



## YOU GOTTA HAVE FRIENDS

### STATEWIDE FRIENDS CONFERENCE 2017

**Fundraising Tips, Winning Hearts and Minds:  
Becoming a more welcoming organization**

Saturday, December 2, 2017  
Saratoga Springs, New York

 Community Consultants  
 Judy Anderson

P.O. Box 617, Kinderhook, NY 12106  
 518-758-7226  
 Judy@community-consultants.com

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## What we will cover this morning (as a buffet...)

Tips and Ideas **to enhance** what you are already doing:

- Common sense
- Suggestions to create a **strategic, integrated, strategy**
- **Low-cost, simple ideas**, to keep people inspired and build broader support for parks and trails

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## Random Activity = Random Results



Lori Jacobwith

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## 12 Tips to be more welcoming, inspiring, and engaging

Fundraising requires strategy, systems and vision	Fundraising expands the team
Websites	Thank you letters
Plan it out	Video
Databases	Be Friendly
Stories of Change	Who is being left out?
Social Media (Facebook)	Strategic programming
Appeals	Thank you notes

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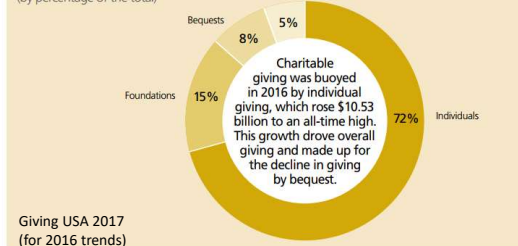


## Fundraising, Sustainability, Relevance...

**72% and 8% = 80% of charitable giving from Individuals**

**Total 2016 contributions: \$390.05 billion**

### Contributions by source (by percentage of the total)

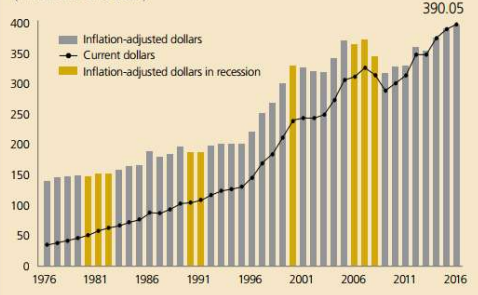


Giving USA 2017  
(for 2016 trends)

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## An overview of giving in 2016

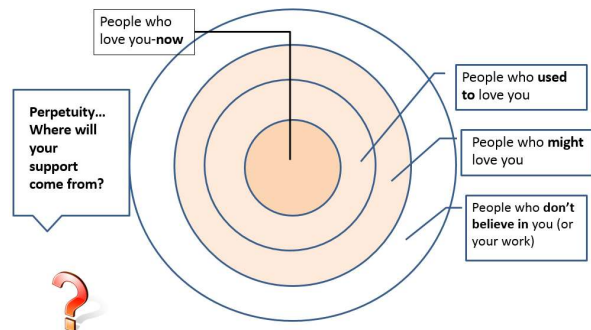
### Total giving: 1976–2016 (in billions of dollars)



Giving USA 2017, 2016 Trends

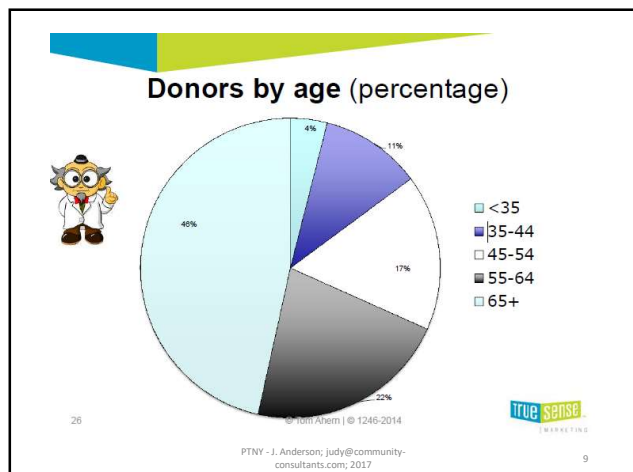
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## Concentric Circles of Closeness



