

Storytelling for Success: Building Your Match Magic Narrative

July 15, 2025



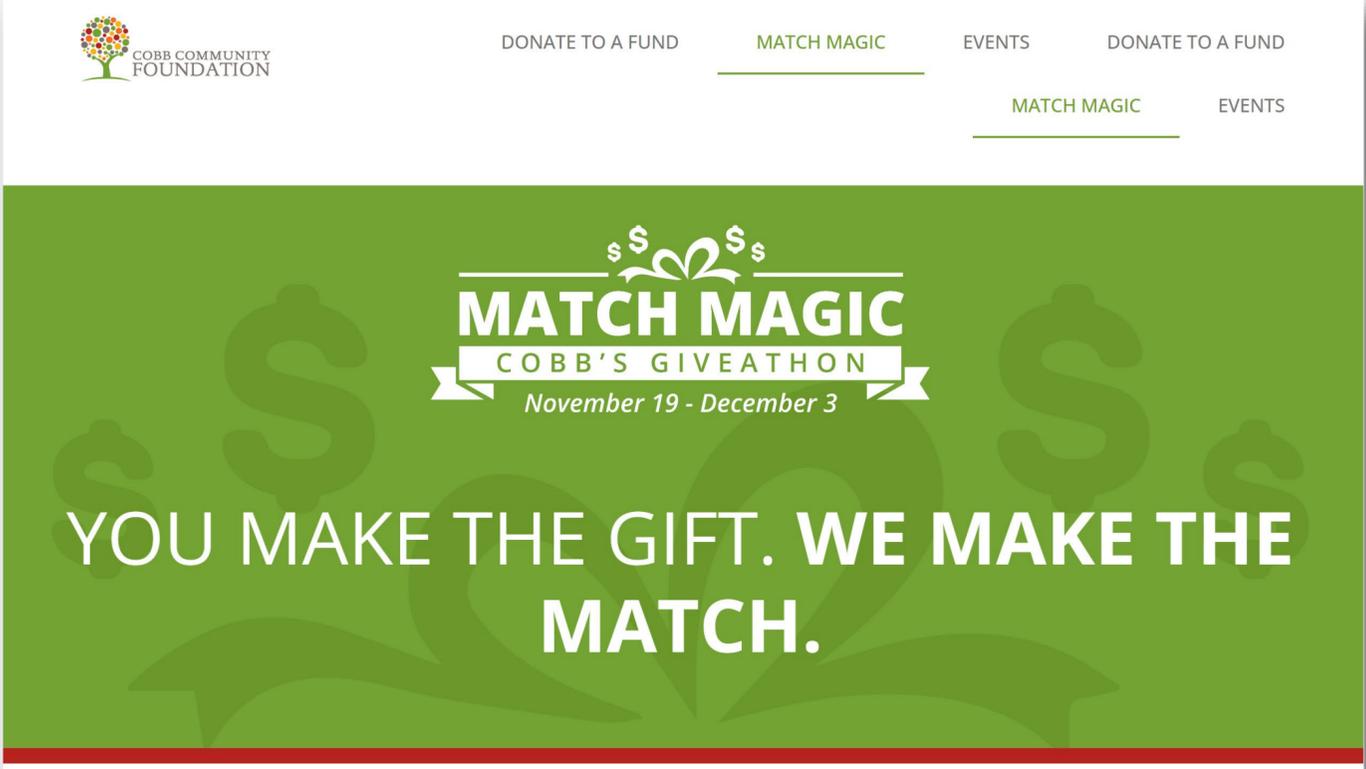
- 1. Help you attract new donors**
- 2. Boost your chances of being selected for Match Magic**

Define your ask

Create the story
for the ask

Use AI tools to
help

Your application information will be used verbatim in Match Magic communications



Click to Access

Your application information will be used verbatim in Match Magic communications

Reflections of Trinity

Help Hungry, At-Risk Students Access Meals on the Weekend

We aim to raise \$50,000 to improve the quality and variety of food for 350 students in five schools and expand our reach. This ensures at-risk kids have meals on weekends, boosting their health, academic success, and overall well-being.

Meet Sarah, a 10-year-old identified by her school counselor as struggling in school because her family can't afford enough food. Every weekend, food is not available or rationed at home to make it last through the week and Sarah goes hungry, making it hard to focus, leading to poor grades and behavioral issues. Her story is shared by many students in our community facing food insecurity.

Reflections of Trinity seeks \$50,000 to expand our student backpack program, currently serving 350 students in 5 schools to ensure more kids like Sarah receive nutritious meals. With 21 years of experience and having served over 17 million pounds of food to 584,000 individuals, we are a trusted partner dedicated to breaking the cycle of hunger and poverty.



