There’s Still Time…

Tips and Ideas for Enhancing Your Year-end Fundraising and Beyond

Saturday, November 16, 2019
Saratoga Springs, New York

What we will cover this morning:

- Tips and Ideas to help you ramp up the year-end.
  - Trends—things you don’t want to ignore
  - Culture of Appreciation
  - eNews, Social media
  - Appeals
There’s Still Time...

What Can We Do From Now Until the End of January?

What would you do with more money?  
What would it leverage?
Who is donating the money?

- **Corporations**: $20.77
- **Bequests**: $35.70
- **Foundations**: $66.90
- **Individuals**: $286.65

$427.71 Billion in 2018

2018 contributions: $427.71 billion by type of recipient organization

- **Religion**: $124.52
- **Education**: $158.72
- **Human Services**: $151.54
- **Health**: $140.76
- **Public-Society Benefit**: $131.21
- **Arts, Culture & Humanities**: $139.49
- **International Affairs**: $122.88
- **Environment/Animals**: $112.70
- **To Individuals**: $94.06
- **Unallocated Giving**: $14.53
- **Gifts to grantmaking foundations**: $150.29

Giving USA
Understand why donors stop giving and DO SOMETHING about it.

- Too many solicitations—What does that mean?
- Don’t feel appreciated—Why is that?
- Organizations only ask for money—What else could you do?
- Lack of trust in how the nonprofit is using the gift—how can you change that?

Make a commitment to budget time and $$ for updates in the coming year

65% would give more if they had more insight into the impact of their giving
How often are you keeping donors up to date on the changes they are making? How?

How do people read, absorb information?

**Interesting**
- Stories about people
- Relationships
- Celebrities
- Heroism
- Life drama
- Life-affirming thoughts
- Practical help
- Photos of people

**Not Interesting**
- Statistics
- Opinions
- Statistics
- Lectures
- Statistics
- Bragging
- Photos of buildings

Jeff Brooks
WIFM? So What, Who Cares?

FEELINGS NOT ANALYTICAL THINKING DRIVE DONATIONS.
Connect: personal, meaningful, timely
At Least Every 90 Days
Year-end Triage.

There is still time to make a difference.

Fundraising Cycle

Don't be robotic
Be creative
THANK THANK
THANK AGAIN

Change lives
ASK FOR SUPPORT
It's not about the organization

Shared Values:
IDENTIFY
PROSPECTS
WIFM

Inspire, Engage, Thank
CULTIVATE AND INVOLVE
Let them know what's needed

Modified from Gail Perry
Aren’t appreciated well...

Overall Retention Rate

45.5%

2018 Fundraising Effectiveness Survey Report

The Ask is a Small Part

TIME AND ENERGY INVOLVED

in each step of the cycle

Gail Perry
Ramp Up Your Appreciation

Make it about me

“...The generosity of you, our donors, is one of Catholic Relief Services greatest blessings. Your support gives us the resources we need to bring innovative solutions to tough humanitarian problems. Your compassion transforms lives.”
Make their impact clear, express your appreciation

Say thank you right after someone does something for you.
Send them a personal email—not a mass email thank you

Write thank you notes—but not lame notes
Create a team to write notes.

No Lame Notes

Get together with folks...Call them.
Thank them, explore why they care

• “I’d love to hear why you chose to give...

• “What inspired your gift?

• “Would you be willing to have coffee with me, I’d love to understand why you care about this place.

• “Mr. Jones, you’ve been a donor all these years. I’m hoping you’d share with me what you love...

~Modified from Gail Perry
Post an inspiring story on your website, social media, eNews

A very special volunteer

Ten-year-old Ariana lives in Long Beach, New York, which was hit hard by Superstorm Sandy in 2012....

Plan and create “Memes” for Giving Tuesday or Thankful Tuesday
Develop the appreciation—during and after Giving/Thankful Tuesday;

Plan for interaction
Develop a Simple Social Media Strategy:

1. Awe, cool
2. Awww
3. Amazing
   (as in appreciation)
4. Helpful tips
5. Change
Good News/Update Postcards

Oversized Postcard (6” x 8+”), reader centered

Because of you...

