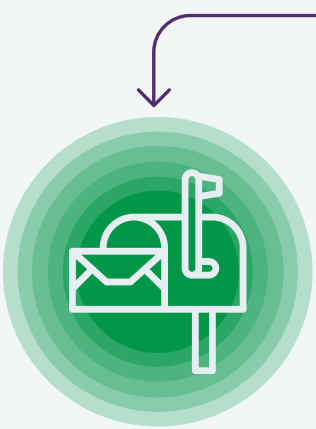


# 16 Ways to Repurpose Content

The most commonly used strategy for repurposing content begins with one big content piece, called the hub or long-form content. That piece then gets broken down into smaller, more easily digestible pieces of content, called short-form content. The short-form content utilizes a number of formats, e.g. video, audio, or written. At DRG, we call this C.O.R.E (Create One, Repurpose Everywhere)



## Direct mail solicitation

Copywriter's Pro Tip: Have the letter signed by one of your beneficiaries rather than someone in administration. Remember that people give based on emotion, not logic. So choose someone who has overcome obstacles and tug at those heart strings. We have an innate desire as humans to be a part of something bigger than ourselves. Your story and ask give your reader a clear path to becoming a hero by making a gift.



## Verbal Conversations with Donors

Gift officers are always looking for something to share on calls and visits. If your organization uses Slack, or Basecamp, share stories with your division there. Most of these platforms support using topics or hashtags to appropriately categorize messages making them easy to search and locate. Ask others in your division to share stories here as well, whether from beneficiaries or donors. The goal is to build a library of stories you can quickly pull from.



## Email

Consider how your content is consumed. Most people open emails on their mobile devices. The less scrolling, the better. Most smartphones display an average of 60 words before scrolling. Keep your email short and your call-to-action as close to the top as possible.

Copywriter's Pro Tip: For subject lines, use a free online subject line tester like OmniSend or SubjectLine. These tools make your subject mobile-friendly, increase your emotional effectiveness and avoid the pitfalls of spam filters.



## Acknowledgment letter

This entire website is an incredible resource for writing emotion-provoking acknowledgments. Try keeping it fresh by updating your copy every month or quarter.



## Receipts

Keep snack-size versions of fresh stories within reach for your receipt-generating tool.

Remember: your donor will pull that receipt out of their file sometime between January and March. So, this document will cross their desk more than once, make it count.



## Remarks given by leadership

If something is noteworthy enough to be mentioned by your president at a donor event, it is worth utilizing in another venue or format.



## Podcast

Yes, this is relevant to fundraisers. While your advancement division may not have a podcast, other areas of your organization responsible for delivering value may.

For instance, Cook Children's Hospital in Ft. Worth has a podcast called "Raising Joy," co-hosted by their chief of communications, Wini King, and co-medical director of pediatric psychiatry, Dr. Kristen Pyrc. After witnessing the toll that COVID-19 has taken on the children in their community, King and Pyrc share how parents and caregivers can encourage hope and resilience in their children and teens. Audio clips, quotations placed on an aesthetically pleasing background, or a hyperlink to a specific podcast episode can be shared with parents interested in supporting such an initiative.

Does your organization have anything like this? Have any of your professors, doctors, or other experts appeared as a guest on a podcast? Ask for the transcript!

Copywriter's Pro Tip: Transcripts of any kind (podcast, video, etc.) should be on your organization's webpage. Break them up with bullet points or outlines to make them readable. While it is unlikely that someone will navigate to it, it is ripe with keywords and, therefore, good SEO(search engine optimization) juice.



## Follow-up Thank You Postcard

It may be hard to convey an entire story in this format. However, photos, a quote, and a message of "We simply wanted to say thanks" go a long way.



## Social Media

You can generate a month's worth of Instagram posts or stories based on a single piece of long-form content like a blog or article. Drip the content bit-by-bit over a long period or bundle it together with carousel posts. Carousel posts have the dots underneath to prompt swiping to view multiple images or videos.

Consider which platform your desired audience prefers, and the shelf-life of a post on each channel. As of 2022, an Instagram story lives for 24 hrs, YouTube for 30 days, and Pinterest for 6-12 months. It is okay to share the same thing across multiple platforms. Just a friendly reminder to make it appropriate for that particular platform. For instance, on Facebook, you don't want to say, "See link in bio."

For something eye-catching, pull out a couple of key ideas from your long-form content. Using a program like Canva (freemium service), create aesthetically pleasing quotes or infographics using one of their preexisting templates. If you're starting with audio, take a 15-30 second audio clip of something like a podcast episode. Use a tool like Wavve to turn your audio clip into a video highlight.



## Board Meeting

Collect your best stories and create a highlights reel to show your board members.



## Organization journal or magazine publication

First-hand copywriter experience: I once asked an alumnus to share his story so we could use it for an email solicitation. He wrote a book. It was beautiful. But it was not an email solicitation. We pulled out pieces here and there for the solicitation, and then suggested we put the letter in its entirety in a university publication.



## Opt-in Freebie

Consider generating a freebie download that delivers value in exchange for an email address.



## Blog post or Webpage

These are content gold mines. Does your organization have an active blog? Is this something you can (or have the bandwidth to) contribute to? Blogs create a plethora of social media posts. Furthermore, whoever is responsible for your SEO (search engine optimization) will thank you.



## Giving Confirmation Page

There is so much unrealized potential in our giving confirmation pages. A good starting point is reassuring your donor that they have made a difference by sharing a success story. Again, you can do this with video, audio, infographic, or in written form.



## Endowment and Impact Reports

Endowment and impact reporting is one of the most critical pieces in stewarding donors, and inspiring them to continue giving generously. Sharing a story from an impact report with a broader audience is also a valuable recognition tool.



## Fundraising Campaign Materials

Prospective donors will not give to your campaign unless you build a strong case for support. Facts and figures are important. But, as mentioned above, researchers have found that emotion - not logic - is the primary motivator in making a gift. So, if your campaign is raising money for something not-so-sexy such as your general operating fund, then make your story specific and personal to compel your donor to give.

To repurpose content like an expert marketer, keep this guide handy. You'll want to refer to it frequently when strategizing how to get the most out of your message.