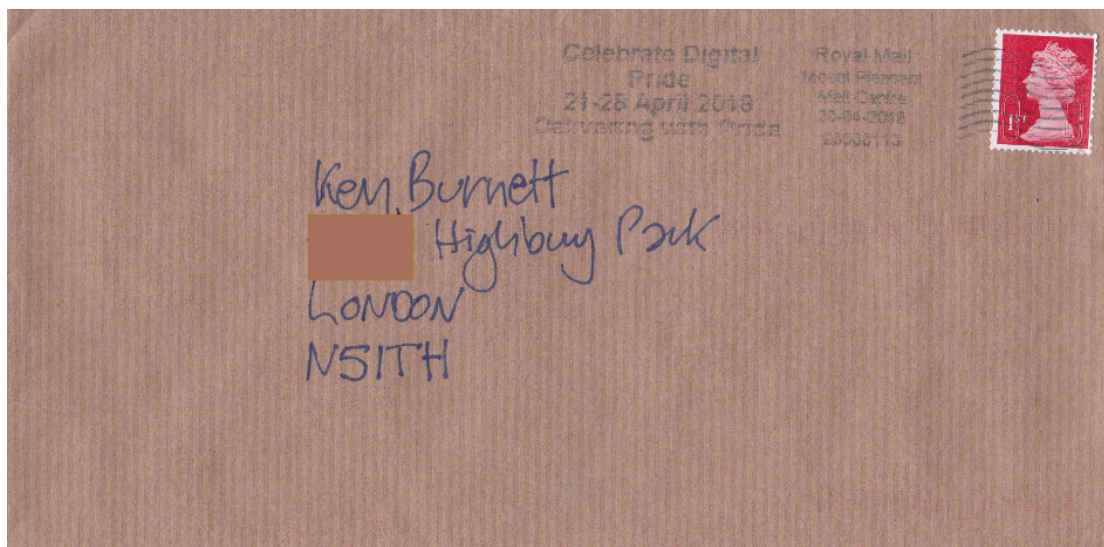




**Letter # 6 in SOFII's series of letters to look out for.**

In the final letter in this series, SOFII founder Ken Burnett presents the case for SOFII as a sound investment for any enterprise serious about making an impact in the not-for-profit sector.

Or should that be, the for-change sector?



Find out here how your company can stand alongside SOFII as a business partner and the many benefits this will bring, for your colleagues, your customers, and your business.

Contact [carolina@sofii.org](mailto:carolina@sofii.org) or [joe@sofii.org](mailto:joe@sofii.org) for further inspiration.

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'This could be the best offer you'll get in your life. It'll inspire you to do something about the things you're angry about in the world. And will almost certainly get you valuable new business as well.

**John Watson, from *SOFII letters to look out for #1***

Dear Fred,

April 2019

Whenever anyone offers you the chance to do something really worthwhile I suggest you should ask them at least two direct questions:

***Will what I'm about to do make a real difference?***  
and  
***What's in it, for me?***

In this letter I hope to answer both these questions for you, convincingly.

You may have noticed that at irregular intervals these last several months you've been on the receiving end of a series of rather unusual direct mail letters: old-fashioned, long copy letters; hand topped and tailed, information-packed letters; letters each carefully crafted by a SOFII enthusiast; letters that arrive in a hand-written manila envelope and inform you about something important, useful and valuable rather than trying to sell you something you don't need.

This letter #6 is the last in the series. Phew! It's also the only one that makes a direct request of you, asking you to do something significant that will *really* make a difference. In return you'll enjoy several valuable, tangible, direct benefits. The other five letters, well, their purpose was to help you to understand and appreciate a unique, fragile free

'The best way to make charities more effective, in my view, is recruiting, developing and encouraging the best people at all levels across our sector.'

**Meredith Niles, *SOFII letters to look out for #2***

service that otherwise might just have passed you by. A service not for you, but for the people you exist to support. SOFII's letter series set out to paint a picture for you of

***Continued...***

**The Showcase of Fundraising Innovation and Inspiration**

The SOFII Foundation, 53d Highbury Park London N5 1TH, UK.

Tel: +44 (0)20 7226 7140. Req. Charity No 1124743. [www.sofii.org](http://www.sofii.org).

why the SOFII website is so valuable for and so appreciated by fundraisers the world over. And why it matters to charities and to businesses like yours that we keep it so.

The letters also aimed to introduce you to some of the unique projects now coming onto SOFII that will transform fundraising and how its done in this country and around the world, while helping to retain the talent the sector needs to thrive.

### **What difference will this make, to you and to SOFII?**

For SOFII, having you as one of our business partners will mean all the difference in the world. We can't do anything without our donors. We won't get nearly as far without you.

SOFII's business partners share our passion for voluntary action, for fundraising best practice and for making a difference. They believe innovation and inspiration can be 'crowd-sourced and shared' as we share all the hundreds of free resources on SOFII. And they see the value that a thriving, vibrant fundraising sector has, to their business.

'Today's fundraising needs change-makers and angelic troublemakers who to be effective need to be constantly inspired and superbly well-equipped. Amazingly, you can now help them to be just that.  
**Craig Linton, SOFII letters to look out for #3**

### **What's in it for you?**

Here are 10 powerful reasons why you should seriously consider becoming a SOFII business partner.

#### **1. It'll be good for your business.**

As John Watson said in letter #1, this may well be one of the best offers you'll get in your business life. Why?

- Because everyone who works in your business (and all your clients too) will love to see you doing this.
- They'll identify you with the most progressive innovations in fundraising.
- You'll be seen to be investing in the future of our profession.