Solano Land Trust
3001 Texas Street, Suite C
Fairfield, CA 94533

Because of your support, we are able to offer help to families by housing horses while they recover and rebuild from these devastating natural disasters. The recent fires may have occurred in Lake and Calaveras Counties, but the recovery effort touches all of us.

- Over the years, your support has ensured that Rush Ranch—owned and managed by the land trust—remains a working ranch and natural area, continuing our ranching heritage and protecting important habitat.
- Now your support is allowing us to provide a place where families who have lost their barns can temporarily house their horses.
- Volunteers from Access Adventure have offered to help care for the horses while they are at Rush Ranch and area farmers have offered to provide hay.
- Businesses, organizations, and people like you are doing what they can to provide money, supplies, food, shelter, and hope.

If you know someone who needs a place to temporarily house their horses or needs hay for feed, please put them in touch with us. Thank you for caring!

Together we can help families, wildlife, and farms affected by these fires. Contact Nicole Byrd, Executive Director at 707-482-0136 or Nicole@solanolandtrust.org.

Parks & Trails NY; J. Anderson; judy@community-consultants.com; 2019
Visual, Reader-Centered, Shared-Values

Where are you/could you use donor-centered and/or reader-centered writing?

Appeal letter(s)

Figure out what people care about

- Changing lives
- Transferable values
- Solving a problem that I CARE about
- Close to home, relevant
- Be visual
- Tell a story-short at the beginning-to illustrate the need

Judy: Include visuals

Tom Ahern
Find a story:
Make the organization the *supporting* character of the story...

Friends of Saratoga Spa State park

Story of Change:
Pixar Framework

Once upon a time...
Every day...
One day...
Because of that...
Because of that..
Until Finally...

Friends of Peebles Island State Park
1. Context
2. Problem
3. Solution
4. How did the:
   a. park/trail help?
   b. donor help?

Personalize, segment, your appeal
Test your database—Make sure it’s right for you

PERSONALIZATION IS KEY...
A strong majority (60%) value a personalized experience when interacting with nonprofits

It is important to have a personalized experience when interacting with an organization that I’m volunteering with or donating to.

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Percentages are based on a 5-point scale: 1=Disagree, 2=Neutral, 3=Agree, and 4=Strongly Agree.

Examples of Old Appeal Letters: Validating, Reporting, Hard to Read

2008

2010

Parks & Trails NY; J. Anderson, Community Consultants; judy@community-consultants.com
New Appeal Letter – double sided, white space, color photos, conversational tone
Include an e-Appeal (two or three)

- E-Appeals relate to your paper appeal
- They are shorter.
- Include a compelling visual.
- Make them skimmable.
Update your remittance envelope/slips

Membership Levels
• Student/Senior: $25
• Individual: $35
• Family: $50
• Patron: $100
• Benefactor: $200
• Sustainer: $500

How could you improve this?

Vermont Land Trust
Conservation Land on the Edge of Vermont

Yes, I would like to protect Vermont for our future. Enclosed is my membership gift.
Please update your information below.

Judy Anderson and Jeremiah Cosgrove
PO Box 617
Kinderhook, NY 12106-0617

Email: ________________________________

Annual Member
$100.00
$75.00
$50.00
Other $__________

Sustaining Member*
(monthly donations: min. $10/month)
$10.00 / per month
$7.00 / per month
$5.00 / per month
Other $__________ / month

* Sustaining Member benefits:
☑ optional thank you gift
☑ more money for conservation
☑ saves paper and postage
☑ membership is always current
☑ entered into prize drawings
☑ invited to a special thank you event
What makes a great thank you letter?
Make the thank you letter engaging

Start off in a manner that’s not boring.

Be specific.

Convey the change/impact.

Invite them to a program or event.

Engagement example:

Ask if they’d be interested in sharing photos.

Plan out your January e-News and social media

Friends of Cherry Plain State Park

Season’s Greetings

“One touch of nature makes the whole world kin.”

– John Muir

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If ever there was a time to keep inspiring, learning, changing, being inclusive it is now.