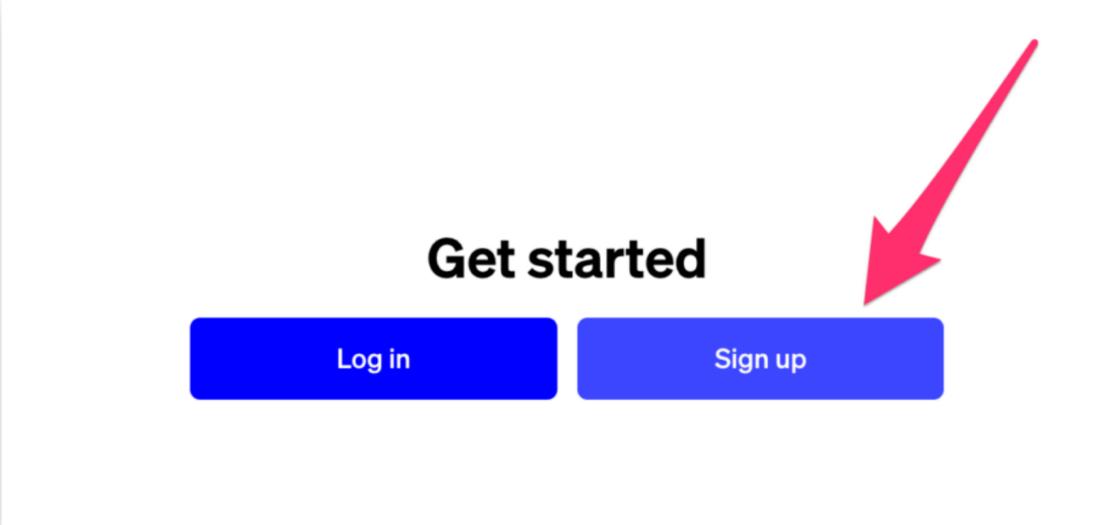
Fundraising Goal
\$50,000

ChatGPT

Open your web browser and go to

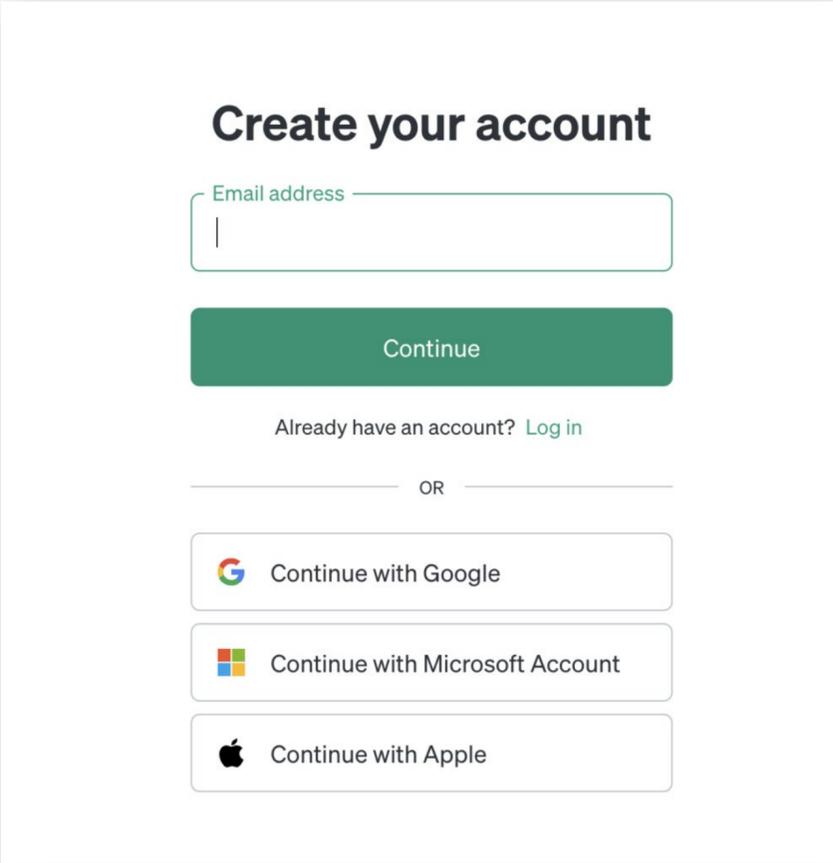
<https://chat.openai.com/chat>

Sign up, then go to your email to verify

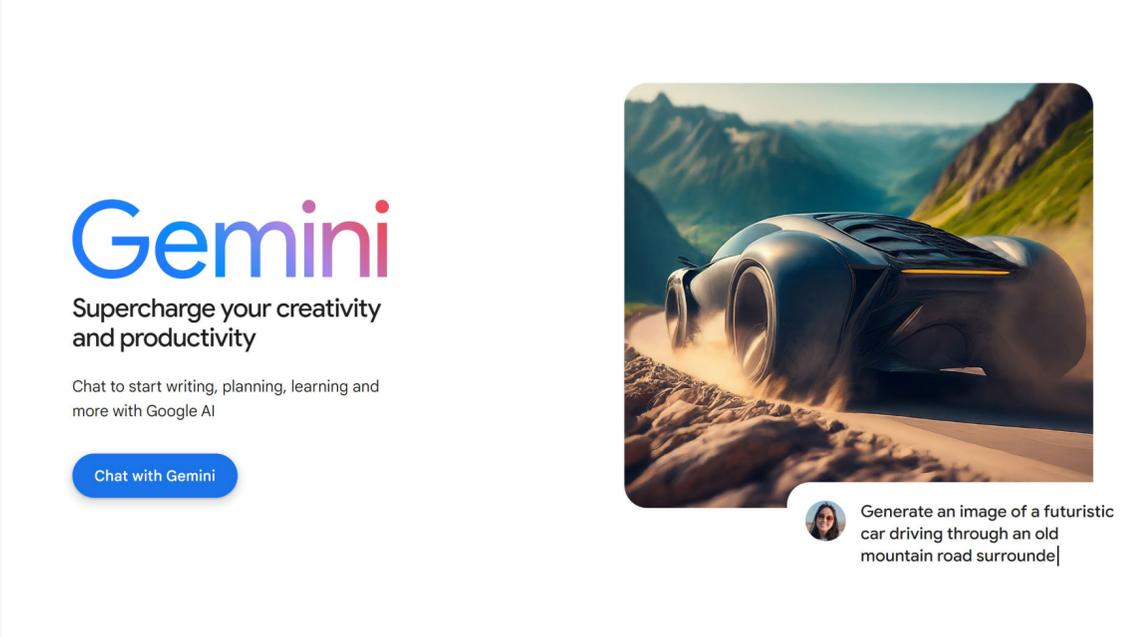


Match Magic Storytelling Wizard

<https://chatgpt.com/g/g-68765a9c35b88191b960f9037fb1113f-match-magic-storytelling-wizard>



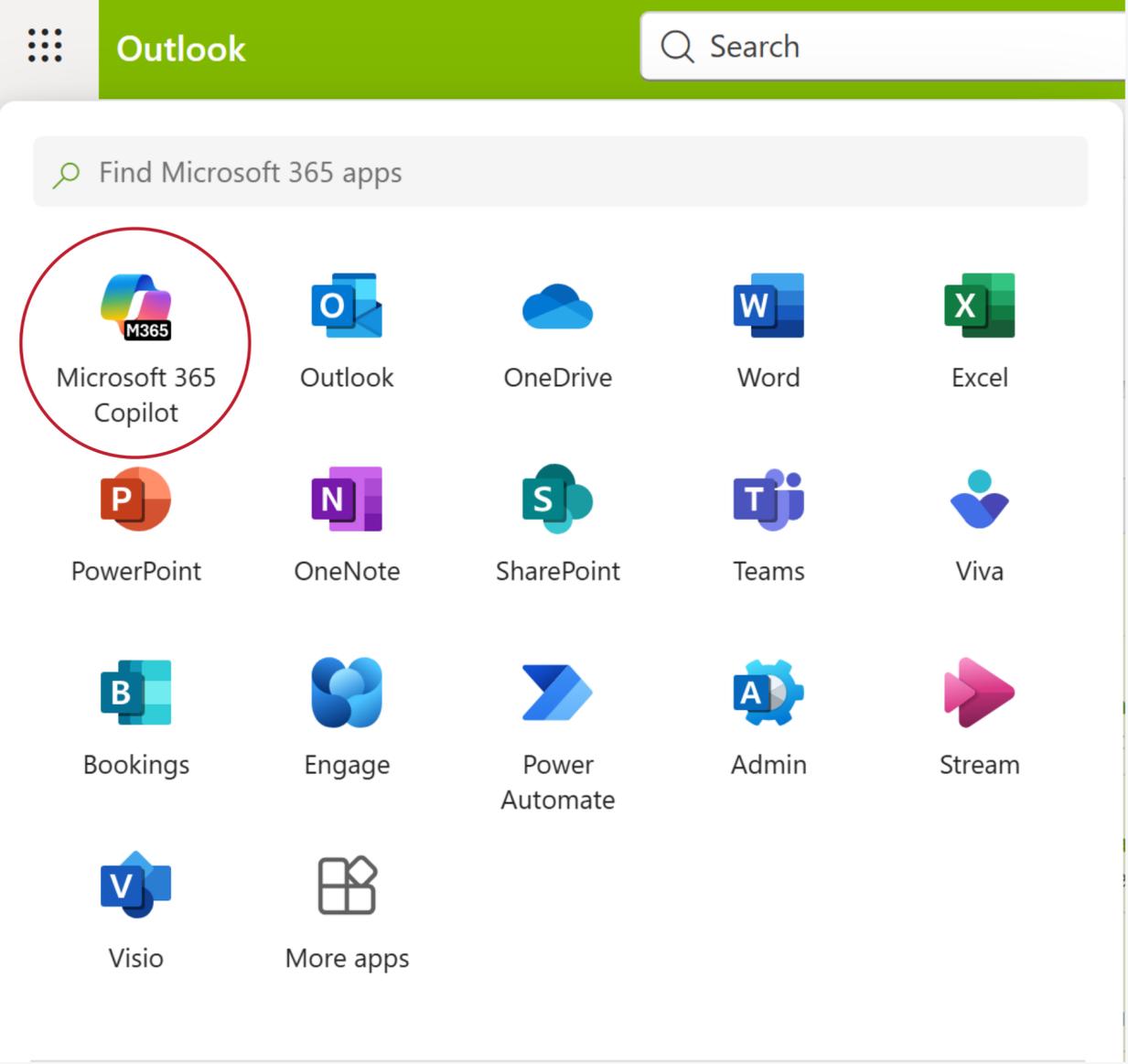
Google Gemini



<https://gemini.google.com/>

Upload documents from Google Drive

Microsoft Co-Pilot



PRACTICALLY SPEAKING...

What do you need for the
application?

- **Your Fundraising Goal**

- Clearly state the total dollar amount your organization aims to raise for general operating support through Match Magic. **(20 characters)**

- **Your Appeal & Why It Matters**

- Describe the root problem that your organization is addressing and explain why it is important. Provide context about the community need, and detail how additional funding will help you activate more good in our community. Additionally, explain why donors should trust your organization to execute your work successfully. Highlight your organization's experience, reputation, impact statistics if available, and any relevant accomplishments or history that reinforce your credibility. **(750 characters)**

- **Your Ask**

- Provide a brief overview of your specific fundraising goal. Explain what you need, why you need it, and how it will benefit those you serve. Think of this as the elevator pitch that quickly gets people on board. **(250 characters)**

- **Your Headline**

- In one sentence, describe the problem your organization is addressing and the solution you are proposing. Focus on the impact this will have on the community. Make sure to keep it clear and concise. **(75 characters)**

- **Your Promotion Plan**

- How are you going to mobilize your existing donor base to give through your organization's fundraising page during Match Magic? How are you going to recruit new donors during Match Magic? **(1000 characters)**

- **Images (up to 3)**

Headline

Reflections of Trinity

Help Hungry, At-Risk Students Access Meals on the Weekend

Ask

We aim to raise \$50,000 to improve the quality and variety of food for 350 students in five schools and expand our reach. This ensures at-risk kids have meals on weekends, boosting their health, academic success, and overall well-being.

