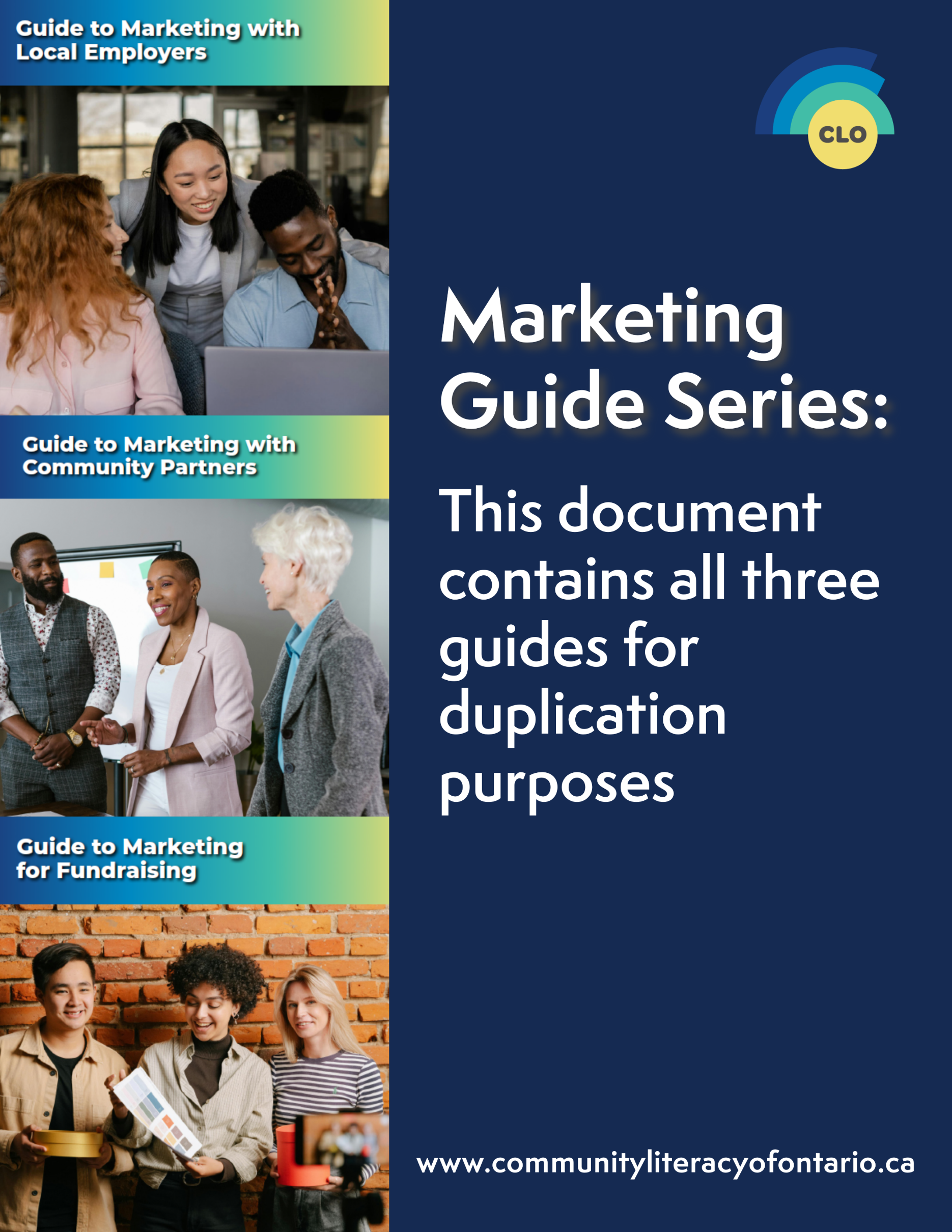
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**Introduction**

Promoting Literacy and Basic Skills (LBS) programs effectively to local employers, community partners, and fundraising donors is key to expanding reach and impact. However, creating a tailored marketing strategy can often feel overwhelming, especially when time and resources are limited.

To maximize the impact of marketing resources, CLO has developed three PDF guides for networking:

* [Guide to Marketing with Local Employers](https://www.communityliteracyofontario.ca/all-resources/marketing-guides)
* [Guide to Marketing with Community Partners](https://www.communityliteracyofontario.ca/all-resources/marketing-guides)
* [Guide to Marketing for Fundraising](https://www.communityliteracyofontario.ca/all-resources/marketing-guides)

The examples in each resource are meant to be copied or customized. The purpose of this Word document that contains all three guides is to make duplication easier.

Each one of these resources is designed to make the process easier by providing a ready-made marketing approach that allows you to quickly and effectively connect with stakeholders.

Whether your goal is to inspire local employers to partner with LBS programs, encourage community partners to make client referrals, or attract potential donors, you can find the specific marketing language needed in these resources to address these unique priorities.

