



MESSAGING WITH YOUR VALUES

One of the best ways fundraisers and nonprofit leaders can continue to engage supporters is through values-based storytelling and messaging.

Maintaining a sense of community, inspiring continued involvement, and reminding people of the value your organization brings to the world are important ways we can continue to navigate the busy year-end fundraising season.

This short guide is designed to help you identify messaging that reflects the principles your organization stands for, even during times of transition and change.

As you continue to respond to community need this fall and beyond, the GiveMN Green Team is here for you. We're incredibly grateful for the ways you make Minnesota a better place to live, work, and play. **And, if you need assistance as you continue to develop your strategy, please reach out to our Help Team anytime at help@givemn.org - we've got your back.**



What are your organization’s values? List them below.

What do those values look like in action?

Think about this from the perspective of a fill-in-the-blank statement as a way to easily identify connections between your values and your organization’s work.

For example:

Because of our organizational value of _____ we _____.

Led by our organizational value of “abundance,” we made the decision to extend our food shelf’s hours so that more people could access our services this year.

Now, pivot to your fundraising call-to-action.

How does the way your value-in-action connect to the support you need in order to continue that work?

For example:

Because of our organizational value _____, we _____. Looking ahead, we need _____ to continue this work.

Led by our organizational value of “abundance,” we made the decision to extend our food shelf’s hours so that more people could access our services this year. Looking ahead, we need \$10,000 to continue offering extended hours throughout 2025.



**Need additional help or have questions about Give to the Max?
Let us know!**

Reach out to our team of technology experts at Help@GiveMN.org anytime or visit GiveMN.org for more free-to-access resources and workbooks.