

DO THESE 3 THINGS NOW TO BLOW PAST YOUR HOLIDAY FUNDRAISING GOALS

Sandy Rees
Chief Encouragement Officer

GET **FULLY**
FUNDED



YOU'RE IN THE RIGHT PLACE...

- ▶ Need to raise BIG BUCKS during the holidays!
- ▶ Aren't sure how to do that
- ▶ Believe in planning and want to get yourself ready for success
- ▶ Want some ninja tips to blow past your goals!

ABOUT ME --



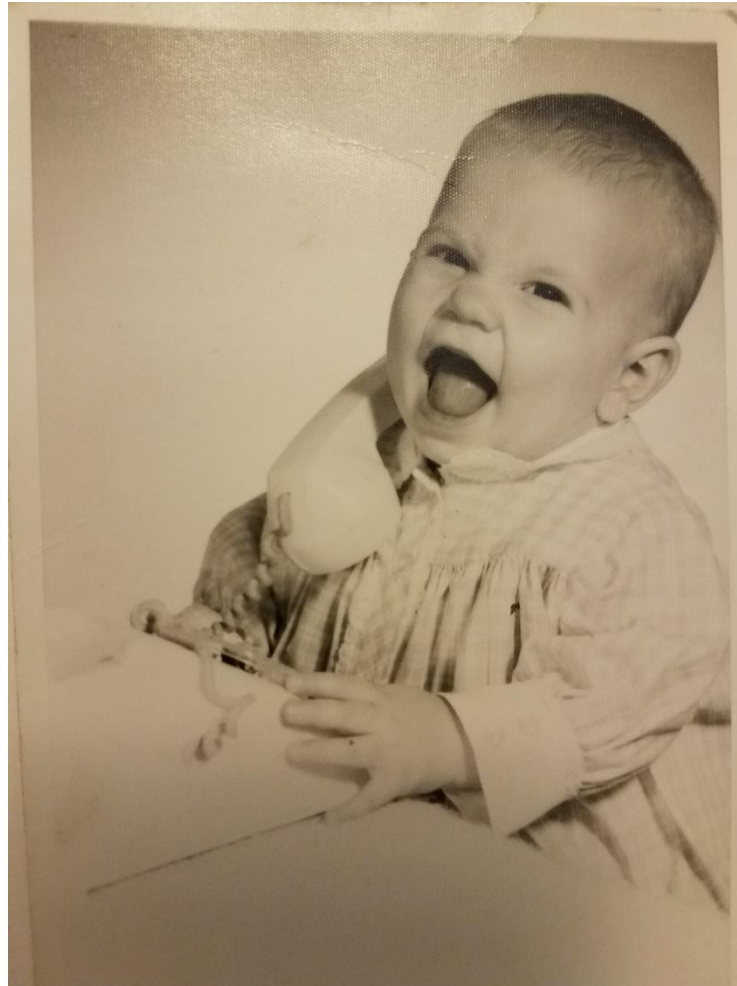
- ▶ Fundraising Nerd
- ▶ Trainer
- ▶ Animal lover
- ▶ Founder & Host of Fundraising TV

me and Ginger



HERE'S MY STORY...

**I WASN'T BORN WITH
FUNDRAISING SKILLS...**



I DIDN'T SIGN UP FOR FUNDRAISING AT CAREER DAY



WHERE I LEARNED IT WAS...



WHAT HAPPENED WAS...



TODAY...



HOLIDAYS 2020

“We did it!”

“We reached our goal early.
What do we do now?”

“Thank you, thank you!!

“We’ve never raised that
much during the holidays
before!”

“I can’t believe we did it!”

“That was amazing!”

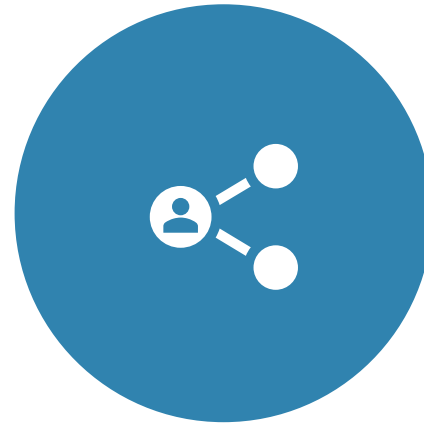
LET'S JUMP IN!