Video marketing is another way to inspire audiences, tell meaningful stories, and demonstrate the impact of LBS programs. Videos are particularly effective because they’re easier to absorb than text and create a stronger connection with the audience. You can create your own or use the following ready-made LBS promotional videos:

* [Workplace Soft Skills Training with the Learning Networks of Ontario](https://www.youtube.com/watch?v=JdUQ0dX-_Tw)
* [Workplace Digital Literacy Training with the Learning Networks of Ontario](https://www.youtube.com/watch?v=TQ9IglojZm8)
* [Workplace Math Training with the Learning Networks of Ontario](https://www.youtube.com/watch?v=aDzcJPuWEnI)

Simply follow these marketing strategies and adapt the tools so that you can focus on what matters most – delivering LBS programs that make a difference for everyone in the community.

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**Guide to Marketing with Local Employers**

**Marketing Language**

Each audience connects best with specific benefits and motivations, so language should reflect what matters most to them. Tailoring marketing language for local employers involves emphasizing how upskilling programs directly benefit their workforce and productivity.

Approaching local employers by asking if they’re familiar with adult literacy programs often doesn’t yield results and can lead to less productive conversations.

Instead, try a more direct approach, such as: “I have a solution to help increase your team’s efficiency through a free program. All that is required is a commitment of one hour per day for six weeks to support your employees’ learning.”

This method highlights the tangible business benefits right from the start. Instead of explaining yourself, identify their problem – also known as a pain point – and use language that offers a solution.

Using AI language models such as ChatGPT is a cost-effective way to create marketing copy. The request that you make for the AI is called a prompt, and you can include keywords such as ‘efficiency’ and ‘increased safety.’ For more instructions on how to use Chat GPT in this way, check out CLO’s resource titled Video Marketing Tips: Using Marketing Language.

Whether you use AI to write your pitch or not, stress that the LBS program is free and accessible, making it a high-value solution for skills development without direct costs.

Messaging suggestions from a survey of LBS agencies include benefits that resonate with employers such as:

* higher quality of products and services
* improved communication
* increased efficiency
* more productivity
* employee satisfaction
* customer satisfaction and loyalty
* profitability
* better retention rates
* improved recruitment
* costs savings
* increased motivation
* reduced turnover
* increased safety
* reduction of errors
* effective collaboration
* enhanced teamwork
* unlock potential
* adapt to changing demands

These keywords form the basis of marketing language that needs to be used when reaching out to local employers to offer LBS services.

**Marketing Strategy**

Following the steps of a marketing strategy, also known as a sales funnel, simplifies the process and creates a sense of direction in the marketing campaign.

The examples in each step can be customized for LBS programs or used as is:

**STEP 1: Headline**

Generate curiosity with a headline that captivates your audience. Ask a question that addresses their problem or make a bold statement that hints at a significant transformation – something they can’t achieve elsewhere.

Here are two examples that cater specifically to what resonates with local employers:

The first headline emphasizes the transformation from efficiency to excellence by hinting at the value of an upskilled workforce without a major financial investment:

*“Imagine a Workforce That’s Not Just Efficient But Exceptional. Ready to Unlock Hidden Potential with No Extra Cost?”*

The second headline speaks directly to employers’ goals, highlighting efficiency, quality improvement, and error reduction – key motivators for investing in employee development:

*“What If One Hour a Day Could Boost Your Team’s Efficiency, Improve Quality, and Cut Down on Errors? The Solution is Right Here.”*

**STEP 2: Scenario**

Connecting with a lead, which is a potential client, is the first step along the path of inspiring interested parties to buy into the LBS program. Build rapport and get the reader curious about what’s next by presenting a relatable scenario they might be facing. Doing so makes them feel like you understand their situation.

Here are two examples that relate to the employer’s challenges:

This scenario directly acknowledges common issues like turnover and team strain, in order to make employers feel understood while hinting at an accessible solution:

*“Struggling with rising turnover and a workforce that’s stretched thin? You’re not alone. Many local employers are facing the same challenges which include juggling productivity demands while trying to keep their teams engaged and satisfied. But what if a simple, no-cost solution could help alleviate these pressures while boosting your team’s efficiency?”*

This scenario presents the setting of everyday operational challenges and introduces the idea of “untapped potential,” which invites employers to consider upskilling as a practical solution:

*“As demands grow, so does the need for a skilled, adaptable workforce. You might be seeing gaps in communication, small but costly errors, or declining morale. Take this opportunity to strengthen your team with targeted skills that make a real difference in daily operations.”*

**STEP 3: Success Story**

Identify the problem in a way that feels personal and relatable. Tell a success story about your agency or your clients that will interest them. Be sure to share the challenges you faced and how you overcame them. Here are two examples that highlight relatable problems and showcase success.

