

dissecting effectiveness through simplicity

ANATOMY OF A DISPLAY AD

Viken Mikaelian and Patrick O'Donnell

A headline is the "ad for the ad." It can destroy it or increase response rates by 5. We provide 6 to 10 compelling choices, from conservative to traditional to humorous to emotional. You choose.

Subheads are also used to draw attention

Donor-centric language makes donors part of your mission and encourages bigger gifts

Quality photo: A well-known representative of your organization, or an image that represents your cause well. A slight attitude or emotion helps.

Power words like those we've underlined trigger emotions that drive donor decisions

Showing the benefit to the donor "sells the sizzle, not the steak."



A that gift that pays you back? What's not to like?

Markets fluctuate, but a Mountain Hill Charitable Gift Annuity offers reliable income for life and a way to give back. It's an intelligent solution for The University supporters who want to make a positive impact while also supplementing their retirement income.

Here's How You Can Change Lives

- » Use a gift of cash, securities, real estate — even a retirement account — to fund a CGA. In return, you'll enjoy guaranteed payments for life, with a high rate of return plus a tax deduction.
- » Your gift will help us to purchase new equipment, create powerful new educational opportunities, and change lives by showing the students of today how to become the leaders of tomorrow.

Make an impact today by providing significant support to future generations and leaving a lasting statement to the world about who you are and what's important to you.

Interested?

For more information about this and other planned giving opportunities, visit:

anyorg.plannedgiving.org

Or contact:

Cynthia Michaels, PhD
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**Mountain Hill University
School of Business**

Donor-centric language shows the donor how they're helping. Power words trigger emotions that help guide them on their donor journey.

Clear call to action. Whenever possible include a takeaway (estate planning guide; memoir; coffee mug).