CRAFTING THE PERFECT FUNDRAISING SLOGAN

A campaign slogan does more than describe your fundraising campaign. It leaves a lasting, and hopefully, positive impression on your donors. Your fundraising slogan can be the most important tool in marketing your organization's campaign and should not be overlooked during planning.

In general, campaign slogans can be categorized into four different groups:

1. **Descriptive slogans** describe a key feature or benefit of the giving campaign.
   - Three days, three hundred scholarships
   - Providing safe water around the world
   - Building a better campus, one gift at a time

2. **Superlative slogans** exaggerate or embellish, calling your donors to action.
   - The future of the children depends on you
   - The greatest gift you can give
   - Making learning meaningful

3. **Imperative slogans** give donors a command. Short and sweet, these slogans sometimes have the greatest impact.
   - Make an impact
   - Change your school
   - Impact the future

4. **Provocative slogans** ask a question or call for reflection.
   - What change do you envision?
   - Can you make a difference?
   - How far would you walk for a safe drink?

Often, the easiest way to brainstorm slogans is to say the same message in each of these different tones. Just like that, you've turned one idea into four. It also makes it easy to determine which tone has the best ring to it and communicates your message in the best light.
Some of the most effective campaign slogans adopt a figure of speech, such as rhyme, alliteration, parallelism, or pun. A catchy slogan is not only memorable, but can also put a fun and positive spin on your campaign. Here are a few examples:

- **Alliteration**
  - Creating a Connected Campus

- **Antithesis**
  - The weapon we have is love

- **Metaphor**
  - I am Knox

- **Rhyme**
  - Donate in ‘28

- **Parallelism**
  - Our Children. Our Future.

- **Pun**
  - 2009 Library Fund: Book your donation today!

These are just a few ideas. Scholars have identified 184 figures of speech. You can get more ideas by looking up the list on Wikipedia® and trying to come up with a slogan for all 184.

It’s also important to consider how your slogan will be visually expressed within a logo. Your donors not only hear your slogan, but also see it on your website, e-mails, and direct mail. Often, the visual image of your campaign logo is just as important as the slogan itself.

Remember, when it comes to crafting a campaign slogan, there really are no rules. The most important thing to consider is that your slogan communicates your organization’s message and sets the desired tone for your campaign. A meaningful, memorable, and positive slogan can make a world of difference in your campaign success.

About iModules
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