This story highlights common issues like turnover, errors, and low confidence and shows how targeted upskilling helped overcome these challenges:

*“At our agency, we recently worked with a local manufacturer facing high turnover and communication issues on the shop floor. Their team had great potential, but many struggled with reading technical instructions and completing reports accurately, leading to frequent errors and delays. We partnered with the company to implement a six-week upskilling program, focusing on practical literacy and communication skills. By the end, not only had errors decreased by 30%, but employees reported feeling more confident and valued. This transformation was possible because we understood the team’s challenges and created a tailored program that worked for them and their employer.”*

The next story addresses workplace safety and productivity by showing how upskilling directly reduced accidents and improved morale:

*“A regional logistics company approached us when they noticed high accident rates and issues with workplace safety. Their team members often had difficulty understanding safety guidelines and completing checklists; thus, putting both safety and efficiency at risk. Through a dedicated training program, we improved their understanding of safety protocols and essential documentation skills. Within three months, accidents had reduced significantly, and the company saw a positive shift in team morale and motivation. This was a turning point for the company and reinforced how impactful targeted skill development can be.”*

**STEP 4: Sales Pitch**

Introduce your LBS service with confidence by framing the benefits as the answer to their needs:

*“Our upskilling program is designed to elevate your workforce’s skills, addressing the exact challenges your team faces in communication, efficiency, and safety. With a free, targeted training solution, we can equip your employees with the essential tools they need to perform at their best* – *boosting productivity, reducing costly errors, and enhancing team morale. This is the straightforward, high-impact approach that ensures your company thrives in today’s competitive landscape.”*

**STEP 5: Evidence**

Reassure them that your solution is trustworthy and proven. Back up your claims with testimonials or facts that validate the effectiveness of LBS programs:

*“Employers across the region have seen measurable results with our program, reporting a 25% increase in productivity and a 30% reduction in workplace errors within just three months. One of our clients, a local manufacturer, shared that their team’s communication improved so significantly that it led to smoother operations and higher employee satisfaction. These are real outcomes that demonstrate the impact our upskilling program can have on your workforce.”*

**STEP 6: Offer**

Clarify exactly what they’re getting and build up the value each step of the way. Explain each piece of the offer by emphasizing how each element contributes to their success:

*“Our program offers a comprehensive approach to workforce improvement, starting with an in-depth skills assessment to identify specific areas for growth. Next, your team gains access to a customized training plan focused on the skills that will have the biggest impact on productivity, communication, and safety. Plus, we provide ongoing support and progress tracking to ensure every participant reaches their full potential—helping your business see measurable results without any additional investment.”*

**STEP 7: Close the Deal**

Inspire immediate action with clear reasons as to why they should buy into LBS classes now. Remove their risk by stating that participation is free or by offering a guarantee. Create a sense of urgency and provide a call-to-action:

*“Don’t wait to unlock the full potential of your team—start seeing results in just a few weeks with our free upskilling program. There’s no cost to participate, and the benefits to your business are immediate: increased efficiency, reduced errors, and a motivated workforce. Spaces are limited, so take the first step today and sign up for a consultation to explore how this opportunity can start transforming your workplace.”*

Keep in mind that it may take a few meetings to close the deal. However, following the steps in the order outlined above creates a marketing funnel that improves the chances of success.

**Elevator Pitch**

An elevator pitch is a brief, persuasive summary that quickly communicates the essential value or purpose of an idea, product, or service, and is often designed to spark interest and encourage further conversation. These marketing pitches can be used in cold calls, flyers, social media posts, and more.

Here are two examples of elevator pitches that can be customized or used as is:

**Example One:** *Equip your workforce for excellence with our free adult literacy and upskilling programs. By strengthening essential skills, your employees will deliver higher quality products and services, improve internal communication, and enhance overall efficiency.*

*Experience business benefits, from increased productivity and job satisfaction to improved retention rates and reduced turnover* – *all without direct cost to you. Join other employers who’ve seen measurable productivity gains and cost savings, thanks to empowered teams equipped to tackle their roles more effectively.*

*Upskilling also enhances workplace safety by bolstering comprehension of safety protocols, reducing errors, and minimizing costly rework. Clearer written communication skills support collaboration and foster a positive, growth-oriented culture. The result? Greater employee engagement, loyalty, and motivation, which translates to superior customer satisfaction, trust, and loyalty.*

*When you invest in adult literacy upgrading, you invest in a skilled, motivated workforce capable of driving your company’s success and standing out as a socially responsible employer. Stay ahead of the competition with employees prepared to adapt, innovate, and contribute to your company’s ongoing growth and reputation.*

**Example Two:** *Boost your team’s skills and watch your business thrive with our free upskilling program! Equip your employees with the tools they need to perform at their best.*

