

Introducing

The Inspiration Bank, for Nonprofits

Your people are your story. Tell it well, and inspire supporters.

Before they give time or money, people want to be assured that your organization makes a difference.

The number one reason people don't give when they are asked to is because they don't trust the organization.¹

People make decisions about which brands and organizations to trust based on recommendations from others. Nonprofits work hard to build trust. Recommendations, testimonials and success stories are among the most effective tools.

Many nonprofits don't maintain a fresh list of testimonials and success stories.

They simply don't have the staff time to conduct interviews and write up the people profiles, testimonials, and success stories that could help them increase support faster.

That's why I created the Inspiration Bank package for nonprofits.

<p>Inspiration Bank Plus 15 Stories \$5,500</p> <p>Inspiration Bank 10 Stories \$3,700</p> <p>Inspiration Bank Light 5 Stories \$2,000</p>	<p><u>Your Inspiration Bank Package Includes</u></p> <ul style="list-style-type: none"> ✓ Compelling stories to win support and funding, professionally written specifically for your organization. Stories are approved by the interviewees and suitable for use in your newsletters. ✓ A short summary from each story & a catchy quotation from each interviewee, suitable for use across many different communications channels. ✓ Unlimited exclusive rights to use and adapt your stories or parts of the stories, in print and online. ✓ Notes or audio files from the telephone interviews for your own reference and use ✓ A quick guide on how to use your personal stories, and excerpts and quotations, to inspire and engage volunteers and donors
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Please call 647-287-4344 to learn more.

¹ Andrew Watt, President and CEO of the Association of Fundraising Professionals, at the *Weaving Ethics into Your Fundraising Workshop*, September 8, 2011, Toronto, Ontario



KAREN LUTTRELL
COMMUNICATIONS

About Karen

Karen led marketing and communications for Canadian AIDS Treatment Information Exchange, The Micronutrient Initiative, Canadian Women's Foundation, and Family Service Association of Toronto before launching her own communications service for nonprofits in June 2010. She has since served clients working in health, literacy, equality, and poverty reduction. She holds an Honours BA in Linguistics. Karen is a member of the Association of Fundraising Professionals and the International Association of Business Communicators and she serves on the Executive Board for the Professional Writers Association of Canada, Toronto Chapter.

Testimonials

"Karen is detail oriented with a flair for creative words that bring her written copy to life on the pages. She added excitement and punch to promotional material she wrote for the Friends of the Library and was pleasantly calm in all situations. I would like Karen to work for me anytime. She gets things done. Thanks Karen." - **Lori Nash, Past President, Friends of the Ottawa Public Library Association**

"Karen helped me define the brand behind TurnAround Couriers. She helped with the strategic thinking behind our choice of imagery, messaging, and stories to tell. She helped me manage the execution over a series of newsletters that she wrote for us. TurnAround Couriers is a growing social enterprise and Karen has definitely helped me to bring about this growth." - **Richard Derham, Founder and CEO, TurnAround Couriers**

A Few of the Inspiring People I've Interviewed, Written About, or Written for:

The Honourable Madame Justice Gloria Epstein, The Honourable Margaret Norrie McCain, Ann Watterworth, Chair of the Business Law Group at Cassels Brock and Blackwell LLP, Mr. Kul C. Guatam, Deputy Executive Director, UNICEF

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