TRUTH --



WHEN YOU RAISE
MORE MONEY,



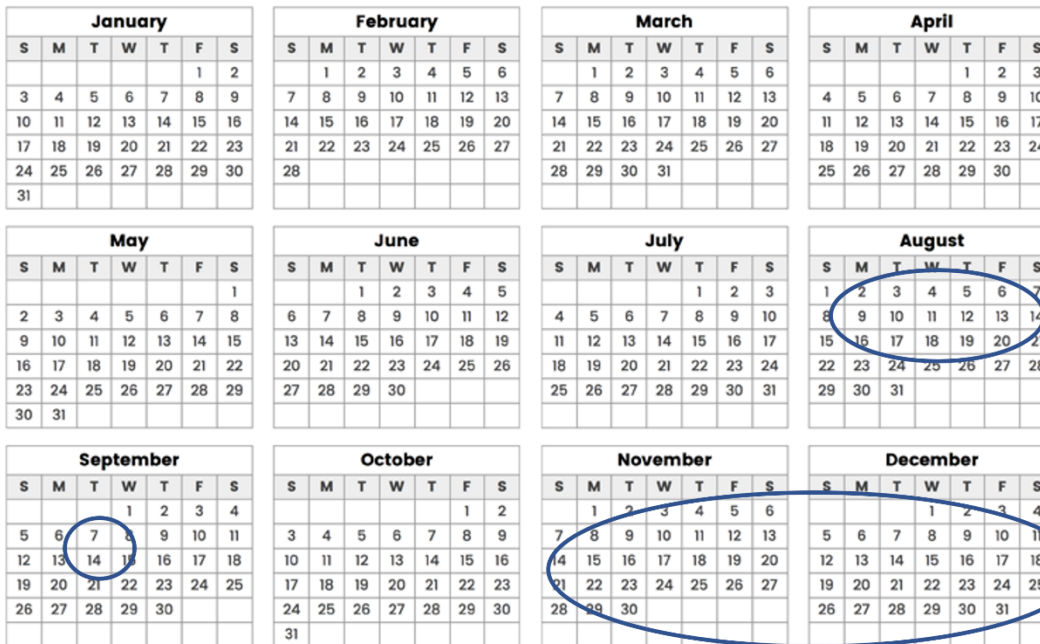
YOU CAN CHANGE
MORE LIVES.

COMMON PROBLEMS:

- ▶ Assuming that people will give just because it's the holidays
- ▶ Waiting until the last minute to plan
- ▶ Overasking
- ▶ Bad asks/begging

HERE'S WHERE WE ARE:

2021 Calendar



You are here



Fundraising season starts



PRIME fundraising time!



BEFORE YOU CAN EAT CAKE:





BEFORE YOU CAN EAT CAKE:

- ▶ Choose a recipe
- ▶ Decide when you'll bake
- ▶ Shop for ingredients
- ▶ Mix the ingredients
- ▶ Bake the cake
- ▶ Let it cool
- ▶ Grab a fork!!



Same with Fall/Holiday fundraising

WHAT GOOD FUNDRAISING IS:

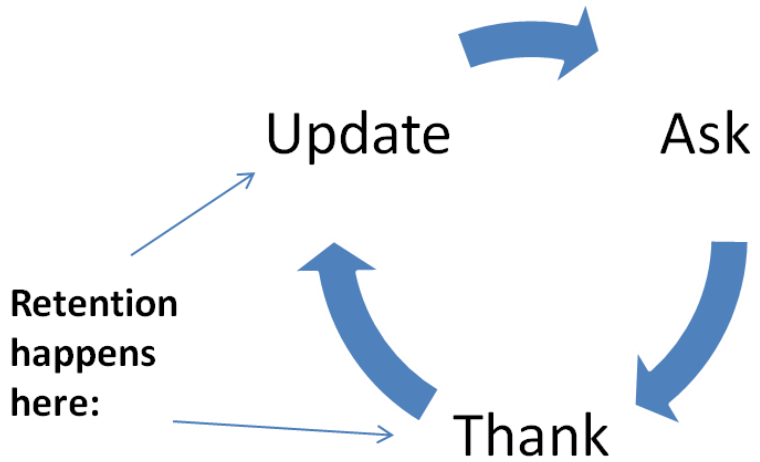
- ▶ Donor focused
- ▶ Partnership
- ▶ Transformational for the donor AND the charity