*Enhanced job skills lead to better quality products, higher efficiency, and stronger teamwork* – *all of which boost your bottom line. Imagine a workplace where safety protocols are clear, errors are minimized, and everyone can follow instructions smoothly. This isn’t just about learning; it’s about creating a safer, more productive environment and retaining happy, motivated employees.*

*Investing in skills upgrading is also a smart way to improve customer satisfaction and build your brand’s reputation. Better communication, both within your team and with customers, means improved service. Plus, you’ll be seen as a forward-thinking employer who values growth and learning* – *something that attracts top talent and strengthens your company culture.*

*With stronger skills, your employees are prepared to tackle new challenges and keep your business one step ahead in a competitive market!*

**Email Pitch**

If you would like to connect with employers to offer LBS services in an email, you can use or adapt the following marketing language:

*Hello \_\_\_,*

*Would you like to see your team’s productivity soar and your workplace become more efficient, safe, and motivated* – *all for free? Our adult upskilling program is here to help!*

*(Name of LBS agency) provides essential literacy and communication skills that can empower your employees to excel in their roles, making your business more productive and your team more engaged. (Optional: Describe or list LBS programs you would like them to know about here)*

*Imagine a workplace where clear instructions reduce costly errors, safety protocols are fully understood, and employees collaborate effortlessly. With improved skills, your team can deliver high-quality products and better customer experiences, building loyalty and trust that set your brand apart.*

*Our program even helps with retention, giving employees growth opportunities and fostering a positive, loyal work culture. It’s a simple step to ensure your workforce is prepared to tackle new challenges and keep you ahead in a competitive market.*

*Join other forward-thinking companies who have seen the benefits firsthand today!*

Ready to invest in your team’s future at no cost? To get started, just reply to this email.

Learn more about us at (LBS website or page link)

Best regards, (LBS Agency)

**Email Subject Lines**

Here are ten subject lines that highlight the key benefits of LBS programs for local employers:

*Boost Your Team’s Skills and Productivity* – *For Free!*

*Unlock Efficiency and Safety with Free Upskilling for Your Team*

*Equip Your Workforce with Essential Skills at No Cost to You!*

*Strengthen Your Team’s Skills, Retention, and Safety* – *Free Program Available*

*Reduce Errors, Improve Productivity, and Build a Happier Workforce*

*Boost Efficiency and Retention with Free Workforce Literacy Training*

*Empower Your Employees and Enhance Customer Satisfaction* – *Free Upskilling*

*Invest in Your Team’s Growth Without Spending a Dime!*

*A Smarter, Safer Workplace* – *Upgrade Employee Skills for Free*

*Drive Customer Loyalty and Quality with Free Employee Upskilling*

**Video Marketing Pitch**

LBS agencies often have success stories to tell, and videos can share these in a compelling way. Video marketing can be more effective for getting a message across than words alone because many people are visual learners.

Use the LBS videos that are linked in the introduction or create your own marketing videos. Here is a tailored pitch for contacting local employers to accompany videos that showcase LBS programs:

*Hello \_\_\_,*

*We’re excited to share a quick video that shows how our free adult upskilling programs can empower your workforce, drive productivity, and improve workplace safety.*

*You’ll see real examples of practical skills that help teams work more efficiently, reduce costly errors, and create a motivated, loyal workforce ready to take on new challenges.*

*Imagine the impact these skills could have on your team and business. Watch the video to see how investing in employee development, without any cost to you can increase quality, customer satisfaction, and retention.*

*Let’s talk about how our programs can support your team’s success!*

*Best regards, (LBS Agency)*

Marketing videos have become an essential tool for non-profits to effectively communicate their message, connect with supporters, and drive action.

Using the word ‘video’ in email subject lines boosts open rates significantly. Here are email subject lines for video marketing that emphasize the core message for local employers and invite them to engage with the videos:

1. *Check Out Our Video About Skills That Can Transform Your Team* – *See Our Free Program in Action*
2. *How Free Upskilling Can Boost Your Business* – *Watch the Video*
3. *New Video! Discover the Impact of Employee Upskilling on Productivity Today*

**Guide To Marketing with Community Partners**

**Marketing Language**

Each audience connects best with specific benefits and motivations, so language should reflect what matters most to them. Tailoring marketing language for local Employment Services (ES) and Ontario Works (OW) agencies in order to get referrals for LBS programs, as well as other community partners such as Chambers of Commerce, involves focusing on their unique needs and goals.

These agencies are likely to be most persuaded by language that centers around community benefits, empowerment, and pathways to independence. Words like “empowering individuals,” “bridging gaps,” and “long-term impact” convey the idea that these classes can be a key resource for their clients’ long-term economic and personal advancement.

Messaging should emphasize how referring clients can lead to meaningful, life improvements while supporting the goals of each stakeholder.