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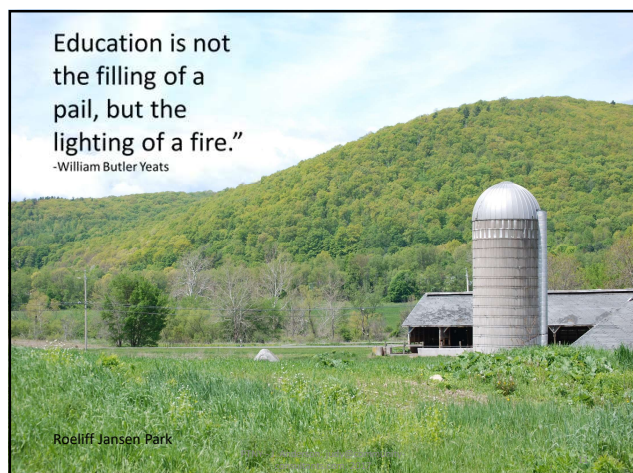
Notable decline over the last four decades:

"I was shocked...We have the perception that we're getting through to people.

But at least compared to previous eras, we're not."

Jean Twenge, a psychology professor at San Diego State University

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Roeliff Jansen Park



Parks & Trails NY

Task at Hand:  
Moving (or keeping) parks and trails  
from a perceived luxury to a daily  
necessity

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## Are you pushing people away?

- Do you feel like a club?
- Do you LOOK like a club?
- Do you talk like a club?
- What do your materials **feel** like?
- How do people **FEEL** appreciated for their help or donations?
- **Check ALL systems/channels.**



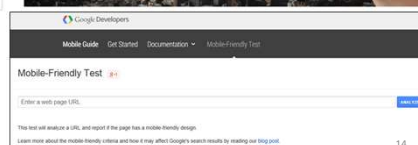
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Are you ready for Mobilegeddon? Google is releasing the mobile friendly update on April 21st. Here is what you need to know.

Barry Schwartz on April 20, 2015 at 9:51 am

## #1. Websites



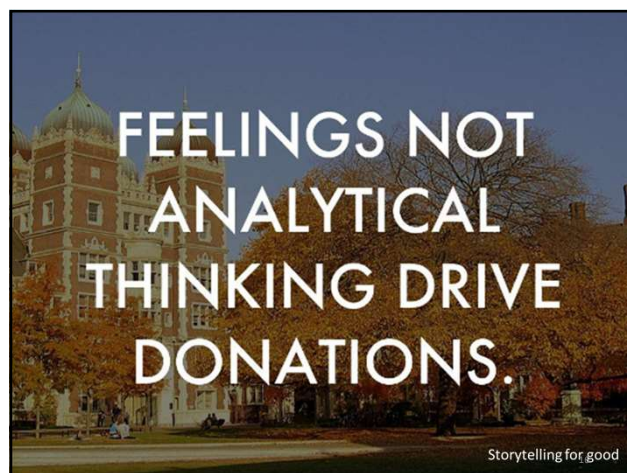
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<http://www.verticalresponse.com/features#design>

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Storytelling for good



Shared Values: What do you want people to...

- Feel?
- Do?
- Remember?



<http://www.pbs.org/wgbh/americanexperience/films/fdr/>

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Trending: Re-learning what it means to "connect"

Lord Ponsonby:  
"How do you speak to the natives?"

Lord Snot:  
"In English, of course?"

Lord Ponsonby:  
"What if they don't understand?"

