Picture It!

ATTENTION-STEALING IMAGERY TIPS TO CONNECT WITH YOUR AUDIENCE

In an age when your donors are inundated with marketing messages, breaking through the noise is no easy task. Try this 2-punch "imagery" strategy:

Combining (a) <u>words that create a mental image</u> with (b) <u>complementary visual images</u> helps you steal their attention long enough to engage with them about your cause.

HELP THEM "SEE" WHAT YOU'RE SAYING

Studies show that "**people remember only 10% of information three days after hearing it, on average. Adding a picture can improve recall to 65%."**[1]

Pictures instantly trigger a switch in the brain, essentially stealing a person's attention for a second. Your challenge is to use words to guide that attention to an emotion that leads to an action.

But as you know, not all words "speak" to people. You've probably written some heartfelt mission messaging that didn't move the needle at all. That could be, in part, because some words create a mental picture while other words don't. For example, which is more immediately compelling:

- "A person who acts independently or avoids groups" or
- "A lone wolf"

BETTER TOGETHER

Put a word picture together with an illustration, photo or graphic, however, and you could increase views of your messaging **by up to 94%**[2]!

Did you catch the visual imagery we used in our subtitle and intro text above? We could have said our imagery tips were "Powerful" or "Best," but on their own, those words don't trigger a specific picture that makes you curious or interested. "Stealing" might not either, if not for our complementary image.

We wanted to convey that people's attention is elusive and that it takes a bit of savvy, cleverness and thievery to steal it in your direction for even a moment. Hopefully, our cartoon thief reinforced that idea in a light-hearted way, or at least made you want to keep reading.

Now let's explore the two imagery types that steal attention.

94%
Words + Images get more views!
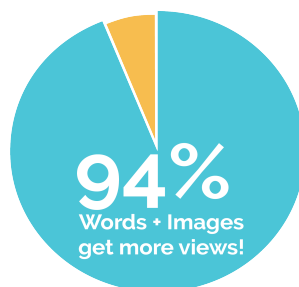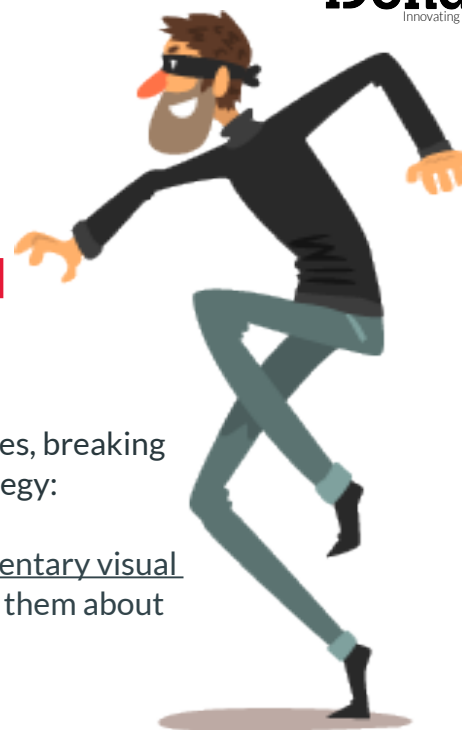
MDG Advertising: It's All About the Infographic

♥ About iDonate

iDonate® is the leading digital donor engagement solution to empower enterprise-level nonprofit organizations to build and personalize relationships with today's donors through cutting-edge SaaS technology, superior giving experiences, omnichannel fundraising, and growth services.

iDonate's mission is to transform charitable giving and drive growth for our partners so they can make bigger impacts on the world.

SPARK INSPIRING EMOTIONS WITH <u>VERBAL</u> IMAGERY

Painting a picture with words creates a mental image, an impression that sparks an emotion. This is what your readers remember. That's important because these emotions directly impact donation amounts and donor loyalty. So which words do you think are more likely to elicit a positive and inspiring emotion:

"**Support our mission**" or "**Feed 5 children**"?

"Support" or even "Give" can sound like a financial transaction, causing people to subconsciously think about parting with their money. "Feed Children," on the other hand, points to the donor's impact. Emotionally connecting donors to the specific impact their gift will have activates compassion and generosity, creating a completely different giving experience for the donor.

TIPS FOR INSPIRING WITH YOUR WORDS

Interject "visual" words and phrases and reinforce them with complementary images

Eliminate unnecessary words

Use white space liberally

Always include a call to action

SHINE THE LIGHT ON YOUR MISSION WITH <u>VISUAL</u> IMAGERY

Imagery is still the primary attention thief. It illuminates your messaging, but usually for only for a quick glance. Competition is fierce, and "eyeballs" on images doesn't mean action, so use words, too!

TIPS FOR MAKING YOUR PICTURES STAND OUT

- Use high quality, original photography (yours or your community's, which is called *user generated content*. This is a great way to engage your donors and ensure that every interaction isn't a donation request.)

  - Don't grab images from the Internet or use screenshots of images. The resolution will be too low.

  - Don't use copyrighted images. It's amazing how photos are tracked online—and the penalty is steep.

- Stock photography is an easy option but it can look like everyone else's photos, so explore a wider range of photography sources with unique images on free sites like Unsplash, Free Images, Pixabay, and Pexels.

- Customize your photography with your logo and a reinforcing text overlay using the free, easy-to-use online program Canva.com for creating ads, memes, social media/blog headers and posts.

- Avoid pictures with too many details. "The focus of your image should be clear and emerge boldly."[3]

- If you're on Instagram, which is predominantly dedicated to exceptional photography, enlist someone with expertise to maximize your presence there. "Younger users say the images they like most on Instagram are beautiful and well composed."[2]

- Improve search results by optimizing all captions and metadata with your blogpost title or a short keyword phrase on images used in blogposts and webcopy. "The pages that appear in Google's featured mobile snippets have 12 images on average."[2] Metadata is why.

Ready to steal some attention?

Sources: [1] Jeff Bullas: The Power of Imagery in Marketing
[2] MDG Advertising: It's All About the Infographics

[3] Alan Branthwaite (2002) Investigating the power of imagery in marketing communication

Questions about online fundraising? We're here to help.

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