

Testimonials as Easy as 1-2-3

Testimonials lend credibility to your cause when you're asking for money and serve to vouch for your cause through a 3rd party validation. Here's how to get and use testimonials in three easy steps: identifying who they should be from; asking questions that will elicit the best testimonial and where to use them once you obtain them to help your nonprofit.

1. Who to ask

☐ **YOUR CLIENTS** - They might be the most powerful testimonials you can offer, because it's likely your nonprofit did something that improved or even profoundly changed their lives.

☐ **EXPERTS** - Many nonprofits have access to experts who can validate your nonprofit's work. Local leaders can speak to how your organization is helping the community.

☐ **VOLUNTEERS** - Their insight, especially if you have a respected community stakeholder volunteering or serving on your board, can be particularly powerful.

☐ **YOUR DONORS** - New donors might relate best to your current donors when considering whether to give to your organization.

2. What to ask

☐ There are so many nonprofits out there, so many great causes. **Why do you choose to support** this one?

☐ Has someone in your life been **touched by this issue**? Can you tell me a little about that?

☐ [For experts/community leaders]

- How is this organization **solving the problem**?
- What **impact** is this nonprofit making in the community?
- And lastly, in your view, why is this organization and the work it is doing **unique**?

☐ Is there anything in particular that has **impressed you** about our nonprofit?

☐ If you had a friend who was looking for a nonprofit to support, what would you tell them about **why they should give** to our nonprofit?

3. Where to use

☐ Sprinkle them throughout your **website**.

☐ Use them as graphics in your next **ecomunication**.

☐ Definitely include them in your **social media postings**. (Maybe as part of a low-cost Facebook ad campaign!)

☐ **Text messages** (again, particularly if you have a good video testimonial).

☐ And reserve your best ones for where they can do the most good - your **home page** and **donation page**.