Lord Snot:  
"I speak louder"



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Andy Smith  
Rod Lambert  
Rod Lambert  
Deputy Director, Australian National Centre for Public  
Intelligence of Science at Australian National  
University



Date before you ask someone to marry

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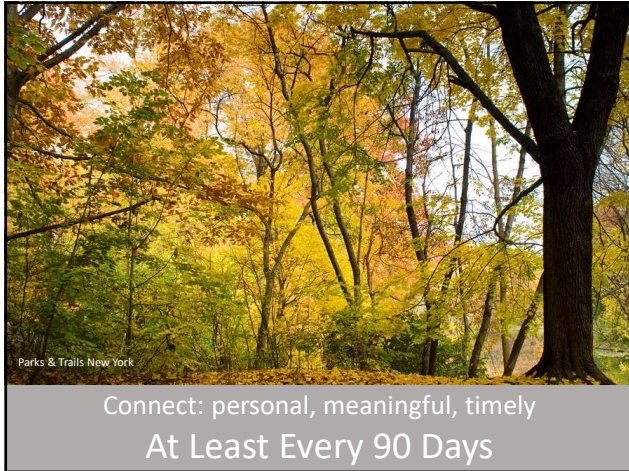
Neuroscience has documented that our brains  
"have trouble separating the trivial from the important,  
and all this information processing makes us tired."  
-Daniel Levitin

#2. Create a Quarterly Plan

Friends of Knox  
Farm State Park

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### Establish a simple Rhythm of Communication and Engagement

If you are just starting out, try something like this

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Social Media	1/wk	1/wk	1/wk	1/wk	3/wk	3/wk	3/wk	3/wk	3/wk	3/wk	3/wk	3/wk
E-news	1	1	1	1	1	1	1	1	1	1	1	1
Update Website	2	2	2	2	2	2	2	2	2	2	2	2
Oversized Postcard				late						late		
Solicitations "asks", thks	thank		Thank you		Late ask		2 visit	2 visit	Thank you		Late ask	thank
events, vol. workdays					Wk-day					Wk-day		
Comm. Programs		1		1			1	1		1		

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## #4. Stories of Change

So What? Who Cares?



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

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Jeff Brooks

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THE HTHP PROGRAM IS RESPONSIBLE FOR HELPING BUILD MORE THAN 200 MILES OF NEW TRAIL.



### Healthy Trails Healthy People Communities

1. Greenleaf Trail
2. Long Island Parkway to Grand Long Neck
3. Rockaway Beach Branch Greenway
4. Riverside Park North
5. Riverline West Greenway Trail
6. Queens Creek Trail
7. Delaware St Hudson Canal Trail
8. Dutch River Trail
9. Albany County Rail Trail
10. Hawk River Greenway
11. Little Assawabie River Trail
12. St. Lawrence River Greenway Trail
13. Sullivan County Greenway
14. Schoharie Greenway
15. Chenango River Greenway
16. Chenango Canal Conversion Corridor
17. Chateaugay Creek Walk
18. Salmon River Greenway
19. Finger Lakes Dryden Trail
20. Chenango Valley Wrentham Trail
21. Adirondack Park Trail
22. Adirondack State Trail
23. Adirondack State Trail
24. Adirondack State Trail
25. Adirondack State Trail
26. Adirondack State Trail

Healthy Trails, Healthy People Projects 2010-2015

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Sounds great, what's the push-back?

- Know your audiences
- Weave in messaging to start addressing concerns
- Lead with examples they can relate to, personally
- Facts and figures don't change many minds

## HOW STORYTELLING AFFECTS THE BRAIN

### NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

### MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.

**DOPAMINE**  
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

**CORTEX ACTIVITY**  
When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

Graphic from One Spot.

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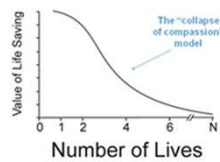
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How you frame the story, the impact, is important.  
Giving is emotional...we have to relate

### The singularity effect

#### HOW WE VALUE HUMAN LIFE: COLLAPSE MODEL



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Network for Good. CONVOIO

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Make the organization the *supporting* character of the story..