**Marketing Strategy**

Following the steps of a marketing strategy, also known as a sales funnel, simplifies the process and creates a sense of direction in the marketing campaign. The examples in each step can be customized for LBS programs or used as is:

**STEP 1: Headline**

To begin creating a marketing funnel, generate curiosity with a headline that captivates your audience. Ask a question that addresses their problem or make a bold statement that hints at a significant transformation – something they can’t achieve elsewhere.

Here are two headline examples tailored for social service and community agencies:

*“Empower Your Clients with the Skills for Independence: Are You Ready to Offer a Lifelong Pathway to Success?”*

This headline emphasizes empowerment and independence, appealing to agencies focused on creating sustainable, positive outcomes for their clients.

*“What If One Simple Referral Could Bridge the Gap to Employment and Economic Stability for Your Clients?”*

This headline highlights the potential for a referral to make a significant impact. Using terms like “bridge the gap” and “economic stability” will resonate with agency goals of client advancement and empowerment.

**STEP 2: Scenario**

Build rapport and get the reader curious about what’s next. Present a relatable scenario they might be facing so that they feel like you understand their situation.

“Every day, you meet clients who are eager to work but face obstacles that hold them back—whether it’s gaps in essential skills, confidence, or the support they need to get started. You want to provide them with tools that offer not just immediate relief but set them on a path toward long-term success and self-sufficiency. Imagine if there was a straightforward way to connect them with upskilling resources that truly empower their progress, bridging the gap to meaningful, lasting change.”

This lead empathizes with the agency’s mission and highlights a common challenge they face, setting up the promise of a practical, empowering solution.

**STEP 3: Success Story**

Identify the problem in a way that feels personal and relatable by telling a success story about your agency and your clients that will interest them. Be sure to share the challenges you faced and how you overcame them.

This story captures a common scenario by showing the challenges faced by clients and how a referral to the program led to a life-changing outcome, thereby inspiring the agency to consider similar referrals.

*“Recently, we worked with a single mother referred to us by Ontario Works. She had always dreamed of a stable job but struggled with literacy skills and lacked the confidence to apply for positions. Together with her caseworker, we created a personalized learning plan through our upskilling program, focusing on literacy and job readiness. In just a few months, her reading skills improved, her confidence soared, and she secured a position that allowed her to support her family. Stories like hers remind us that with the right support, individuals can transform their lives* – *and it all started with one referral.”*

**STEP 4: Pitch**

Present the solution and why it’s exactly what they need. Introduce your product or service with confidence – framing the benefits as the answer to their needs.

*“By offering essential literacy and job-readiness training tailored to their goals, our adult upskilling program is the bridge to independence and the empowerment your clients need. When you partner with us, you’re giving clients the tools to achieve stability, confidence, and long-term success* – *outcomes that align perfectly with your mission. This isn’t just another referral, it’s a pathway to real, measurable impact in their lives.”*

**STEP 5: Evidence**

Reassure stakeholders that your solution is trustworthy and proven. Back up your claims with testimonials, successes, or facts that validate the effectiveness of LBS programs:

*“Our upskilling program has already helped many individuals in our community secure stable jobs and improve their quality of life. In fact, 85% of participants report increased confidence and job readiness after completing our courses. One Employment Services partner shared that their clients who participated saw “a dramatic shift in self-sufficiency and motivation,’ leading to better outcomes in employment and overall well-being.”*

**STEP 6: Offer**

Clarify exactly what they’re getting and build up the value each step of the way. Explain each piece of the offer by emphasizing how each element contributes to their success. Example:

*“Our LBS program provides a full suite of support, starting with a personalized skills assessment to ensure each client’s needs are met. We offer flexible, goal-oriented training that covers everything from literacy to practical job skills, empowering participants with tools they can use immediately. Plus, our ongoing progress tracking and support mean your clients stay engaged and motivated, ensuring they reach their goals* – *and helping your agency achieve measurable success in fostering independence and community impact.”*

**STEP 7: Close the Deal**

Inspire immediate action with clear reasons as to why they should buy into LBS classes now. Remove their risk by stating that participation is free or by offering a guarantee. Create a sense of urgency and provide a call-to-action.

*“Don’t wait to give your clients the opportunity for lasting change* – *our upskilling program is free and designed to make an immediate impact on retention rates. Imagine the difference just a few weeks could make for someone’s confidence and job readiness. Spaces are limited, so refer a client today and help them take the first step toward a brighter, more independent future.”*

Following the steps in the order outlined above creates a marketing funnel that makes success more likely.

**Elevator Pitch**

An elevator pitch is a short, impactful message that highlights the most important aspects of a project or offering and is crafted to capture attention and make a lasting impression in just a few seconds.

