

**RAINMAKER  
FOUNDATION**

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**Tone of Voice Guidelines**  
January 2017

## Overview

### Future Objectives

- Grow the community of Rainmakers from 100 - 300
- Have 30 charities included in the programme
- Secure fundraising for three years

### Current Challenges

- Not reaching enough charities
- Not persuading enough Rainmakers as to the power of the project.

### Mission Statement

- Not reaching enough charities
- Not persuading enough Rainmakers as to the power of the project.

### USPs

- Wide community of passionate, dedicated people
- The only accelerator providing this service
- A one stop shop for Rainmakers where they can be inspired, support and donate all in one place
- Forward-thinking – looking at ways to use Tech and innovate design to create more efficiency in the charities sector

### Cultural Insight

- There are over 163,800 charities in the UK and over half of charities have an income of less than £10,000
- The charity sector's total income is £36.7 billion and total expenditure is £36.3 billion
- There are an estimated 732,000 paid employees in the charity sector
- Culture of concern post-Brexit as more competition for limited funds – 30% said their indirect funding was “at risk” as a result of Brexit

## Brand Personality

### Intelligent

As Rainmaker grows and becomes perceived as a thought leader it is important that your language and tone reflects this ambitiousness. Move away from old clichés and focus instead on thought-provoking and challenging statements. Each piece of content released by Rainmaker should reflect the intelligence of your team – try to consider current affairs i.e. Brexit and Trump and the state of the charity sector.

### Collaborative

This is a core value of the organisation and should be mirrored far more clearly in the content. Try to include partner organisations in your content – incorporating quotes or statistics from associated brands into your articles and posts. Another possibility is congratulating partner organisations on their successes via social media.

### Inspiring

As a team you are extremely well educated and continually strive to do and learn more. It is important that your dedication to growth is reflected in your content. This sort of content would work perfectly on social media.

## Style

### **Informative**

Content should convey a strong knowledge of the service area and where possible use industry-specific words or key concepts whilst avoiding sentences that are verbose or heavy in jargon. It is important to only use clichés to highlight a point, not as the main point.

### **Inspirational**

Inspire charities by showing them that growth is achievable whilst also inspiring potential and current Rainmakers. A powerful method of achieving this could be to use statistics demonstrating your own successes as well as those that have been achieved by the charities sector overall.

### **Positive**

You're proud to be a part of Rainmaker Foundation – a unique organisation that is imbued with a sense of prestige and confidence. This will particularly appeal to Rainmakers who want to part of an important and pivotal charity.

## Tone

### Positive

Try to use strong, declarative statements where possible. Using the present and future tense to create a sense of determination and conviction will prove far more inspirational e.g. “together we can achieve more” rather than “together we hope to achieve more.”

### Focused

Avoid generalities or overused remarks – instead use facts as a pivot to form your own opinions that reflect the core ethos of your charity. E.g. “To date we have supported 30 charities as they look to have a more profound and meaningful impact,” instead of “we do this by working at the sector level and individually with charities on the ground.”

### Emotive

Language should be emotive and passionate – speaking to the heart of the reader you should try to be as compassionate as possible. All language should speak directly to the reader, such as “you,” emphasising the sentiment that “we understand” and “we empathise.”

## Best Practice Examples

### Want to become a Rainmaker?

Are you inspired by the intersection of technology and community? Are you looking for a meaningful way of supporting the third sector? Join us at Rainmaker Foundation as we strive to build a better world and a more sustainable future.

#### *Instead of*

Do you look to create change at the intersection of innovation and real meaning? Then you'll fit in with us. We share a mutual understanding of what that takes and as a community we celebrate, challenge and inspire each other on the journey.

### Who are Rainmakers?

Rainmakers are successful individuals with a wonderfully diverse collection of gifts, talents and stories. Collectively, they have all strove to alter the norm; carving a unique path that has led to financial success as well as possessing an ambition to make the world a better place for all. Rainmakers work together to empower charities, helping them harness their skills and passion into an organisation that can create sustainable change.