Appeal

Meet Sarah, a 10-year-old identified by her school counselor as struggling in school because her family can't afford enough food. Every weekend, food is not available or rationed at home to make it last through the week and Sarah goes hungry, making it hard to focus, leading to poor grades and behavioral issues. Her story is shared by many students in our community facing food insecurity.

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Fundraising Goal

\$50,000

Goal

BEFORE WE GET TO THE STORY...

Why do you need one, anyway?

You've got to be very careful if you don't know where you are going, because you might not get there.

- Yogi Berra

What is your Match Magic fundraising goal?

A specific solution and associated dollar amount

- **Continue existing services** (fund meals for 2,500 people of the 30,000 we serve)
- **Expand existing services** (add a delivery program to serve 500 homebound seniors)
- **Add a new program** (add on-site counseling for food bank clients)

Make it achievable, yet aspirational

“If you want a kitten, ask for a horse”

THE STORY

Let's get started

- **Your Fundraising Goal**

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THE HEART OF YOUR STORY



Data-driven statistics and reports are great tools to use when discussing the results of a project, but **if you want to mobilize an army of donors, members, and volunteers, then you need something that forms a deeper connection—your story.**

A good story puts a face behind your mission by describing not just what your organization does, but why you do it. This creates the emotional responses that trigger your audience to take action.

Hero

Problem

Solution

Audience

YOUR IDEAL AUDIENCE
Who is this story for?

**Cat-lover
Catherine**



**Arts-lover
Annie**



**Handy
Jose**





The Kraft Mac & Cheese Mom Cardboard Cut-out

Make-A-Wish® Supporter Personas

What are Personas?

Audience personas enable us to help people see themselves as the hero of our story. When people see a role for themselves in a story they are likely to be motivated to act.

How do I use them?

Personas are meant to guide storytelling and messaging efforts. Personas capture a snapshot of each target audience they represent, but are not intended to describe all members of that group.



Vanessa, 25
The Young Professional Volunteer Persona



Eddie, 57
The Empty Nest Volunteer Persona



Sarah, 50
The Social Worker Persona



Dinesh, 48
The Doctor Persona



Margaret, 62
The Major Donor Persona



Elizabeth, 46
The Events Donor Persona



Amy, 44
The Annual Donor Persona



Gina, 42
The Gen X Donor Persona



Manuel, 27
The Millennial Donor Persona

Vanessa, 25

The Young Professional Volunteer Persona

“Volunteering at Make-A-Wish® helped me make an impact — and make new friends who have helped me feel at home.”



How to Connect

- ★ Tell her how Make-A-Wish volunteers are heroes. She wants to know that she can play a role in helping wish kids and their families gain experiences that change their lives and help them heal.
- ★ Let her know that Make-A-Wish volunteers are diverse and they help children from all backgrounds.
- ★ Show her how Make-A-Wish has helped people like her get through a difficult period in their lives.
- ★ She is interested in connecting to corporate partners through the lens of employee engagement. Her interest in giving back drives her career and workplace decisions.

My Traits

Moving from place to place

Always online

Looking for new friends

Hopeful



Learn more about these supporter personas at: wish.org/contentstrategy

Manuel, 27

The Millennial Donor Persona

“I don’t want to give to institutions. I want to give to solve problems.”



How to Connect

- ★ Tell him that donating to Make-A-Wish® will connect him to people who share his interests and values.
- ★ Show him how small donations add up to make a meaningful difference for wish kids.
- ★ Tell him how Make-A-Wish donors change the lives of kids from diverse backgrounds.
- ★ Connect him with former wish kids who can offer perspectives on life that were formed from their uniquely challenging circumstances.
- ★ He’s interested in supporting Make-A-Wish corporate partners that communicate authenticity.

My Traits

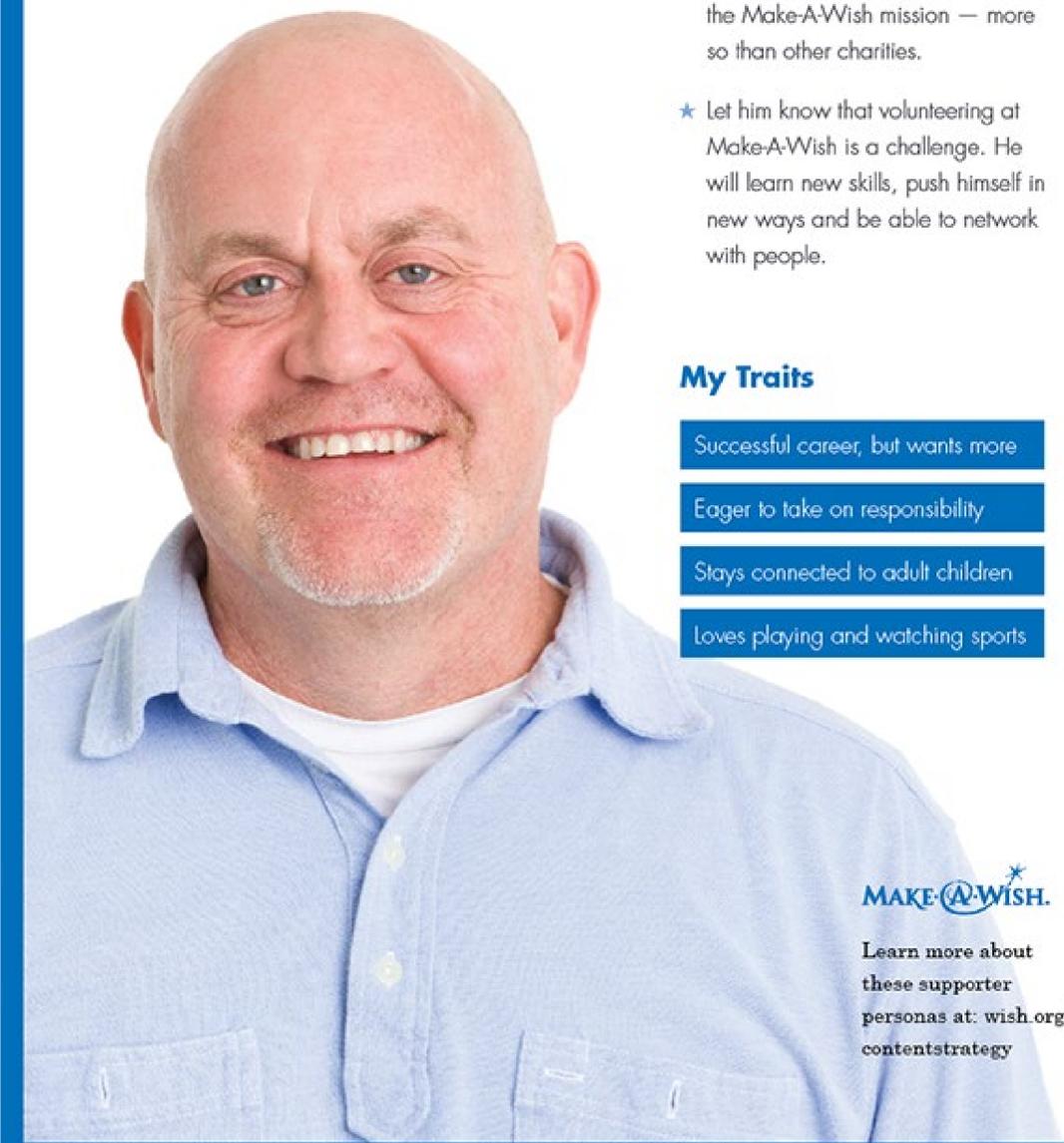
- Digital native
- Difficult to earn his attention
- Looking to meet new friends
- Values authentic brands

MAKE-A-WISH.
Learn more about these supporter personas at: wish.org/contentstrategy

Eddie, 57

The Empty Nest Volunteer Persona

“If I’m going to give my time to something, I want to know that it matters. I want to see that human result.”