Here’s an elevator pitch for adult upskilling agencies to use when approaching social service agencies. This pitch reinforces how upskilling directly supports the social service agency’s goals and funding objectives by enhancing clients’ job stability and progression potential:

*“Empower your clients to achieve and maintain stable employment with our free upskilling programs! By referring clients to us, you’re connecting them to essential skills that not only help them secure jobs but also keep them employed longer. We provide foundational support to help clients succeed in the workplace, build confidence, and develop skills that open doors to even better opportunities down the road. With your referrals, you’re building a stronger workforce, improving employment outcomes, and supporting your own goals, as funding often depends on clients’ job stability. Let us help you boost efficiency in achieving your mission by giving clients the skills they need to thrive and stay in the workforce.”*

**Email Pitch**

Here’s a draft email for ES that encourages them to refer clients to your upskilling program:

*Dear \_\_\_,*

*We know that stable, lasting employment is a key goal for the clients you serve, and we’re here to help you make that happen. By referring clients to our free upskilling programs, you’re offering them the tools they need to not only secure jobs but to*

*keep them. Our foundational literacy and skill-building resources empower clients to grow in their roles, adapt to workplace demands, and even advance to better opportunities in the future.*

*Referrals to our programs make your work easier, too. When clients can stay employed longer, it supports both your agency’s mission and funding objectives, which often depend on job stability and retention rates. Let us partner with you to create more stable outcomes, boost client confidence, and contribute to a workforce that’s equipped for success.*

*We would love to connect and discuss how our programs can support your clients’ employment journeys. Just reply to this email or call us at (phone number), and we’ll be happy to provide more information.*

*Best regards, (LBS Agency)*

**Email Subject Lines**

Here are ten marketing email subject lines that can be used with ES and OW agencies to promote LBS programs:

1. *Help Your Clients Succeed in the Workplace* – *Refer Them to our Free Upskilling Program!*
2. *Support Job Stability for Your Clients with Our Free Upskilling Programs*
3. *Boost Client Success and Employment Stability with Foundational Skills*
4. *Achieve Better Employment Outcomes for Clients* – *See How We Can Help*
5. *Make Job Stability Easier for Your Clients with Free Skills Training*
6. *Empower Your Clients to Keep and Grow in Their Jobs* – *Partner with Us!*
7. *Referrals Made Easy: Equip Clients for Workplace Success*
8. *Free Skills Training to Keep Your Clients Employed and Thriving*
9. *Stable Employment, Stronger Skills* –  *Refer Your Clients to Our Programs*
10. *Help Your Clients Stay Employed with Free Upskilling Opportunities*

These subject lines focus on the benefits to both the clients and the agency, encouraging engagement and highlighting outcomes.

**Video Marketing Pitch**

Here is a tailored marketing pitch to accompany videos that showcase LBS programs. Use the links to ready-made marketing videos in the introduction, or create your own. This pitch is crafted to resonate with the specific priorities of Community Partners such as ES and OW to invite further engagement with your programs.

*Hello \_\_\_,*

*We know that many of your clients would benefit from greater access to quality learning opportunities. Our video highlights the real-world skills and confidence that clients gain through our* *free literacy and upskilling programs. It’s about equipping individuals with essential tools for employment and personal growth.*

*We’d love for you to take a look and see how referring clients to our programs can set them on a path toward independence and stability. By watching the videos, you’ll discover how these free resources can help strengthen your support network and expand the resources you can offer to your clients.*

*Let’s connect on how we can work together to provide lasting impact. Just reply to this email or call us at (phone number) and we’ll be happy to provide more information!*

*Best regards, (LBS Agency)*

Including the word ‘video’ in email subject lines increases open rates. To accompany the email above, here are three video marketing subject lines to promote LBS videos:

1. *Watch Our Video: Empower Clients with Skills for Growth and Independence*
2. *See How Our Free Programs Work* – *Watch the Video Today*
3. *A Path to Stability for Your Clients* – *Watch the Video*

**Guide to Marketing for Fundraising**

**Marketing Language**

Each audience connects best with specific benefits and motivations, so language should reflect what matters most to them. Tailoring marketing language for potential donors involves focusing on their unique needs and goals.

Although some LBS agencies are solely funded by the Ministry, other agencies are multi-funded, and fundraising is done to cover expenses.

For donors or grant-makers, use language that underscores the transformative impact on individuals and the community at large. Highlight return on investment in human potential with phrases like “changing lives,” “strengthening communities,” and “creating opportunities.” Stories, testimonials, and evidence of success are effective here as they can inspire action by showing how their support can make a measurable difference.

When networking with funders such as United Way, it is important to highlight how the LBS agency programs will affect the local economy and citizens.

**Marketing Strategy**

Following the steps of a marketing strategy, also known as a sales funnel, simplifies the process and creates a sense of direction in the marketing campaign.