WHAT FUNDRAISING ISN'T:

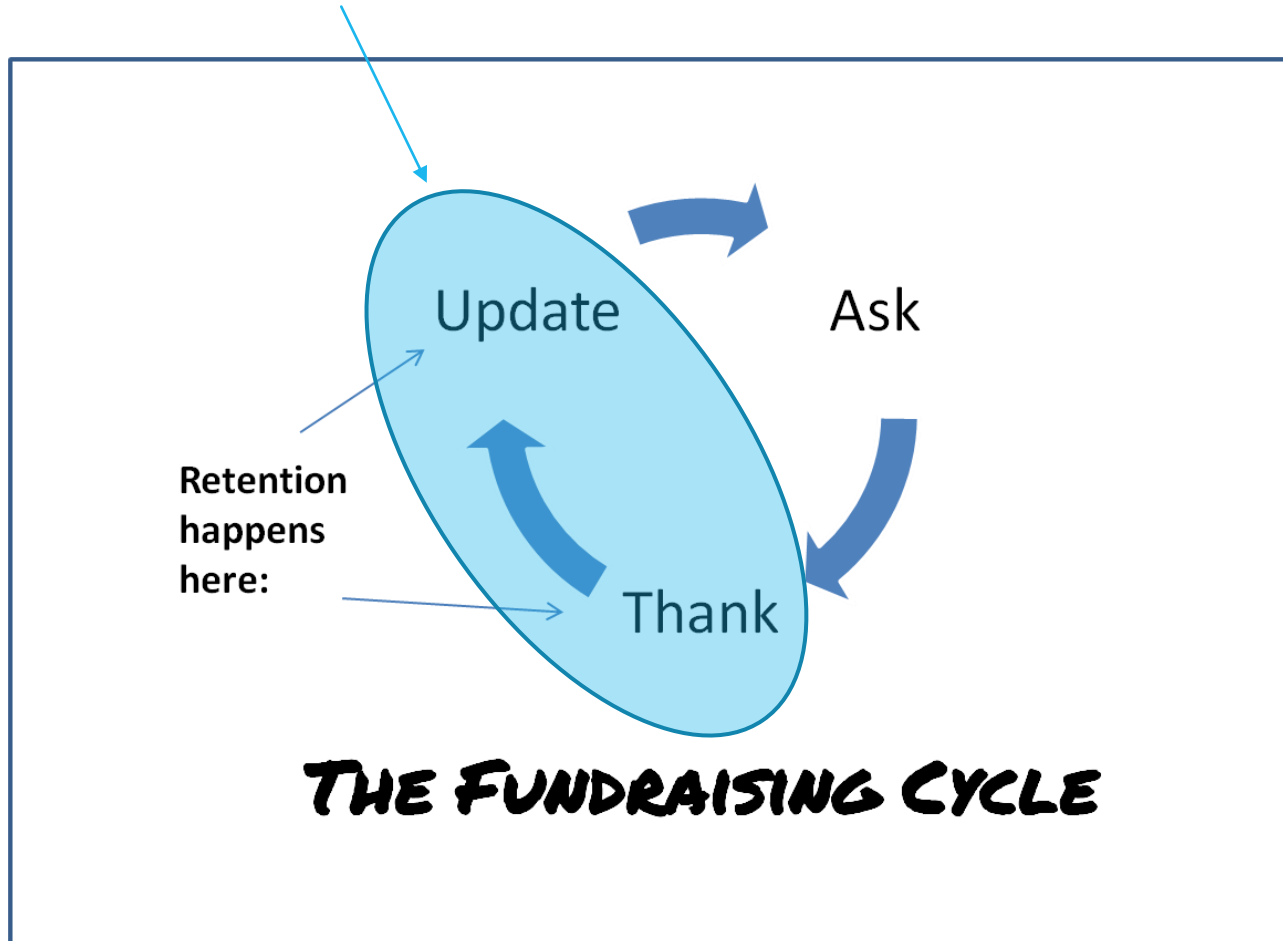
- ▶ Begging
- ▶ Arm twisting
- ▶ “Hitting people up”





