€™s hearts and encourage them to make a donation right away. It will also help if you tell them where their donations will go and how their money will greatly change a childâ€™s life. You donâ€™t have be too dramatic on your message. Just write a compassionate copy that will touch on peopleâ€™s heart.

Aside from being informative and education, remember that you are still trying to generate action from people. As such, make sure to include a strong call to action on your booklet. You can print tear-off cards on the booklet which people can use when making donations. You can also put your website on your material so people can check it out. Make sure your complete contact details are on the material to facilitate quick and easy communication.

It is important that you have your custom booklet printed professionally. Look for reliable booklet printing services that will help you create your material effectively but in the least expense. A thorough research will help you a lot in finding the perfect printing company to print your material.

You need to also ensure you have a good mailing list. This list should contain names of potential donors. You canâ€™t just mail your booklet to everyone. Targeting the right donors will help you generate good results.

With a good printer, mailing list, and high quality booklets, thereâ€™s no doubt you can generate more new and repeat donors for your nonprofit organization. Just make sure your material is persuasive and relevant so you can encourage people to invest on your cause.

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