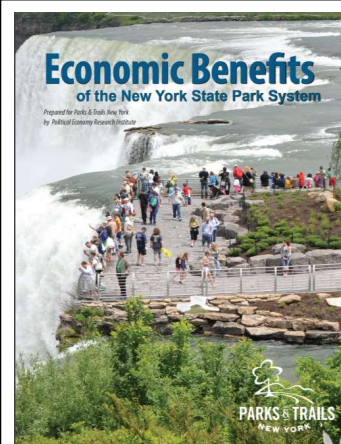
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Story of Change:  
Pixar Framework

Once upon a time...  
Every day...  
One day...  
Because of that...  
Because of that..  
Until Finally...  
(see handout)

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WIFM?

So What, Who Cares?

How does this change depending on your audience?

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Become a more welcoming organization:  
Start with shared values

- a. Those who already support you
- b. Those who you want to support you

What do you do?	Why might people care, relate, appreciate?

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#5. Visuals matter



Friends of Letchworth State park

Words are processed by our short-term memory where we can only retain about seven bits of information (plus or minus two).

This is why, by the way, that we have seven-digit phone numbers.

Images, on the other hand, go directly into long-term memory where they are indelibly etched.

– Dr. Lynell Burmark, Ph.D., Thornburg Center for Professional Development

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Parks & Trails New York

“We live in the age of information overload.

A wealth of information creates a scarcity of attention and thus a need to efficiently allocate attention.”

-Clarification, August 2017

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Friends of Clermont  
November 8 at 8:53am · 🌐

Deck the Halls this holiday season at Clermont: find out what we've planned in our e-newsletter!

MYEMAIL.CONSTANTCONTACT.COM

Like Comment Share

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### #6. Social Media Simple Strategy:

1. Awe
2. Awww
3. Amazing (as in appreciation)
4. Helpful tips
5. Change

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A recent guide to visual storytelling practices reveals that when information is presented orally, people tested **72 hours later remember only about 10%.**

**That jumps to 65% when pictures are added.**


-Clarification, 2017 and <http://www.resource-media.org/visual-story-lab/report/>

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### Social Media

- It's an important part of your engagement and retention program.
- It's a key part of the integration.
- Know where your people are...
- Boost your posts, post at least twice a week



Friends of the Genesee Valley Greenway-FOGVG shared a post.  
November 22 at 4:13pm · 🌐

Will Haines and his friends rode 27 miles on the Greenway. He says, "Love the Greenway. It's Heaven."


Will Haines · Friends of the Genesee Valley Greenway-FOGVG  
November 22 at 2:33pm · York, NY · 🌐

Had a nice ride with friends on the Greenway from Scottsville south and back, 27 miles total. The trail is still washed out at mile 23.5. As I surveyed the surrounding land, wondering if a path could be created around the washout area. Just a thought.

❤️ the Greenway. It's heaven. 🌲🍂🍁

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Ocean Conservancy  
10 hrs · Edited · 🌐

Thank goodness it's National Coffee Day! We're in desperate need of some caffeine!

Unlike Comment Share 2,204 21 505

### Facebook Posts with images see 3 times more engagement.

<http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/>

I need a smile, I need to relate, I need good news, I want to belong...

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## Putting together a team as a Friends Group

### MONTH X

**Mondays:** Sue (beautiful views from and of trails)

**Tuesday:** Bob (Trails and dogs)

**Wednesday:** Jane (Water and Wildlife from trails)


**Thursday:** Amanda (Throwback or fun related to trails)

**Friday:** Sal

(Appreciation for those who make it possible; families and trails; jobs related to trails)

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### AN EVENING AT THE KNOX FARM


*A self-guided walking tour of the Knox Farm State Park*

- Hear the stories and history of the Knox family and farm from Explore Buffalo docents in each building.
- Bring your family and friends,
- Pack a picnic or enjoy dinner in the Village of East Aurora.