THE FUNDRAISING CYCLE

Do lots of this NOW



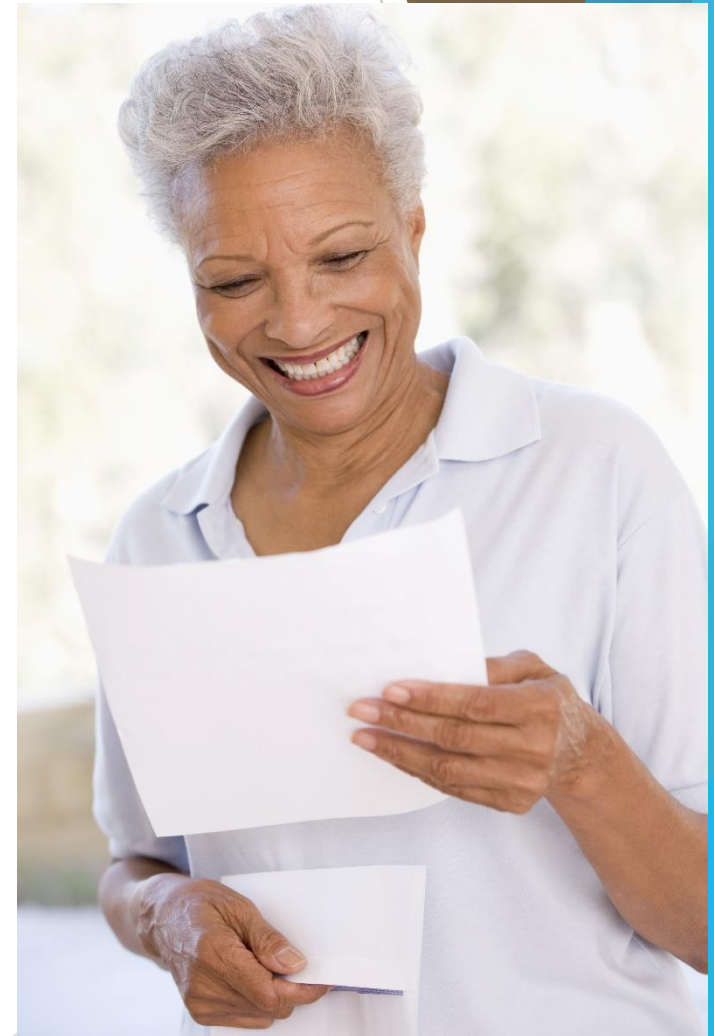
THE FUNDRAISING CYCLE

MAINTAIN A POSITIVE BALANCE



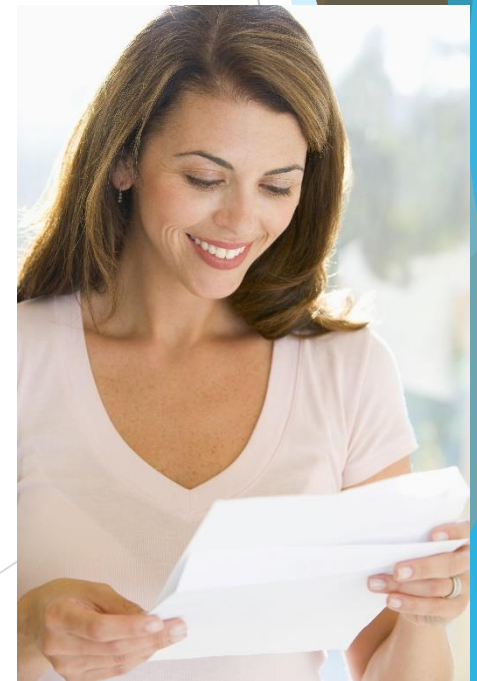
STRATEGY #1: WARM UP DONORS

- ▶ Lots of warm touches
- ▶ Remind them they're the hero
- ▶ Make 'em feel good!



WHAT THAT MEANS...