How to Connect

- ★ Let him know that Make-A-Wish® volunteers are heroes. They help wish kids and their families gain experiences that change their lives and help them heal.
- ★ Talk about the experience of volunteering — it is a fantastic, energizing experience in itself.
- ★ Tell him how volunteers are vital to the Make-A-Wish mission — more so than other charities.
- ★ Let him know that volunteering at Make-A-Wish is a challenge. He will learn new skills, push himself in new ways and be able to network with people.

My Traits

- Successful career, but wants more
- Eager to take on responsibility
- Stays connected to adult children
- Loves playing and watching sports

MAKE-A-WISH.
Learn more about these supporter personas at: wish.org/contentstrategy

What is an audience profile?

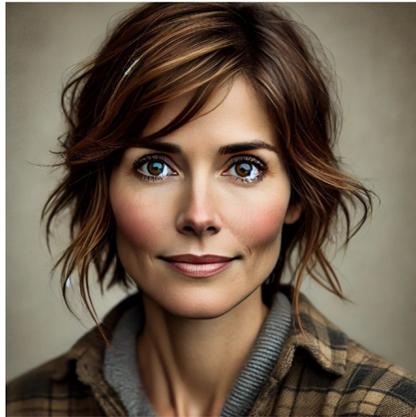
A profile is a way to model, summarize and communicate research about people who have been observed or researched in some way.

It depicts a specific person but is not a real individual—it's synthesized from observations of many people.

<p>AUDIENCE NAME: PROSPECTIVE DONORS</p>	
 <p>Doug & Mary 68 Retired Teachers</p>	
<p>What is their desire? What are they looking to accomplish?</p> <p>A way to give back to the community that will make a difference</p>	
<p>What do they value?</p> <ul style="list-style-type: none"> • Education, social services, and early childhood • Local ties • Impact for generations • Cost-effective • Secure 	
<p>What problem are they facing? What's getting in their way?</p> <ul style="list-style-type: none"> • Cost of redoing estate plan • Complacency • Want to give back but aren't sure how • Internal conflict about children's share of inheritance 	

<p>Frustrations / Barriers</p> <ul style="list-style-type: none"> • Constantly asked for money by various organizations • Community organizations appear ineffective • Lack of awareness of CF • Size of fund required for grants to begin • Perception that you need a lot of money to be philanthropic • Perception of high management fees 		<p>Wants / Motivators</p> <ul style="list-style-type: none"> • Desire to give back to the community • Seeing that someone they know (or someone like them) is doing it • Counsel from a professional advisor • A change in family status or a routine review of estate plans • A particular project of interest • Sense of accomplishment and pride in doing volunteer or charitable work 	
<p>CURRENT</p>		<p>FUTURE</p>	
<p>Fears</p> <ul style="list-style-type: none"> • Getting involved in something that will be a huge time commitment but go nowhere • Losing control over intentions with their donations • Money being spent unwisely by recipient organizations • Uncertainty over the best way to proceed • Talking about death • Backlash from children 		<p>Aspirations</p> <ul style="list-style-type: none"> • To live in a community that is thriving • To feel good about doing their part • To be recognized for contributions, of time, money and talents • To have a community that will be thriving when their grandchildren are grown and beyond 	

AUDIENCE NAME: **Healthcare Workers**



Sarah, 38

Nurse

**Mom of 3,
married to Max**

What is their desire? What are they looking to accomplish?

- **Give back** to her community in a meaningful way.
- **Make a difference** in the lives of local families and children, particularly through healthcare and education.
- **Set a positive example** for her children about the importance of community involvement and philanthropy.
- **Connect with others** who share her values and contribute to a cause that resonates with her personal and professional life.

What do they value?

- **Family and community** are her top priorities; she values a strong, supportive network.
- **Education and healthcare** are important to her, both professionally and as a mother.
- **Trust and transparency** in the organizations she supports.
- **Long-term impact** and sustainability of the causes she contributes to.
- **Local engagement**—she believes in the power of small communities to enact change.

What problem are they facing? What's getting in their way?

- **Time constraints** due to her demanding job as a nurse and responsibilities at home.
- **Financial pressure**—managing a budget for a family of five can make it challenging to allocate funds for donations.

Frustrations

- **Feeling that her contributions** may not be enough to make a significant impact.
- **Lack of clarity** on how donations are used by larger organizations.
- **Balancing family responsibilities** with her desire to be more involved in the community.
- **Difficulty finding opportunities** that fit her schedule and interests.

CURRENT

Fears

- **Not having enough time** to dedicate to her community or to her family.
- **Worry about financial stability**—concerned about overextending her budget with donations.
- **Doubt whether her contributions** will be utilized effectively or make a real difference.
- **Concern that her children** might not learn the value of giving back if she can't find the time or resources to involve them.

Wants

- **Clear understanding** of how her donations will be used and the impact they will have.
- **Flexible opportunities** for involvement that accommodate her busy schedule.
- **A direct connection** to the people and causes she supports.
- **Opportunities to involve her children** in giving and volunteering.
- **Feeling of accomplishment** in knowing she's contributing to something larger than herself.

FUTURE

Aspirations

- **To be a role model** for her children by demonstrating the importance of philanthropy and community involvement.
- **To contribute to a healthier, more vibrant community** where her family can thrive.
- **Dreams of a future** where she can play a significant role in improving local healthcare or education services.
- **Wants to leave a legacy** of kindness, generosity, and community spirit that her children will continue.

<p>AUDIENCE NAME: Prospective Match Day Donor</p>	
 <p>Sarah, 38 Nurse Mom of 3, married to Max</p>	
<p>What is their desire? What are they looking to accomplish?</p> <ul style="list-style-type: none"> • Give back to her community in a meaningful way. • Make a difference in the lives of local families and children, particularly through healthcare and education. • Set a positive example for her children about the importance of community involvement and philanthropy. • Connect with others who share her values and contribute to a cause that resonates with her personal and professional life. 	
<p>What do they value?</p> <ul style="list-style-type: none"> • Family and community are her top priorities; she values a strong, supportive network. • Education and healthcare are important to her, both professionally and as a mother. • Trust and transparency in the organizations she supports. • Long-term impact and sustainability of the causes she contributes to. • Local engagement—she believes in the power of small communities to effect change. 	
<p>What problems are they facing? What's getting in their way?</p> <ul style="list-style-type: none"> • Time constraints due to her demanding job as a nurse and responsibilities at home. • Financial pressure—managing a budget for a family of five can make it challenging to allocate funds for donations. 	
<p>Frustrations</p> <ul style="list-style-type: none"> • Feeling that her contributions may not be enough to make a significant impact. • Lack of clarity on how donations are used by larger organizations. • Balancing family responsibilities with her desire to be more involved in the community. • Difficulty finding opportunities that fit her schedule and interests. 	<p>Wants</p> <ul style="list-style-type: none"> • Clear understanding of how her donations will be used and the impact they will have. • Flexible opportunities for involvement that accommodate her busy schedule. • A direct connection to the people and causes she supports. • Opportunities to involve her children in giving and volunteering. • Feeling of accomplishment in knowing she's contributing to something larger than herself.
<p>Fears</p> <ul style="list-style-type: none"> • Not having enough time to dedicate to her community or to her family. • Worry about financial stability—concerned about overstretching her budget with donations. • Doubt whether her contributions will be utilized effectively or make a real difference. • Concern that her children might not learn the value of giving back if she can't find the time or resources to involve them. 	<p>Aspirations</p> <ul style="list-style-type: none"> • To be a role model for her children by demonstrating the importance of philanthropy and community involvement. • To contribute to a healthier, more vibrant community where her family can thrive. • Dreams of a future where she can play a significant role in improving local healthcare or education services. • Wants to leave a legacy of kindness, generosity, and community spirit that her children will continue.

Now we're going to create an example audience profile. You are a nonprofit leader at a food bank. Use the attached template as a guide and provide answers for each of the boxes. The audience name is "Active Churchwomen." The profile name is Eileen, age 72, retired bank teller, married to John



AUDIENCE NAME: **Active Churchwomen**



Eileen, 72

Retired bank teller

Married to John

What is their desire? What are they looking to accomplish?

- Give back to the community in meaningful ways.
- Help alleviate hunger in her local area—especially for seniors and children.
- Inspire others in her church group to take part in charitable efforts.
- Be a role model for younger generations.
- Create a lasting legacy.

What do they value?

- Faith and community.
- Service to others.
- Reliability and integrity in charitable organizations.
- Strong connections with her church and community.
- Trust and transparency.

What problem are they facing? What's getting in their way?