**THURSDAY JULY 13, 2017**  
5 PM—9PM  
Knox Farm State Park  
437 Buffalo Road, East Aurora NY 14052

**TICKETS**  
\$20 in advance  
\$25 at the door

For tickets and more information visit [www.explorebuffalo.org](http://www.explorebuffalo.org)



The Park itself is open to the public, however, entrance into the buildings will be restricted to ticketed guests.  
[www.explorebuffalo.org](http://www.explorebuffalo.org) 716-245-1032

## CANVA

Easily create beautiful designs + documents

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[Start Designing](#) [#find Apps](#)

<https://about.canva.com>

Friends of Knox Farm State Park

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## #7. Appeal letters

When you're fundraising are you pushing people away?

How would you frame the need?

By the time they get the "ask" they should be inspired...

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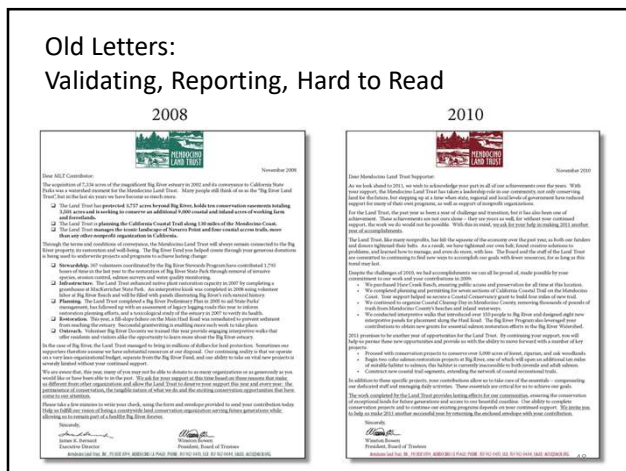
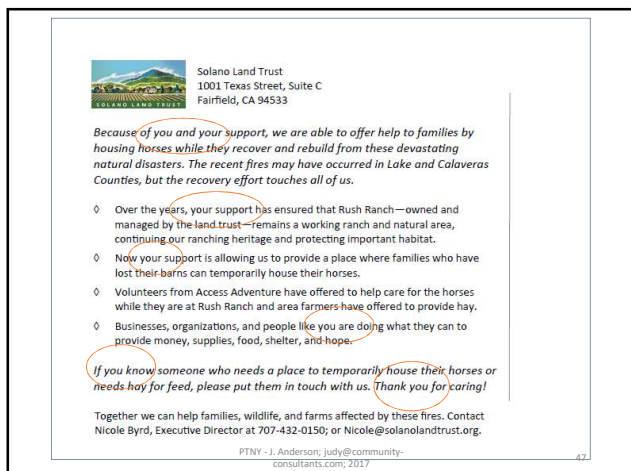
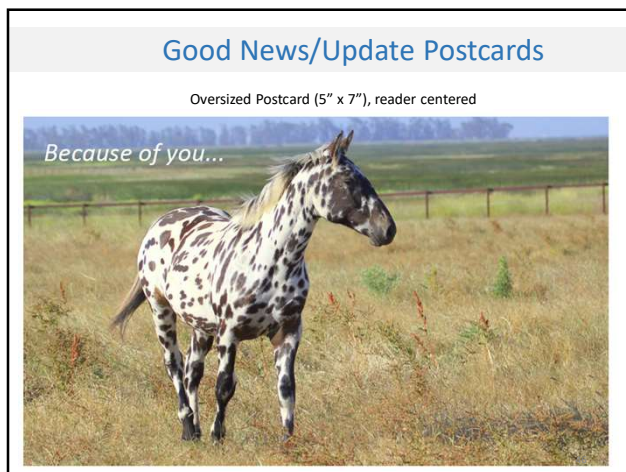
## Write to me...

"...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."

Tom Ahern

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## Appeal Letters

### 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

Don't forget to **ASK!**

Logo  
[ Optional Important Message ]

Dear Mr. Smith,  
I hope this is the right of help coming  
around on days in my business today  
again with design.

