



# THE TORCH NEWSLETTER

## FIRST QUARTER 2007

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The Institute for Women and Wealth

**Quote:** *"You can not do a kindness too soon for you never know how soon it will be too late."*

*Ralph Waldo Emerson*

**News to Use:** Looking for a distinctive, yet affordable meeting take-away for women donors and prospects who attend your events? Consider presenting them with the "Memorable Dates to Cherish and Celebrate" perpetual date calendar. This elegant 10" by 4.5" spiral bound edition complete with monthly inspiration quotes is an everlasting reminder of their legacy commitment in support of your mission. Contact us by email or send your business card to the Institute For Women and Wealth to request your *complimentary* calendar. You can imprint your logo and a message on the cover to personalize it for your organization. Ask about our flexible pricing schedule for volume orders.

**Life-Style Update:** "Speak Female" is a proven marketing buzzword both in profit and in the non-profit material. What does it mean? Gender specific communication techniques take into account how women process information. There is more cross talk between the left (logic) and right (emotion) parts of their brain. Use these four R.E.A.L. tips to speak female and make your message "ring loud and clear." 1. **Relevant:** Do you use words and pictures that mirror women's life stages and experiences? 2. **Emotion:** Do you tell and write donor stories that go directly to where women are listening from - their *Heart*? 3. **Action:** Do you present your mission in a compelling way with urgency that inspires women to act? 4. **Legacy:** Do you embrace women's nurturing spirit to share their values and continue to make a difference for future generations by supporting your mission?