- Limited physical energy and mobility.
- Concerns about the long-term impact of her contributions.
- Fixed income constraints.
- Competing obligations.

Frustrations

- **Difficulty finding volunteer opportunities that match her physical ability.** Eileen finds it frustrating that many volunteer roles require more energy than she has at this stage of life.
- **Uncertainty about how her contributions are being used.** She sometimes feels disconnected from the results of her charitable work.
- **Feeling overlooked by younger volunteers or organizations.** Eileen occasionally feels that her age puts her on the sidelines in volunteer settings.

CURRENT

Fears

- **Fear that hunger in her community is growing.** Eileen worries that, despite her best efforts, the problem may be too big to solve.
- **Fear that her health may prevent her from continuing her volunteer work.** She is concerned that age-related health issues could limit her ability to serve in the future.

Wants

- **Opportunities to volunteer from home or in less physically demanding roles.** She would love to contribute to the food bank through tasks she can do remotely or from her church.
- **Clear communication from the food bank about how her efforts are helping.** Eileen wants to see measurable outcomes to feel reassured that she is making a difference.
- **More involvement in planning and organizing efforts at her church.** She enjoys using her experience to help coordinate food drives or fundraising efforts.

FUTURE

Aspirations

- **To create a legacy of giving through her church and community.** Eileen hopes that her dedication will inspire others to get involved in addressing hunger.
- **To ensure that her contributions, both financial and time-based, have a lasting impact.** She wants to be sure that the food bank is sustainable and will continue its good work long after she's no longer able to volunteer.
- **To mentor younger volunteers.** Eileen would like to pass on her knowledge and experience to a younger generation of churchgoers.

Your Turn!

Prompt 1:

We are going to create an audience profile. You are a nonprofit leader at [your organization]. Use the attached template as a guide and provide answers for each of the boxes. The audience name is "[audience name]." The profile name is [first name], age XX, [occupation], [any other descriptive detail].

Prompt 2:

Now generate an image of [first name].

Who wants to be
my guinea pig?

Hero

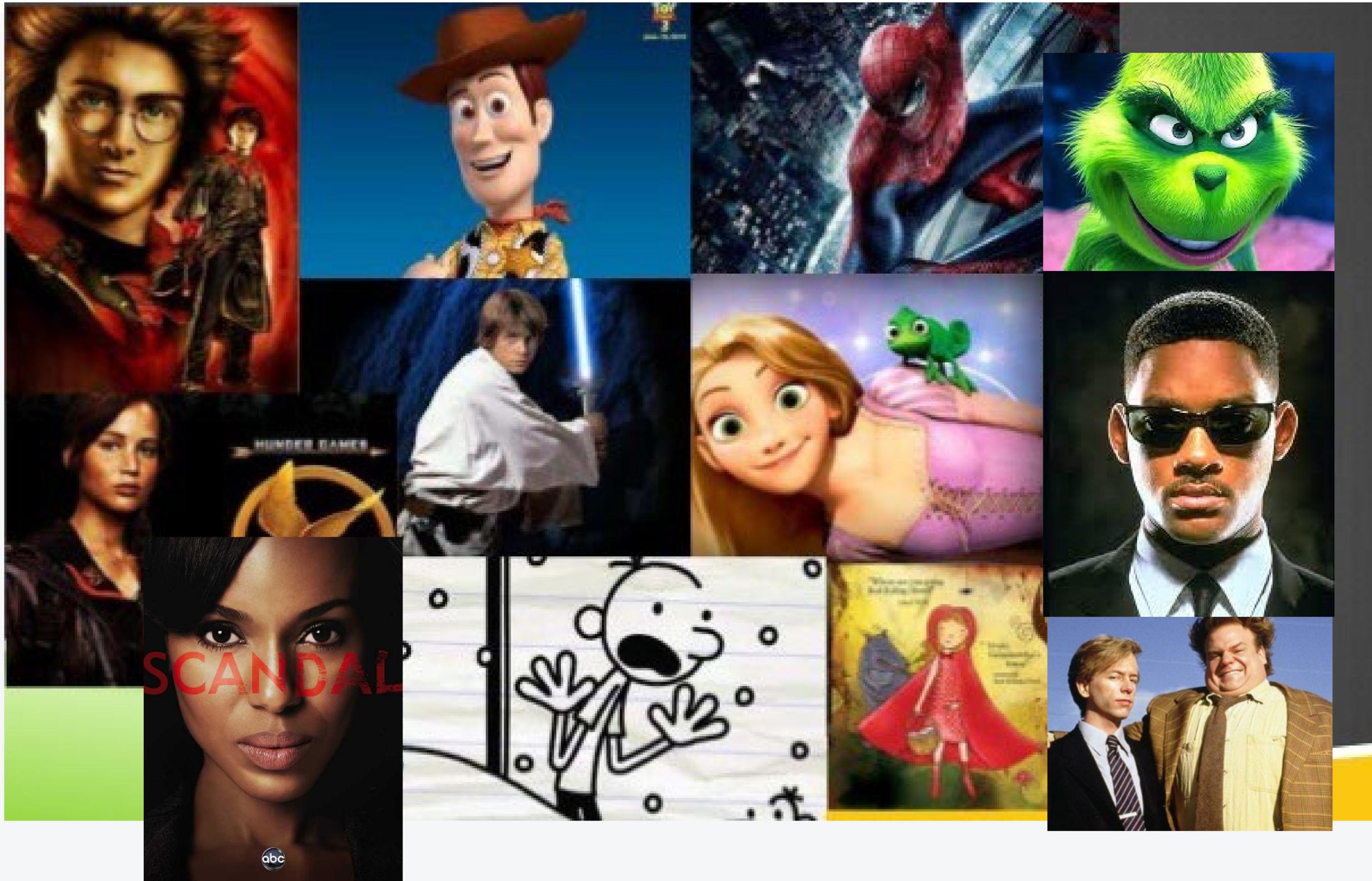
Problem

Solution

Audience

WE NEED A MAIN CHARACTER

The Hero





Henrietta



Aaron and Isaiah



Courtney



Haleigh

THE HERO HAS A
Desire



Henrietta

Regular, nutritious meals



Aaron and Isaiah

A place to go after school



Courtney

Feed her family



Haleigh

A place to foster her love of drawing

THE HERO ENCOUNTERS A Problem



Henrietta

The family members she's been relying on are not showing up



Aaron and Isaiah

No slots available in after school programs



Courtney

Had an unexpected car expense



Haleigh

Can't find a teacher

Hero

Problem

Solution

Audience

THE HERO ENCOUNTERS A
Guide
WITH A SOLUTION

(Hint: That's you)



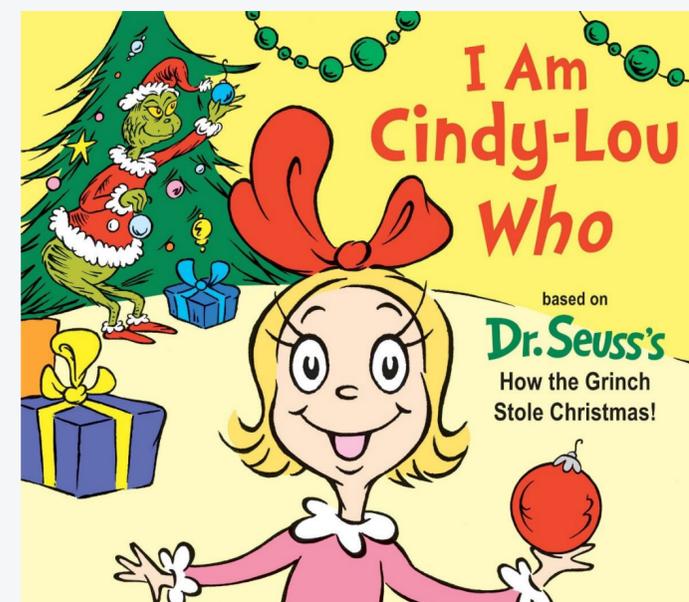
Gang Leader



Expedition Guide



The Innocent Child



Bachelor Uncle



Coach



<p>Leader Commanding, refined, articulate, aspirational</p>	<p>Entertainer Playful, optimistic, carefree, energetic, charming</p>	<p>Servant Caring, warm, dedicated attentive, essential</p>	<p>Dreamer Captivating, carefree, passionate, visionary, optimistic</p>
<p>Everyman Friendly, humble, authentic, dependable</p>	<p>Intellect Factual, decisive, authoritative, knowledgeable</p>	<p>Motivator Inspirational, pioneering, outgoing, enthusiastic</p>	<p>Innocent Wholesome, loyal, accepting, utopian, virtuous</p>
<p>Sensualist Passionate, magnetic, indulgent, soothing</p>	<p>Philosopher Thought-provoking, open-minded, wise</p>	<p>Maverick Candid, raw, non-conforming, brave</p>	<p>Villain Cunning, disruptive, subversive, determined</p>
<p>Thrill-Seeker Brave, innovative, entrepreneurial</p>	<p>Connector Sociable, engaging, collaborative</p>	<p>Achiever Competitive, courageous, tenacious, focused</p>	<p>Artist Imaginative, expressive, innovative, unique</p>
<p>Explorer Exciting, independent, courageous, curious</p>	<p>Traditionalist Quaint, authentic, iconic, proper, timeless</p>	<p>Defender Heroic, protective, strong, informative</p>	<p>Nurturer Compassionate, caring, supportive</p>