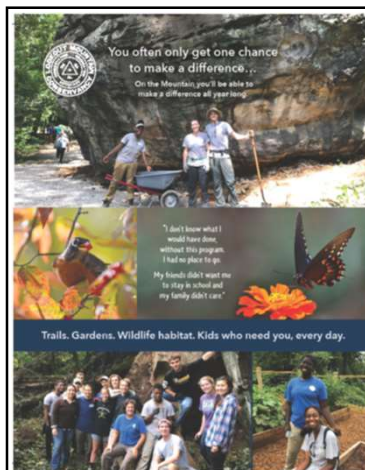
Sincerely,  
Mr. Security Champion, ED  
P.S. I have more to say here.

Tom Ahern

Judy: Include visuals

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## CANVA

Easily create beautiful designs + documents

Use Canva's drag and drop feature and professional layouts to design consistently stunning graphics.

Start designing

Find apps

<https://about.canva.com>

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### Become a member of the

Support the **Friends** goals of organizing programs and events to help visitors appreciate the natural, historical, and recreational resources of \_\_\_\_\_ and providing volunteers to work on service projects that enhance the public's enjoyment of the park.

Yes, please count me as a member of the  
Enclosed is my membership dues payment for 2017.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_  
Amount \_\_\_\_\_

Membership Categories	Membership Dues
Individual	\$15
Senior Citizen (62 or older)	\$10
Student (under 22 or has valid student ID)	\$10
Family (two adults and their children under 18)	\$25
Non-Profit Organization	\$35
Business	\$50

I wish to make an additional gift of \_\_\_\_\_ to the **Friends** to support their activities at \_\_\_\_\_

Please make checks payable to the

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**Lookout Mountain Conservancy**

Donate securely online or submit your gift using this envelope.  
423.424.3882  
[LookoutMountainConservancy.org](http://LookoutMountainConservancy.org)

Yes, I want to invest in our youth and families using conservation to change lives. I want to help enhance trails, wildlife, parks and Lookout Mountain for future generations.

Name \_\_\_\_\_  
(as you wish to be acknowledged)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

☐ \$750 ☐ \$250 ☐ \$75 ☐ \$35  
☐ \$500 ☐ \$100 ☐ \$50 ☐ Other \$ \_\_\_\_\_

**You can make a difference. Be a hero each month!**  
I want to help increase the pace of conservation year-round.  
Please charge my credit card for \_\_\_\_\_ months at \_\_\_\_\_ per month, starting \_\_\_\_\_ (month).  
A minimum \$5 monthly contribution is required to participate.

**Your gift matters.** Contributions of any size are welcome and make a difference. Your gift is tax deductible to the fullest extent permitted by law. Our financial statements are available upon request.

☐ My check payable to **Lookout Mountain Conservancy** is enclosed.  
☐ Contribution to my credit card: ☐ Visa ☐ Mastercard ☐ American Express  
Name (as it appears on card) \_\_\_\_\_  
Card Number \_\_\_\_\_  
Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_ Billing Zip Code \_\_\_\_\_  
Amount of Charge \$ \_\_\_\_\_ Signature \_\_\_\_\_

☐ My employer will match my gift to Lookout Mountain Conservancy and I have enclosed their matching gift form.  
☐ Please keep my gift anonymous.  
☐ I'd like to explore making a planned gift or gift through my will.  
Please contact me with more information on your Planned Giving program.  
☐ I'm interested in giving stocks, bonds, property, or other appreciated assets.  
Please contact me for more details.

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## #8. Tips for Better Thank You Letters: Connect with People

1. Conversational tone
2. From one person to the donor  
NO "Dear Friend"
3. What change have they made, will they make?
4. Tell a short story of change at the beginning, extrapolate

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## Tips for Better Thank You Letters, continued:

1. Conversational tone
2. From one person to the donor
3. What change have they made, will they make?
4. Tell a short story of change at the beginning, extrapolate
5. Send within one week, two weeks maximum
6. Consider an enclosure, visuals
7. Write when you write your solicitation

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### Example thank you letter

See handouts on Thank You Letters

- Visuals are important.
- Font no smaller than 12; use serif fonts
- Real signature
- Try an make it personal if you can.