#### *Instead of*

Rainmakers. Their stories are all different. Their gifts and talents, as individual as they are. But, they all have at least two things in common. Firstly, they've pushed through limitations, carved their own path and have achieved prosperity in their lives. Secondly, they're committed to bringing the same gifts and talents to making the world a better place for all. As a community, Rainmakers work together to create an era of global prosperity. Beginning with empowering those in vital need: charities.

# User Avatars

Keep these people in mind at all times – important that when you write content it appeals to their core.

## 1. Small Charities

### Age

30-50 years old

### Gender

Female founders

### A.O.B:

- Often don't have children
- Degree educated
- Previous successful careers outside the Third Sector
- British born

### Motivation

Looking to take their charity to the next level

## 2. Current Rainmakers

### Age

45-70

### Gender

Male

### A.O.B

- Chief executive level
- Successful entrepreneurs
- White
- Degree educated
- Inspired by technology
- British born
- Living overseas
- High net-worth
- Already involved in charity (e.g. have set up private foundations)

### Motivation

Sudden life change that inspired them – near death experience, divorce that has left a vacuum in their lives.

## 3. Potential Rainmakers

(this demographic needs to be thought out)

### Age

35 +

### Gender

Female

### A.O.B

- Entrepreneurs
- Have wide networks
- Compassionate
- Determined

### Motivation

I think this is something you need to consider more, why would these women want to be involved? Do you want to paint it as a way to support the female community or the third sector as a whole?

# Content Guidelines

Keep these people in mind at all times – important that when you write content it appeals to their core.

## Guidelines for writing content

- Be specific – use facts, figures and world events where possible
- Close your eyes and picture the target market – write for a real person
- Be conversational – speaking directly to the user
- Avoid clichés or jargon

## Guidelines for editing web copy

- Every blog article should include a clear call to action at the end i.e. – if you have any questions feel free to drop the ever friendly Jessica a line on [jessica@rainmakerfoundation.org](mailto:jessica@rainmakerfoundation.org)
- Blog should be optimised for SEO:
  - Include links to other pages on your site
  - Include backlinks to other sites of interest
  - Make sure each page is optimised using Meta Tags + Alt Tags
    - *The Meta description is the snippet of information that appears below the blue link on a Google search results page. Meta descriptions provide concise explanations for the contents of that specific webpage – max of 156 characters.*
- Thought pieces should be 500-600 words
- Informational pieces should be 250-300 words
- Use informative subheadings
- Each blog should include 1-2 images (ideally one taken from your own gallery)
  - Add ALT text to each image that feeds into your keywords



## On Social Media

You have huge potential on social media with 1,167 followers on Facebook and 944 followers on Twitter. By using social media more regularly you could reach out to far more charities – helping to spread not only the word of your charity, but also gain some traction on your core ethos. Currently, your posts aren't getting a huge amount of likes, which could be easily altered with some more compelling content. Please see below for examples.



### Facebook

Here at Rainmakers, we believe that innovation is **#winning**. But what have you been **#winning** in this year? Comment below. Feeling inspired? See what Martin Bjerejaard, Partner at Rainmaking Loft has to say about it here. <http://www.rainmakerfoundation.org/how-can-you-create-the-next-big-thing/>

Calling all challenge seekers! Could you solve a world problem in your lifetime? Well, we've got some advice. Tag a friend who you'd nominate to solve a world problem below! <http://www.rainmakerfoundation.org/the-impact-pledge-could-you-solve-a-world-problem-within-your-lifetime-2/>

Ever wondered how to inspire generosity? Well, our Charity Manager, Ruty Geva, has six top tips. Do you have any others? Let us know below. <http://www.rainmakerfoundation.org/how-do-we-inspire-generosity-the-story-of-charity-water/>



### Twitter

We've totally got your New Year's resolution covered. Always wanted to create change for a better world? Then become a Rainmaker. Find out more [here](#). **#2017challenge #Rainmaker**

Today's big question is...what makes a Rainmaker? Click here to find out if you're one! <http://www.rainmakerfoundation.org/what-makes-a-rainmaker/>

It's **#InternationalWomen'sDay** and here's how our charities are making change for women around the world **#inspirational** <http://www.rainmakerfoundation.org/international-womens-day-how-our-charities-are-making-change/>