Prompt 1: Your Appeal and Why It Matters

You are [name of your organization], and you are writing a grant application. Your assignment is to generate a paragraph of no more than 750 characters answering the following question:

“Describe the root problem that your organization is addressing and explain why it is important. Provide context about the community need, and detail how additional funding will help you activate more good in our community. Additionally, explain why donors should trust your organization to execute your work successfully. Highlight your organization's experience, reputation, impact statistics if available, and any relevant accomplishments or history that reinforce your credibility.”

Here is background information for this assignment:

- The problem we are solving in the community is [problem]
- The barrier we are facing in solving this problem is [barrier]
- If the problem goes unsolved, the consequence for our clients/community is [consequence]
- We propose solving this problem through [what your fundraising goal is and what impact it will have]
- Donors should trust our organization because [credentials, reputation, years of successful operation, number of people served previously, impact statistics, etc.]
- Our tone of voice is [personality words]

Attach annual report, brochures, or other materials if you have them.

Prompt 2: Turning It into a Story

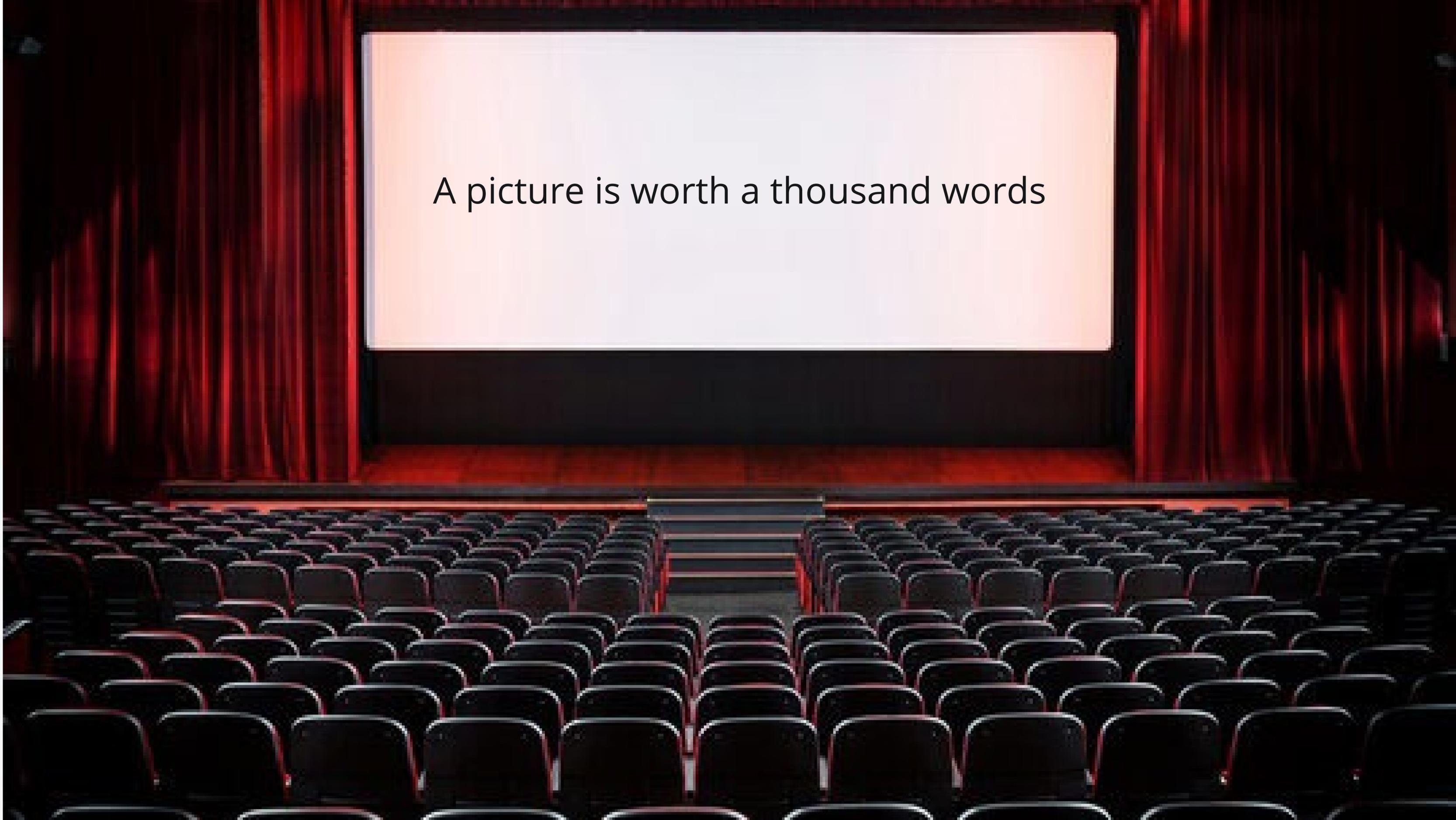
Now edit this paragraph to have a single main character as the demonstration of the problem. Character limit: 750.

Prompt 3: Your Headline

Now you will create a headline. In one sentence, describe the problem and the solution. Focus on the impact this will have on the community. Make sure to keep it clear and concise.

The character limit is 75 words. Offer 15 alternatives.