The examples in each step can be customized for LBS programs or used as is:

**STEP 1: Headline**

To begin creating a marketing funnel, generate curiosity with a headline that captivates your audience. Ask a question that addresses their problem or make a bold statement that hints at a significant transformation – something they can’t achieve elsewhere.

Here are two headline examples that can appeal to potential donors. This headline highlights both the individual and community impact of supporting literacy, inviting donors to consider the powerful, long-term effects of their investment:

*”Imagine the Power of Literacy to Transform Lives and Strengthen Our Community—Are You Ready to Invest in Lasting Change?”*

This headline appeals to donors by framing their contribution as a catalyst for broad, transformative outcomes, suggesting that their support will have far-reaching benefits:

*“Help Us Create Opportunities and Change Futures: One Donation Can Spark a Ripple of Positive Economic and Social Impact.”*

**STEP 2: Scenario**

Build rapport and get the reader curious about what’s next. Present a relatable scenario they might be facing so that they feel like you understand their situation.

This scenario establishes empathy for the donor’s commitment to community impact and introduces the program as a solution to long-term challenges they’re invested in addressing:

*“Every day, you see the needs in our community – people striving to provide for themselves and their families, the businesses seeking skilled workers, and the social services supporting those in need. You’re committed to making a difference, but you know that meaningful change requires more than a quick fix; it needs targeted support that empowers individuals for life. Imagine if there was a way to help community members gain the skills to secure stable jobs, contribute to the local economy, and lift up those around them. Our adult upskilling program can turn that vision into reality.”*

**STEP 3: Success Story**

Identify the problem in a way that feels personal and relatable. Tell a success story about your agency or your clients that will interest them. Be sure to share the challenges you faced and how you overcame them:

*“Last year, we worked with James, a father of two, who had been struggling to find stable work due to limited reading and math skills. He wanted a better future for his family but felt held back at every turn. Through our program, James learned essential skills, rebuilt his confidence, and, within months, secured a full-time job that allowed him to support his children and contribute meaningfully to the local economy. His story is one of many, proving that with the right support, individuals can overcome barriers and create lasting change in their lives and our community.”*

This story illustrates a relatable struggle and showcases how the program’s support led to transformative, measurable results.

**STEP 4: Pitch**

Present the solution and why it’s exactly what they need. Introduce your product or service with confidence – framing the benefits as the answer to their needs:

*“Our adult upskilling program is the key to unlocking potential and creating lasting change, not just for individuals but for the entire community. By supporting our program, you’re investing in a proven solution that empowers adults to gain critical skills, secure employment, and achieve stability. This is your chance to make a tangible difference—strengthening our local workforce, boosting the economy, and changing lives for the better.”*

**STEP 5: Evidence**

Reassure them that your solution is trustworthy and proven. Back up your claims with testimonials or facts that validate the effectiveness of LBS programs:

*“Our program has a track record of success, with 80% of participants reporting improved employment prospects and increased confidence in essential skills. One donor shared, ‘The impact of my contribution was clear* – *I saw firsthand how individuals gained the ability to provide for their families and participate more fully in our community.’ Our data shows real, measurable outcomes and you can be confident that your support will drive meaningful change.”*

**STEP 6: Offer**

Clarify exactly what they’re getting and build up the value each step of the way. Explain each piece of the offer by emphasizing how each element contributes to their success:

*“By supporting our program, you’re funding more than just skills training* – *you’re investing in a journey toward independence and stability for those in our community who need it most. Your contribution will go toward personalized learning plans, hands-on coaching, and job readiness workshops that equip participants with the tools to succeed. Each element of our program is designed to maximize impact, helping individuals gain not only skills but the confidence and motivation to make lasting improvements in their lives, therefore benefiting our community as a whole.”*

**STEP 7: Close the Deal**

Inspire immediate action with clear reasons as to why they should buy into LBS classes now. Remove their risk by stating that participation is free or by offering a guarantee. Create a sense of urgency and provide a call-to-action:

*“Now is the time to invest in a brighter future for our community. With your support, we can expand access to our free upskilling program and reach even more individuals in need of a second chance. Every dollar makes a difference, and we can’t afford to wait* – *join us today in changing lives and strengthening our community, one step at a time. Donate now to make an impact that will be felt for years to come.”*

Following the steps in the order outlined above creates a funnel that makes success more likely.

**Elevator Pitch**

An elevator pitch is a concise presentation of an idea or concept that aims to convey its significance and benefits in a way that’s engaging and memorable – typically within the time it takes for a quick elevator ride. Here is an elevator pitch for connecting with potential donors:

*Your support can change lives through the power of literacy and upskilling. By contributing to our programs, you’re providing adults with the essential skills needed to secure stable jobs, advance in their careers, and strengthen their economic futures. Every dollar helps to equip adults with foundational skills that unlock new opportunities, build confidence, and foster lasting success in the workforce. Join us in transforming lives, empowering communities, and creating a stronger, more resilient workforce* – *one learner at a time. Together, we can make a measurable, lasting impact.*

This pitch appeals to donors by emphasizing the life-changing impact of their support and the broader community benefits.