**2. You'll be linked to specific new initiatives** that your sponsorship's making possible, that can only happen with you.

**3. You'll be part of the stunning IWITOT,** UK fundraising's most inspirational, most exuberant event. You'll even help spread IWITOT around the world.

**4. Your staff can participate too.** SOFII encourages their active involvement

**SOFII letters to look out for #6**



'One of the guys in the upstairs offices told me they heard the audience cheering from the second floor - apparently the walls were vibrating.

'If that isn't testimony to the passion our audience has for fundraising, then I don't know what is.'

Joshua Leigh,  
IWITOT organiser,  
Open Creates  
(SOFII business partner)

because few things matter more to any enterprise than developing people properly and giving them the chance to make a difference through their work.

**5. You'll help develop the best talent in fundraising,** so they can inspire and engage more people more effectively.

**6. You'll help keep the best too.** As a mainstay of SOFII's platform for inspiring people in fundraising you'll ensure talented, enthusiastic fundraisers aren't lost to other sectors.

**7. You'll help SOFII explain and share what matters most,** preventing duplication by making resources commonly and easily available. Through SOFII you can have social impact, and stand tall on the shoulders of giants.

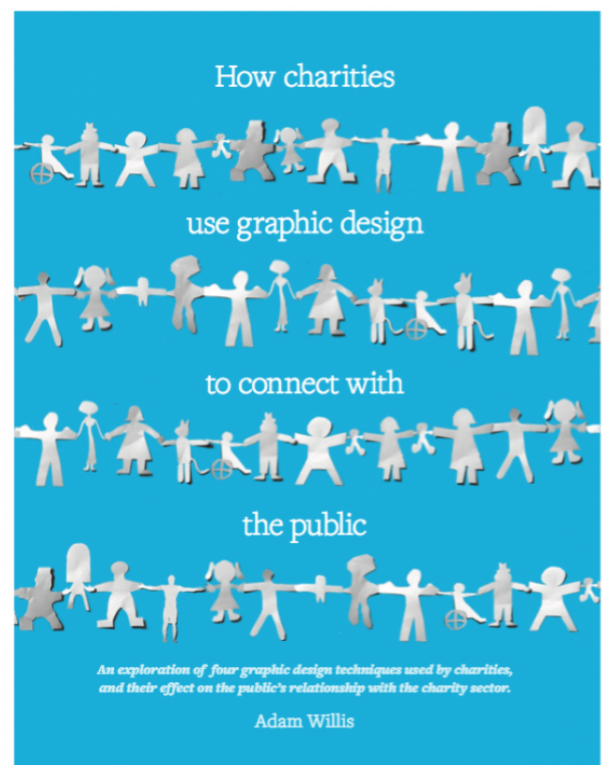
**8. You'll be helping lone fundraisers in small organisations,** people who don't usually get to the seminars and events where skill-sharing usually happens in our sector. You'll promote concepts such as 'no fundraiser left alone or unsupported' and 'no wheel re-invented.'

**9. You'll be making translations possible,** so multi-language SOFIIs will be more easily accessible to more people around the world.

**10. Ideas as yet unthought-of will come to be, thanks to you** and your patronage – five years ago there was no Donor Experience Project, no Great Fundraiser's Bookshelf, no World-changers at Work, no Monthly must-reads, no 'My first weeks as a fundraiser'.

**Empathy-based design:** a 52-page dissertation by Adam Willis, is just one of hundreds of examples of good stuff that fundraisers need to know, found for free 24/7 on SOFII.

<http://sofii.org/article/the-use-and-misuse-of-emotion-empathy-based-design>



Lone fundraisers particularly get a lot out of SOFII, as do those in small charities that don't have a supportive HR function, don't get the chance to attend national conferences or don't have big budgets for training. (Though, of course, in their next job they may have all those things.)

**Continued...**

'A treasure-trove of ideas that empowers fundraisers world-wide with the knowledge needed to change the world – That's why, now, 10 years on, I'm still here!

**Carolina Herrera, SOFII letters to look out for #4**

I wish I'd thought of that...

So this letter is a personal invitation to you and your colleagues to join SOFII as a business partner. You can join in ways that fit with you and your business strategy, at a cost appropriate to you. Today's aspiring fundraisers deserve the best SOFII we can give them. Right now SOFII's shoestring is too tightly stretched for comfort. We've shown we have the vision and creativity that's needed. We just need the capacity to deliver it and to keep it as good as can be. That's where you and your colleagues can help.

Please do get in touch, because we need you. We'll be happy to help you to work out the best way for you to work with SOFII, to mutual best benefit. And if you're not yet convinced, then please, let's talk. Email me at [ken@kenburnett.com](mailto:ken@kenburnett.com) or call me on +44 (0)7740 410053.

Thank you for taking the time to read these letters. I hope we'll have a chance to connect soon, so I can show you that the reality is even better than what we can show here.



Yours sincerely,

Best wishes,

Ken

Ken Burnett,  
SOFII founder and managing trustee

**PS** What do you think will be fundraising's next big thing? And will you be a part of it? When will the next big step up in fundraising communication come along? Will you be in the thick of it, helping to make it happen?

Well, we don't know what it'll be either (though we have some ideas). But for sure, the future's not yet written. Please join with SOFII now and help shape fundraising's future, for the benefit of all – you and your business included.

'The answer to future fundraising isn't just dusting off and replicating the past. It's how we take the learning from the past and adapt it to today's fast changing world.'

**Richard Turner, SOFII letters to look out for #5**

 **sofii** showcase of fundraising  
innovation and inspiration

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