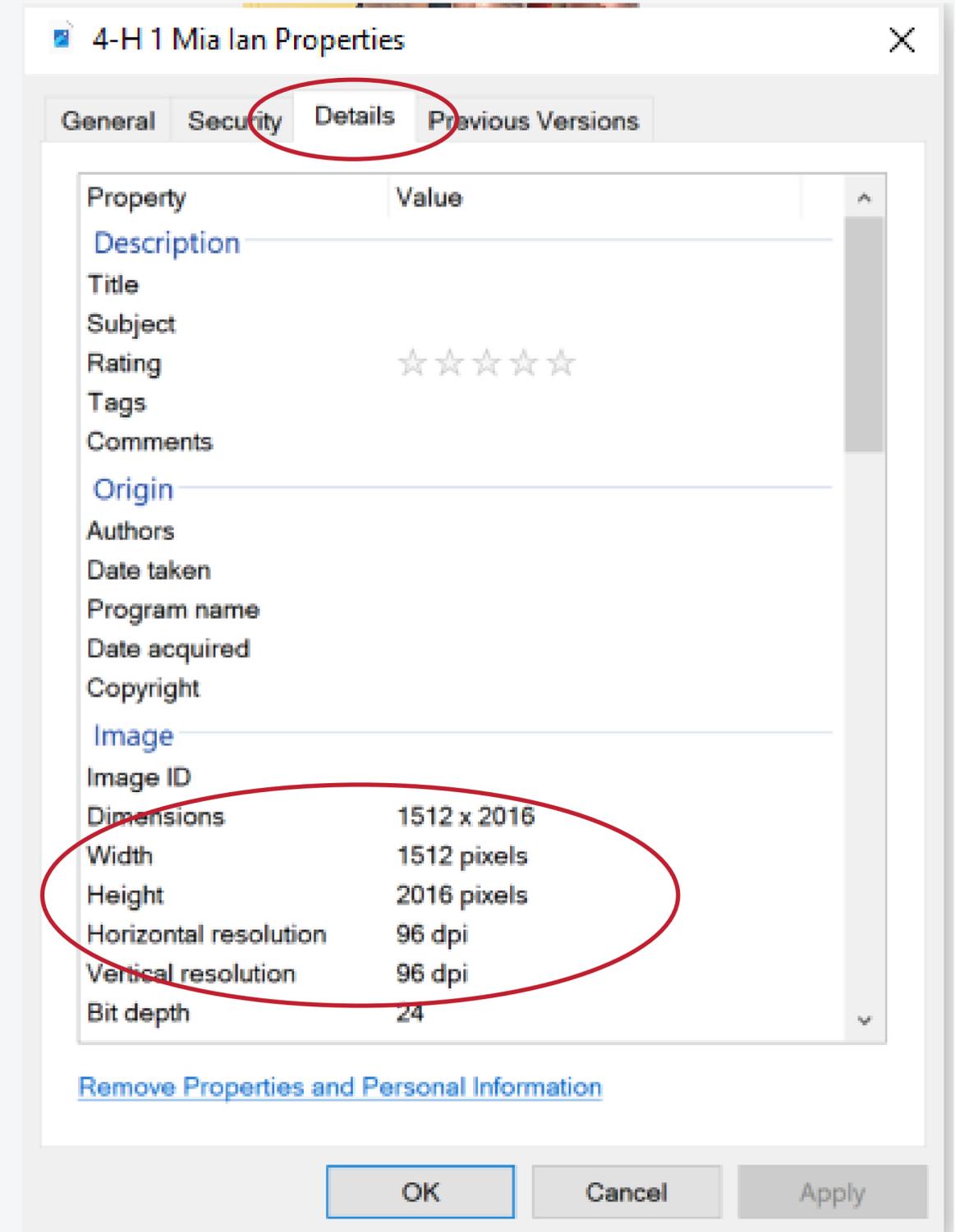
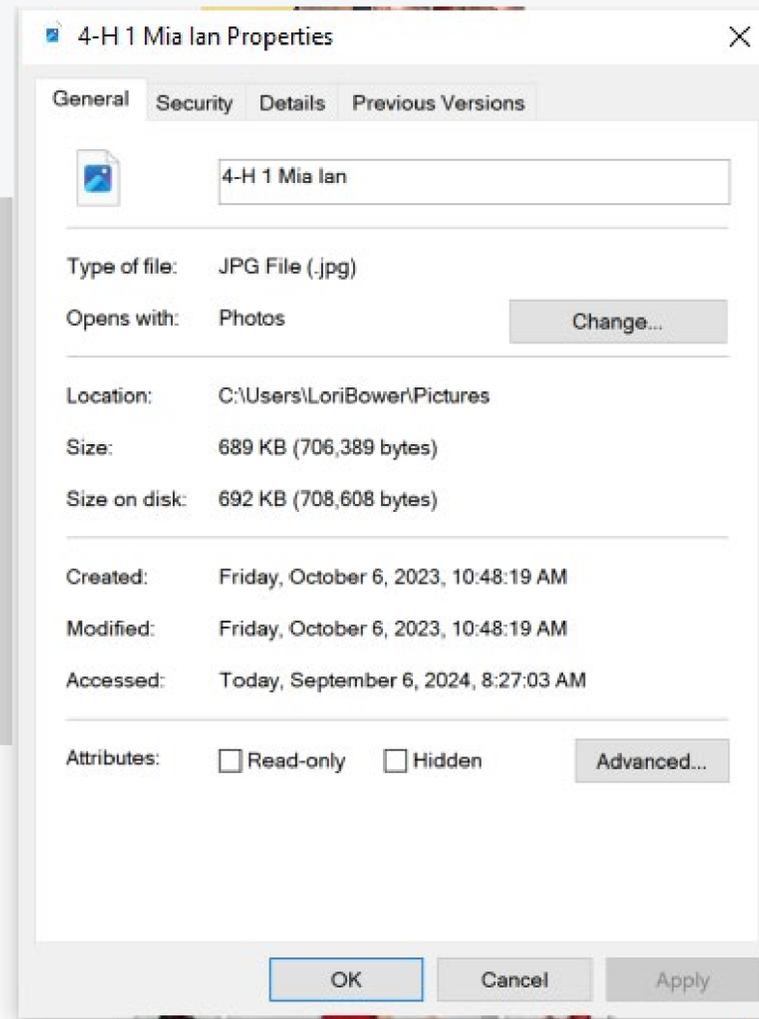
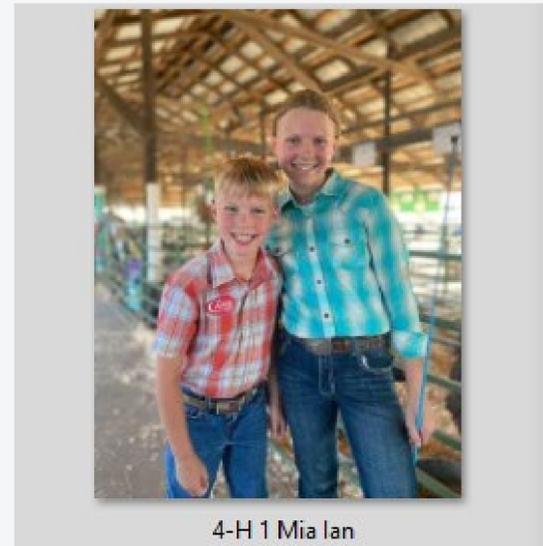
FROM SCRIPT TO VISUALS
PHOTOS



A picture is worth a thousand words

- Use your own people/clients, not a stock image
- Focus on 1-3 people, as this image will be small
- Ideally high resolution photos of 300 dots per inch (dpi) at more than 2500 pixels wide

Right click on photo for "Properties"



MOBILIZING DONORS
PROMOTION PLAN

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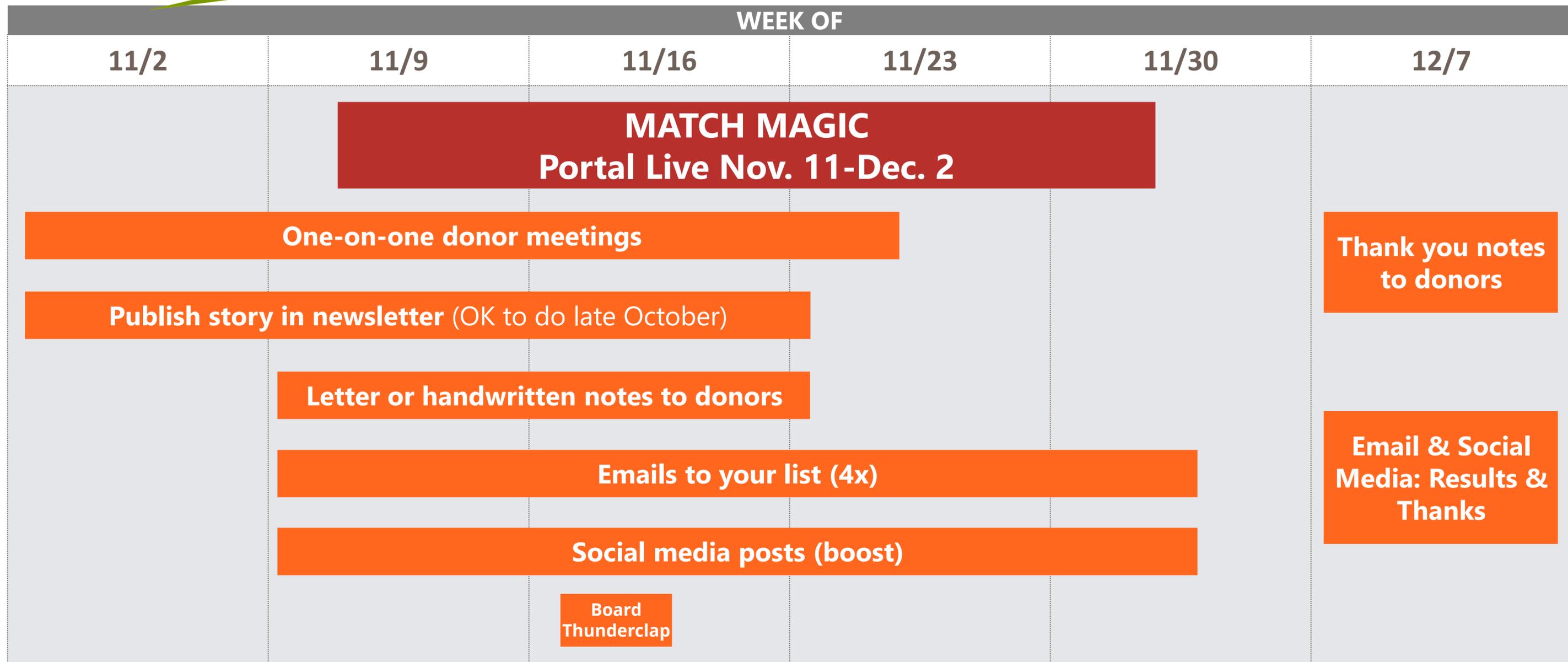
CCF PROMOTIONAL ACTIVITIES