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This pitch appeals to donors by emphasizing the life-changing impact of their support and the broader community benefits.

**Email Pitch**

Here’s a draft email for potential donors that encourages them to support LBS programs:

*Dear \_\_\_,*

*Imagine being able to unlock the doors to better jobs, confidence, and lasting success for individuals in our community* – *all through the power of adult literacy and upskilling.*

*By supporting our programs, you’re helping adults gain the essential skills they need to secure stable employment, grow in their careers, and strengthen their economic futures. Every contribution you make goes directly toward equipping learners with foundational skills that foster confidence, open new doors, and build resilience. Your support empowers individuals, strengthens families, and builds a more vibrant, skilled workforce. Join us in transforming lives and creating lasting change, one learner at a time.*

*Thank you for considering this opportunity to make a meaningful difference in our community. If you’d like to learn more, simply reply to this email or call us at (phone number). Together, we can create a brighter future for everyone.*

*Warm regards, (LBS Agency)*

**Email Subject Lines**

Here are ten marketing email subject lines that use marketing language for emailing potential donors:

1. *Empower Change in Our Community* – *Support Adult Literacy and Upskilling*
2. *Your Contribution Creates Pathways to Stability and Success*
3. *Help Transform Lives Through Literacy and Skill-Building Programs*
4. *Support Local Adults on Their Journey to Stable, Meaningful Careers*
5. *Be a Catalyst for Change* – *Donate to Our Upskilling Programs Today*
6. *Your Support Creates Lasting Impact in Our Community*
7. *Equip Adults with Essential Skills and Empower Economic Growth*
8. *Join Us in Building a Skilled, Resilient Workforce for Our Community*
9. *Support Lasting Success for Adults in Need of Skills and Stability*
10. *Your Support Can Empower Lives Through Literacy and Skills Training*

These subject lines focus on community impact, empowerment, and the positive changes donors can make.

**Video Marketing Pitch**

LBS agencies often have success stories to tell, and videos can share these in a compelling way. Video marketing can be more effective for getting a message across than words alone because many people are visual learners.

You can use the LBS videos that are linked in the introduction to this resource or create your own marketing videos.

Here is a tailored marketing pitch to accompany videos that showcase LBS programs. This pitch is crafted to resonate with the specific priorities of potential funders and donors when using the video to invite further engagement with your programs:

*Dear \_\_\_\_,*

*We are excited to share a brief video showcasing the real, transformative impact of our literacy and upskilling programs. You’ll see firsthand how access to learning resources empowers individuals to build brighter futures for themselves, their families, and their communities. This video is a glimpse into the lives you can help transform by supporting our programs.*

*With your help, we can continue providing opportunities that lead to better jobs, higher confidence, and meaningful economic mobility. Watch the video to see the difference your support makes and join us in expanding these opportunities for even more people.*

*Warm regards, (LBS Agency)*

Here are five subject lines that invite potential donors to engage with marketing videos. Each one is designed to evoke curiosity, highlight the transformative nature of the programs, and emphasize the importance of the donor’s role in making these changes possible:

1. *Transform Lives: Watch Our Video to See the Impact of Your Support*
2. *Exclusive Video: How Your Donations Empower Local Communities*
3. *Video Testimonial: Real Lives Changed Thanks to Your Support*
4. *Watch This Video to See Why Your Help Matters Now More Than Ever*
5. *The Power of Upskilling: A Video Showcase of Success Stories*

Including the word ‘video’ in email subject lines significantly improved open rates.

**Conclusion**

We hope that you have found these marketing resources helpful.

To learn more about creating marketing videos, please see our resource [Video Marketing Tip Sheet: Best Practices](https://www.communityliteracyofontario.ca/all-resources/video-marketing-tip-sheets). To learn more about using AI to assist with writing and editing marketing copy, read Video [Marketing Tip Sheet: Using Marketing Language](https://www.communityliteracyofontario.ca/all-resources/video-marketing-tip-sheets).

To find out more about collaborating with Chambers of Commerce and Workforce Development Boards in your area, along with a directory of all such offices in Ontario, visit our [resource Video Marketing Tip Sheet: Networking](https://www.communityliteracyofontario.ca/all-resources/video-marketing-tip-sheets).

The Guide to Marketing for Fundraising was researched and written by Community Literacy of Ontario (CLO). CLO is a provincial literacy network that serves English language, community–based Literacy and Basic Skills agencies. To learn more about our organization, [visit our website here.](https://www.communityliteracyofontario.ca)

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