April 18, 2017  
Judy Doe  
123 Main Street  
Sheridan, WY 82801

Dear Judy,

Can you imagine what Sheridan County would feel like without its wide-open spaces, clean  
rushing rivers and creeks, trails that connect you with nature, and forever working ranches?  
Can you imagine springtime in the foothills of the Big Horn Mountains without the diverse  
wildlife – the elk, the fish, the deer, the game, the, cranes and eagles?

Now your membership support has helped ensure that the landscapes that make Sheridan  
County special, remain that way. Thanks to the vision of community members like you, since  
you can get in touch, it will have been successful for a public park system of some, more than  
a mile of hiking trails have been added to Red Creek Trails and look from all backgrounds  
have been given support to support nature – enjoy their vision and determine.

You have helped our community conserve what makes it special. Thank you.

**We need your help and your membership support to conserve these special places.**

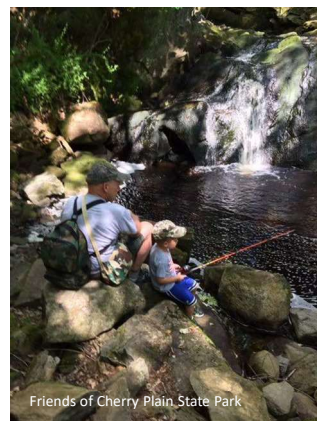
Ranchers and community members are asking for our help. Rather than develop it, they want  
to conserve their family lands—the lands that define the heart and soul of Sheridan County.  
Others, like our fish, rangers, bikers, hikers and nature lovers need our help to maintain and  
add to Red Creek and Soldier Ridge Trails.

**I'm writing to ask you to consider joining your friend and neighbor with a gift of \$100/month.**  
Monthly giving is safe, easy to do, and will make a big difference. Our County is a treasure gift to  
nature too. Your tax-deductible donation is what will make future conservation a reality.

Thank you for your past support and for how to contact me if you have any questions.  
Together, we can conserve the very essence of Sheridan for generations to come.

Sincerely,  
Cathy Bender, Executive Director  
director@sheridancounty.org  
sheridancounty.org

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### Call them, thank them

1. Thank them.
2. Call them for their gift—ask what they care about.
3. Invite them to a program or event.
4. Ask if they'd be interested in sharing photos of when they are out on the park/trail and if so, tell them where to email it or send it.

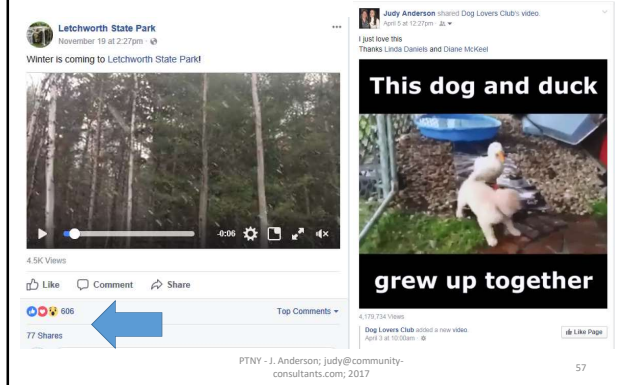
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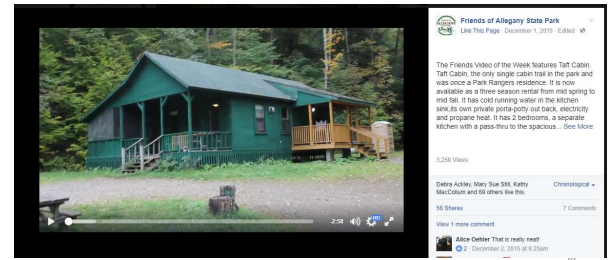
### #9. Video:

Are you making people happy? Inspiring them to share?



### Video Tips:

- Shorter now, up to two minutes max (unless a captive audience)
- Not fancy, but something that will interest people
- Stories, examples, before and after, in-the-moment, etc.
- Sound and stability (lack of wiggling) is important)



What to we feel like? Who are we listening to?

