

FOUNDATIONS

Wyoming Library

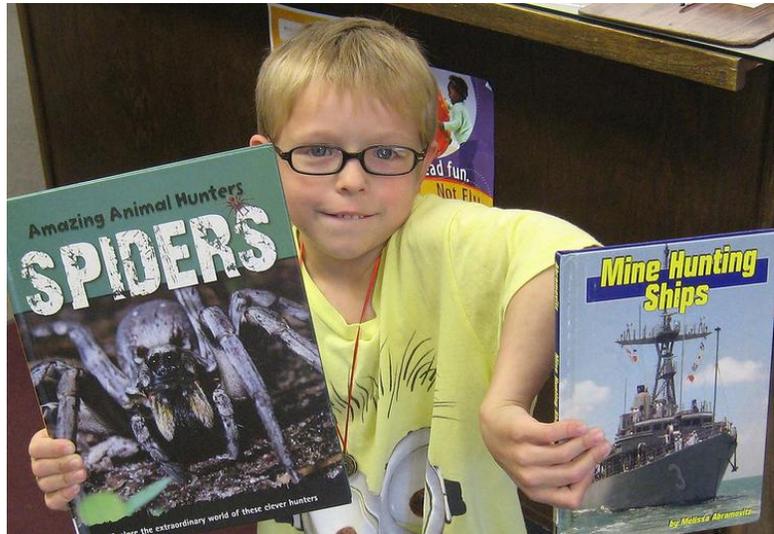
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Giving is emotional: Pump up your fundraising materials with great visuals

Two fundraising appeals are sitting on your desk. One letter is a sea of text. On the other, you see a photo of a child looking directly into the camera. Which one grabs your attention more?

Typically, a photo will trump text every time. We are visual creatures – in fact, [some statistics say](#) that 90% of information transmitted to the brain is visual and that visuals are processed. Images evoke emotion and increase recall. They tell a story in an instant.



Niobrara County Library, Snapshot Day 2012

In the case of fundraising, they connect your donors with the people who benefit from their generosity. It's one thing to know that your library served 1,000 children and teens through its summer reading program. It's another thing to see a photo of a happy young patron with some of the books he chose to read. Photos show your library's value. When putting together your fundraising appeals, don't forget the power of images.

Got a fundraising success story? Send it to us for the *Foundations* newsletter.

Got a great endowment fundraising idea or event that worked in your county? Please send it to us! We'd love to feature it in this newsletter, on Facebook or in the *Outrider*. Send your pictures and other information to Susan Mark at susan.mark@wyo.gov.

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