

NFP COMMUNICATION TOOLKIT

# Stop Writing for Yourself. Start Writing for the Decision.

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A practical guide to decision-style communication for fundraisers, development managers, and everyone who sends an ask.

**7 Decision Profiles**

**30% Fewer Errors**

**Same Mission. Better  
Framing.**

Powered by Wize Snaps — decision-style messaging from [wizer.business](https://wizer.business)

## Your donors aren't disengaged. They're decision-mismatched.

After analysing hundreds of donor emails — appeals, stewardship notes, funding requests, board outreach — the same pattern appeared. The emails weren't bad. They were often upbeat, heartfelt, and well-written. But they were completely missing the mark for three decision profiles in particular: Achievers were being sent long exploratory narratives with no clear outcome. Analyzers were asked to 'trust the vision' without evidence or structure. Guardians were pushed into urgency without reassurance or risk framing.

When the framing matched the donor's decision wiring, engagement followed. When it didn't — silence. Same cause. Same ask. Different doorway.

*"Donors aren't disengaged because they don't care. They're disengaged because they're overloaded — and only messages that fit their decision wiring survive the cut."*

— Wizer Research, The Emails Your Best Donors Never Respond To

### THE THREE PATTERNS KILLING YOUR OUTREACH

1

#### **You're writing from your decision style, not theirs.**

Every communicator defaults to the framing that would persuade them. An Analyzer writes evidence-heavy appeals. An Achiever leads with outcomes. The problem: your donor decides differently.

2

#### **Clarity is not enough.**

People are not persuaded by clarity alone. Clarity only works if you are being clear about the thing the other person needs in order to decide. You can write a perfect email and still lose the room.

3

#### **Around 75% of senior executives cluster into just two decision styles.**

If your major donor pool skews executive — particularly in the bequest space — you are likely missing the mark for the majority of your highest-value relationships. This is a structural problem, not a copy problem.

# The 7 Decision Profiles — what each one needs to hear first

Each donor, board member, funder, and partner falls into one of seven Decision Profiles. Understanding which one you are writing for changes everything about how you open, what you emphasise, and what you leave out.

<b>ACHIEVER</b> <i>Outcome-focused, fast-paced, goal-driven.</i>	
<b>LEAD WITH:</b> Lead with impact first. Use numbers, milestones, clear results. Get to what was achieved and what comes next.	<b>AVOID:</b> <i>Long narratives, process detail, ambiguity about what you're asking.</i>
<b>ANALYZER</b> <i>Evidence-driven, precise, data-oriented.</i>	
<b>LEAD WITH:</b> Provide proof. Research, case studies, outcome data. Let them reach their own conclusion.	<b>AVOID:</b> <i>Emotional appeals without data, vague impact claims, rushed timelines.</i>
<b>COLLABORATOR</b> <i>Relationship-led, consensus-oriented, people-first.</i>	
<b>LEAD WITH:</b> Show who else is involved. Name partners, beneficiaries, community voices. Make them feel part of a team.	<b>AVOID:</b> <i>Solo hero narratives, hard sells, pressure tactics.</i>
<b>GUARDIAN</b> <i>Risk-aware, detail-focused, stability-oriented.</i>	
<b>LEAD WITH:</b> Acknowledge the risks. Show governance, track record, safeguards. Reassure before you ask.	<b>AVOID:</b> <i>Urgency without context, bold claims without backing, change for its own sake.</i>
<b>EXPLORER</b> <i>Possibility-driven, curious, future-oriented.</i>	
<b>LEAD WITH:</b> Paint the bigger picture. What's the opportunity? What could change? Lead with possibility.	<b>AVOID:</b> <i>Rigid frameworks, over-process, playing it too safe.</i>
<b>DELIVERER</b> <i>Process-driven, execution-focused, expert-led.</i>	
<b>LEAD WITH:</b> Show your method. Walk them through how it works, who does what, why your approach is right.	<b>AVOID:</b> <i>Vague strategies, skipping the 'how', overselling without operational detail.</i>
<b>VISIONARY</b> <i>Big-picture thinker, bold, future-focused.</i>	
<b>LEAD WITH:</b> Connect to the largest version of the mission. What does success look like in 10 years?	<b>AVOID:</b> <i>Tactical detail too early, short-term framing, incremental language.</i>

## The same ask. Reframed for three different profiles.

After analysing hundreds of donor emails, three profiles kept appearing as completely missed — not because fundraisers didn't care, but because nobody had taught them to write for how these donors actually decide. Below is the same ask reframed three ways. The mission doesn't change. The evidence doesn't change. The ask doesn't change. What changes is the doorway.

### ACHIEVER

Dear [Name], thanks to supporters like you, we've helped 847 families this year. We need to reach 1,200 by December. A gift of \$500 directly funds three months of support for one family. Can you help us close the gap?

↑ *Outcome up front. Specific number. Clear gap. One ask. Done.*

### ANALYZER

Dear [Name], our 2025 data shows a 34% improvement in long-term independence for families who complete our full program — versus 12% for those who don't. The evidence is clear. Your gift of \$500 funds that difference for one family. I'm happy to share the full outcomes report if that would be helpful.

↑ *Evidence first. Comparison data. Offer more proof. Let the numbers make the case.*

### GUARDIAN

Dear [Name], before I ask anything, I want to share what we've built over five years — our governance framework, independent audits, and outcomes tracking. We take stewardship seriously. If you're considering a gift, I'd welcome a conversation about how we protect every dollar you invest with us.

↑ *Reassurance before the ask. Track record. Openness. No pressure.*

*You don't need to write seven versions of every email. You need to know which profile you're writing for — and shift the opening, the evidence, and the framing accordingly. Wize Snaps does this in under 60 seconds.*

## A simple process for every ask you send

### 01 Identify the decision style

Before you write, ask: how does this person decide? Look at their LinkedIn, past communications, how they ask questions in meetings. Achievers use outcome language. Analyzers ask for data. Guardians ask about risk. Explorers ask 'what if'. Use Wize Snaps to generate a profile from any text in under a minute.

### 02 Lead with what they need — not what you want to say

The opening line is everything. An Achiever needs the outcome before they read further. An Analyzer needs to know there is evidence. A Collaborator needs to know who else is involved. Get the first two sentences right.

### 03 Match your evidence to their decision wiring

Achievers want numbers. Analyzers want research. Guardians want track record. Explorers want possibility. Deliverers want process. Collaborators want community. Visionaries want the mission at its largest scale.

### 04 Make one clear ask — framed in their language

Every message should carry a single ask — but the framing of that ask does most of the work. An Achiever needs to see the gap they are closing: 'Help us reach 1,200 families by December.' An Analyzer needs to know their gift has a measurable role: 'Your \$500 funds one family through to program completion.' A Collaborator needs to feel they are joining something: 'Will you be part of the group getting us there?' The cause is identical. The ask is identical. What changes is the door you hold open for them.

#### Already using the Wizer Platform?

Wize Snaps is now included in all Wizer Platform subscriptions. If your organisation uses Decision Profile Mapping, Panel Strength, or the Recommendation Engine — you already have access. Log in at [wizer.business](https://wizer.business) to get started.

[wizer.business](https://wizer.business) →

## Try Wize Snaps — free

Paste any message, LinkedIn profile, or email thread. Wize Snaps generates a decision profile and rewrites your communication to match — in under 60 seconds. No surveys. No guesswork.

**[snap.wizer.business](https://snap.wizer.business)**

Read the full research:

[wizer.business/post/donor-emails-decision-styles](https://wizer.business/post/donor-emails-decision-styles)

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