



TAD LIBS® ION KEY

-ION: noun suffix

Definition of -ion

1a: act or process

<p>1. MISSION</p>	<p>ASK, THANK, OR REPORT (CHOOSE ONE)</p>			
<p>2. ACTION</p>	<p>THIS IS YOUR MAIN MESSAGE; WHAT DO YOU WANT THEM TO DO? BE SPECIFIC.</p>			
<p>3. PERMISSION</p>	<p>GREETING TO SEGMENT WHO HAS AN AFFINITY AND CAPACITY FOR WHAT YOU DO. WHO WANTS AND NEEDS TO HEAR FROM YOU?</p>			
<p>4. REMEDIATION</p>	<p>FOR AN ASK: WHAT CURRENT PROBLEM NEEDS REMEDIATED?</p> <p>FOR A THANK OR A REPORT: WHAT WAS REMEDIATED THANKS TO THEM?</p>			
<p>5. REVISION</p>	<p>FOR AN ASK: WHAT IS THE IMMEDIATE CHANGE THAT NEEDS TO BE MADE?</p> <p>FOR A THANK OR A REPORT: WHAT WAS THE CHANGE THAT WAS MADE THANKS TO THEM?</p>			
<p>6. SOLUTION</p>	<p>FOR AN ASK: WHEN ALL IS SAID AND DONE, WHAT COULD BE THE OUTCOME?</p> <p>FOR A THANK OR A REPORT: WHAT WAS THE OUTCOME TO THE PROBLEM?</p>			



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<p>7. INTENTION</p>	<p>FOR AN ASK: IF THE DONOR SUPPORTS YOU, THIS IS THE PLAN YOU INTEND TO EXECUTE.</p> <p>FOR A THANK OR A REPORT: THIS PLAN WAS EXECUTED BEAUTIFULLY.</p>			
<p>8. PERSUASION</p>	<p>FOR AN ASK: IF THEY DO WHAT YOU ASK, HOW DOES THEIR INVOLVEMENT MAKE THINGS BETTER? STORIES ABOUT A HOPEFUL FUTURE ARE GREAT HERE.</p> <p>FOR A THANK OR REPORT: TELL A REAL STORY OF IMPACT SO THEY MIGHT BE INCLINED TO GIVE AGAIN.</p>			
<p>9. RETENTION</p>	<p>FOR AN ASK, THANK, OR REPORT: YOU NEED TO KEEP THEM AS DONORS; HOW DO YOU EXPRESS THEIR IMPORTANT ROLE IN THE MISSION? IT'S ABOUT THEM, NOT YOU.</p>			
<p>10. CONVERSION</p>	<p>FOR AN ASK, THANK, OR REPORT: ACTIVATE THE NETWORK EFFECT IN A WAY THEY WILL KNOW TO WHAT TO TELL FRIENDS, FAMILY, AND COLLEAGUES IN ORDER TO CONVERT OTHERS WHEN IT RESONATES WITH THEIR CHARITABLE GOALS—PROVE THAT PEOPLE LIKE US DO THINGS LIKE THIS.</p>			
<p>11. PERSONALIZATION</p>	<p>FOR AN ASK, THANK, OR REPORT: USE YOUR COLORS, LOGO, ADDRESS, NAMES, TITLES, ETC. SO, THEY BEGIN TO RECOGNIZE YOUR BRAND AS YOU LAYER COMMUNICATIONS WITH THEM THROUGHOUT THE YEAR.</p>			