Who are we currently serving?  
Who has been left out? What can we do about that?



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### #10. Be Friendly

Walks, talks and other community programs...

1. Who **greet**s people, and makes them feel welcome?
2. Who **talks to them** now and then, before, during and/or after the program?
3. What do you **bring to share**?
4. Who does the **follow-up**, and makes people feel appreciated?



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## Appreciation Tips:

For each event or program establish:

1. The greeters
2. The chatters (could be live posting as well as live chatting)
3. The thankers (notes, social media, thank you calls, gift delivery)

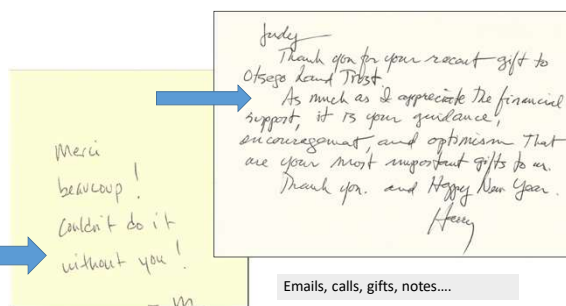
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## #11. Don't send Lame Thank You Notes



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Emails, calls, gifts, notes....

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## #12. Press

Try submitting **monthly** with "deep **impact** captions" and compelling images to your local press

### Example:

A recent study by the XXXX has found that trails, within a 15 minute drive from someone's house, increase better health by reducing the risk of heart-attacks, lowering diabetes, and reducing Attention Deficit Hyperactivity Disorder. Trails like the Harlem Valley Rail Trail will help provide many of these benefits with its 22 miles of trails and proximity to schools and villages.

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## Example Feedback for Mendocino's integrated approach (small nonprofit)



### Lapsed major donor re-engaged:

"The communications coming out from the land trust are so much better than they used to be. They are coming from the heart and I feel like you're really engaging with me instead of talking about the organization."

### City Manager's office:

"Linda and I love your newsletter!!! So much so that we would like to emulate it for City news."

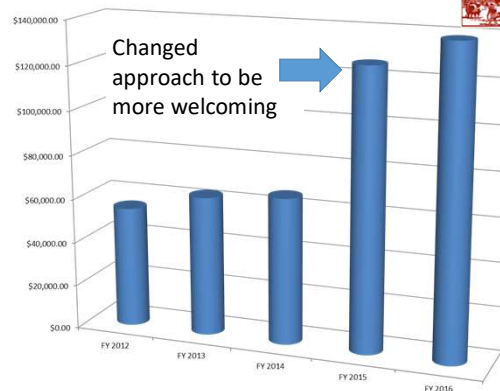
### Current major donor:

"The newsletter/update was terrific! Tell the staff I loved it. And I 'shared' it on FB. Thanks for what you do."

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## Year-End Appeal



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"People will forget what you said  
People will forget what you did

But people will never forget how  
you made them feel."

-Maya Angelou

[http://en.wikiquote.org/wiki/File:Maya\\_angelou.jpg](http://en.wikiquote.org/wiki/File:Maya_angelou.jpg)

As quoted in Worth Repeating:  
More Than 5,000 Classic and  
Contemporary Quotes (2003) by  
Bob Kelly, p. 263

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Parks and Trails New York

What tips could you build on in 2018?

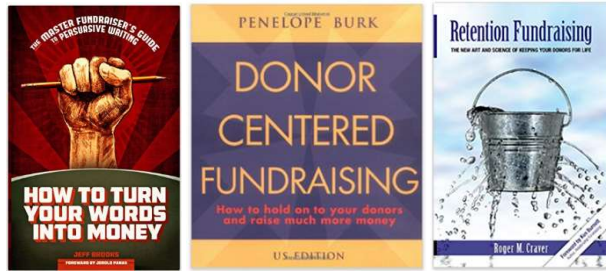
Questions?

PTNY - J. Anderson; judy@community-consultants.com; 2017

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If you'd like tips on how to take  
the welcoming concept deeper into fundraising...



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