WEEK OF					
11/2	11/9	11/16	11/23	11/30	12/7
	MATCH MAGIC Portal Live Nov. 11-Dec. 2				
Match Magic Overview Web Page (in portal)	Match Magic Giving Portal (Donations Live)				
	Emails (4)				Thank you email
	Texts (3)				
	Letter & Gift Guide to CCF Friends & Family	MDJ Insert & Story 11/19	MDJ – Campaign Update Articles (3-4)		MDJ Results Article & Thank You Ad
	Social media posts & ads (Meta, Google Display)			Thank you posts	
		Media interviews			Results in other media

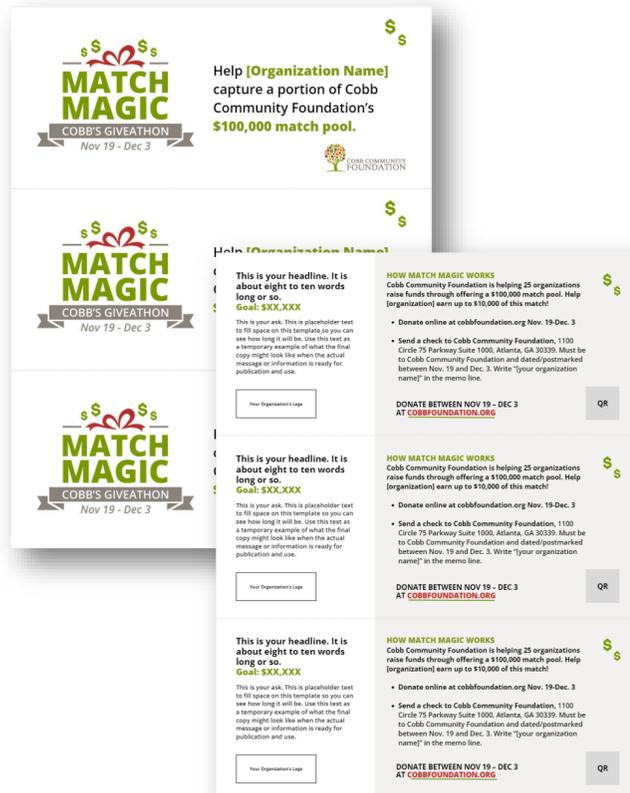
NONPROFIT ACTIVITY TIMELINE

Start promotions week of Nov. 3

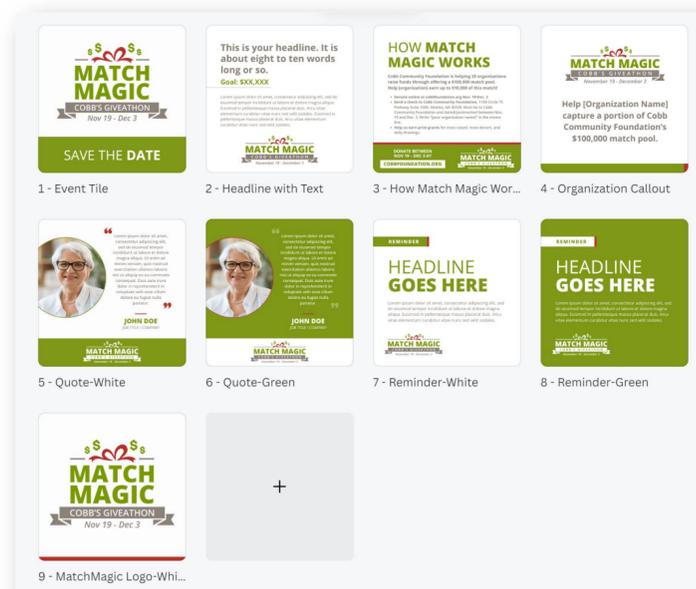


CUSTOMIZABLE TEMPLATES

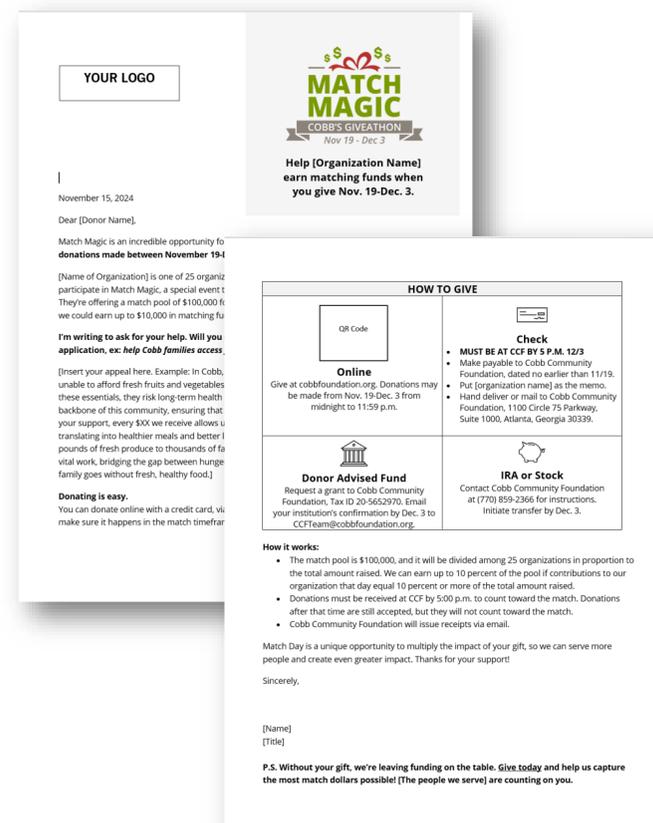
1/3 Page Flyer (Canva and Word)



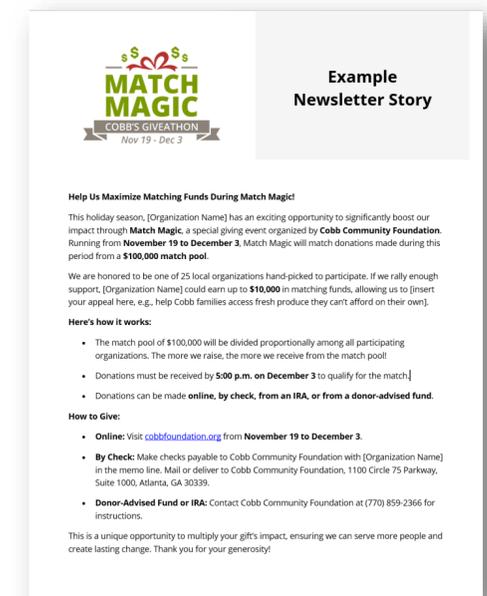
Social Media Templates (Canva)



Donor Letter (Word)



Newsletter Story (Word)



ACTIVATE
GOOD



COBB COMMUNITY
FOUNDATION

Prompt 1: Generate ideas

Now your assignment is to generate a promotion plan to generate donations from [target audience]. Provide a list of ideas that are low cost and highly effective.

Here are our regular communications channels:
[List things like monthly e-news, Facebook, etc.]

Here are things that have worked well for us in the past:
[List]

Prompt 2: Write application response

Write a response to the following question, with no more than 1000 characters.:

“How are you going to mobilize your existing donor base to give through your organization’s fundraising page during Match Magic? How are you going to recruit new donors during Match Magic?”

Include the following tactics:
- [what you have decided on]

Whew!

Help is here.

<https://us02web.zoom.us/j/2117623685>

Wednesday, July 23 — 3:30 pm - 4:30 pm

Monday, July 28 — 1:00 pm - 2:00 pm

If you have questions via email, send a note to [**hello@bowercomm.com**](mailto:hello@bowercomm.com). This will reach both Caitlin and Lori.