

How Can You Attract Donors in a Competitive Funding Environment?

Sharpen Your POV



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September 17, 2026



Why Is a POV Important?

Why is a POV Important?

Key Distinctions

A POV Is Not

Your mission or vision statement. Or really any published statement.

A POV Is

Your stance, your story, your reason for being. It lives everywhere and can evolve.

Why is a POV Important?

Funders are Bombarded!

Making Sense of
Uncertain Policy
Environment
Requires
Trusted Voice

Navigating
Constricting
Funding Climate
Requires
**Competitive
Distinction**

Cutting through
“Content” Noise
Requires
**Credible
Knowledge**



Developing a POV

Developing a POV

Step 1: Address These Shaping Questions

- What is your organization's "origin story"? What are several stories, based on the impact of your organization's work, that you consider inspirational? Why?
- What values does your organization hold? How do those values show up in the impact of your work?
- Why is your organization needed today? Why is your organization important for your audiences, and for your communities?
- **How is your organization distinct from others in your field? Why do you think so?**
- What is the future your organization wants to build? Why is your organization critical for building that future?

Developing a POV

A Siloed Approach Yields Low Ownership

Developing a POV Is an **Organizational Activity**, Not a Communications Activity

Developing a POV

Step 2: Review with These 5 Tips

- 1 Inform with **Knowledge**
- 2 Shape with **Evidence**
- 3 Develop with **Passionate Belief**
- 4 Identify the **“WHAT”**
- 5 Address the **“SO WHAT”**

5 Tips to Sharpen Your POV

Sub Tip: Don't Get Lost in the Weeds

1

Inform with Knowledge: How clearly does your knowledge about a particular idea, product, service, or issue come through to current and potential funders?

5 Tips to Sharpen Your POV

Sub Tip: Cultivate the “Data Headlines”

2

Shape with Evidence: What facts and data undergird your knowledge about an idea, product, service, or issue?

5 Tips to Sharpen Your POV

Sub Tip: Elevate Your Origin Story

3

Develop with Passionate Belief: How authentic does your belief in the value and utility of your idea, product, service, or issue come across to your funding audiences? Is YOUR voice evident?

5 Tips to Sharpen Your POV

Sub Tip: Don't Worry about Bragging

4

Identify the “WHAT”: Why is your organization’s work important?
To whom?

5 Tips to Sharpen Your POV

Sub Tip: Build in the “Ask”

5

Address the “SO WHAT”: Why should the audience *care*? What should they *do*?

Developing a POV

You *Can* Write a POV Statement...But It Is Not Essential



Patients in our city's hospitals deserve to eat nutritious food. *It's the just thing to do for their health.* Over the past 10 years, beginning with a small plot of land in a local park attended by a few volunteers, we've helped community organizations provide fresh produce directly to more than 15,000 patients in six local hospitals. We have offered better access to healthy food while creating new income opportunities in surrounding underserved neighborhoods. And, we have created over 25 nutrition, cooking, and gardening programs citywide and are the *only regional organization of this kind*. We aim to expand those programs in the next three years – continuing to provide hospitals with healthy food for patients while supporting new sources of income, revitalizing vacant land, and promoting economic development in neighborhoods that need it most. That's the future we want to build with *your* investment.

Developing a POV

Embed Your POV Everywhere, All the Time!

CONSISTENCY is the Most Important
Activity with a POV



Your POV in Action

Your POV in Action

Focus on Aligning Your POV with Funders

Addressing these questions leads to **messages specifically crafted for the funder.**

- How does your POV align with the donor's vision and legacy?
- How does your POV align with the foundation's mission and areas of funding?
- Are there ways that the impact of your work, articulated in your POV, can inform current or planned funding decisions?

Your POV in Action

Your POV “Lives” in Your Messages



The “Message House”

← Embed the “Ask” Here



What's on Your Mind?

Let's Chat

A Worksheet Walk-Through

Complimentary 1-Hour Consulting Session

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Thank You!



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