- ▶ Consistent, warm communications
- ▶ More stories, more photos, more video
- ▶ More invitations to connect



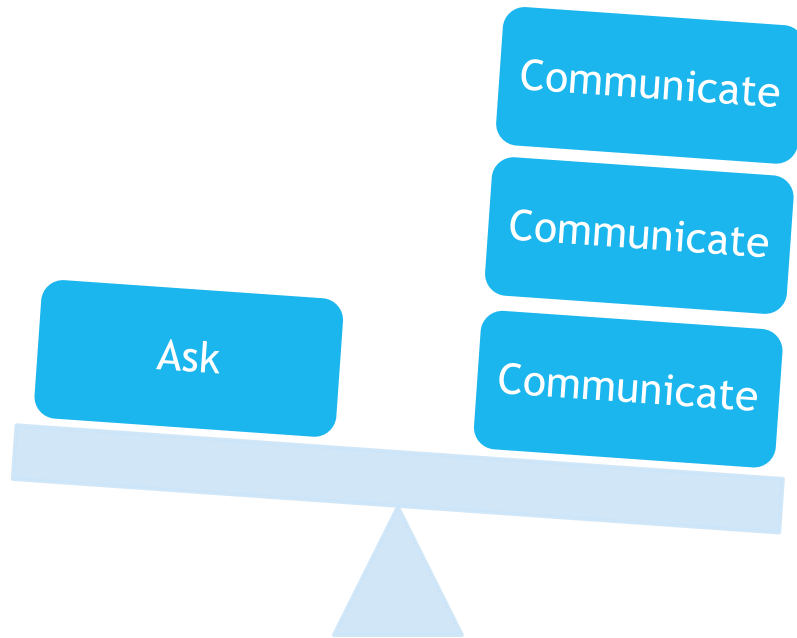
NINJA IDEAS:

- ▶ Mid-Year Update
- ▶ Thank-you video
- ▶ Thank-you calls to your best donors**

STRATEGY #2: MAP IT OUT

- ▶ Number of Asks
- ▶ When will you Ask?
- ▶ What happens when you're not Asking?

NINJA TRICK: 3-TO-1 RATIO



NINJA TRICK: CALENDAR IT

DECEMBER

NOVEMBER

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|--|---|--|--|----------|
| 1 | 2 | 3 | 4 | 5 Plan your holiday cards: design, order/print, prep the mailing list, etc. | 6 All Thanksgiving video bits finalized and ready to edit | 7 |
| 4 | 5 Review stories to share in coming weeks | 6 Students start making bracelets | 7 Script update video from Astrid for monthly sponsors (not personalized) | 8 Share your Fall plan with your Board; give them each 3 things to do to help | 9 Student scripts finalized for Thanksgiving video | 10 |
| 11 | 12 <i>Thanksgiving Day (Canada)</i> Plan for Giving Tuesday | 13 Astrid shoot update video for monthly sponsors | 14 Astrid shoot update video for monthly sponsors | 15 Send donor <u>enewsletter</u> | 16 Start shooting student videos; Draft of new website ready | 17 |
| 18 | 19 Gather a list of top donors and monthly sponsors (to call and thank in Nov) | 20 | 21 Pitch a story to the local media (make a list of media contacts, if needed) | 22 | 23 Review and testing of website completed | 24 |
| 25 | 26 Write thank-you call script for top donors and monthly sponsors | 27 | 28 Send update video to monthly sponsors | 29 Plan script for personalized ty videos for top donors (Astrid) | 30 | 31 |

OCTOBER

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|--|---|--|--|----------|
| | | | | 1 Draft Oct, Nov, and Dec TY ltrs | 2 Update social media plan | 3 |
| 4 | 5 Review stories to share in coming weeks | 6 Students start making bracelets | 7 Script update video from Astrid for monthly sponsors (not personalized) | 8 Share your Fall plan with your Board; give them each 3 things to do to help | 9 Student scripts finalized for Thanksgiving video | 10 |
| 11 | 12 <i>Thanksgiving Day (Canada)</i> Plan for Giving Tuesday | 13 Astrid shoot update video for monthly sponsors | 14 Astrid shoot update video for monthly sponsors | 15 Send donor <u>enewsletter</u> | 16 Start shooting student videos; Draft of new website ready | 17 |
| 18 | 19 Gather a list of top donors and monthly sponsors (to call and thank in Nov) | 20 | 21 Pitch a story to the local media (make a list of media contacts, if needed) | 22 | 23 Review and testing of website completed | 24 |
| 25 | 26 Write thank-you call script for top donors and monthly sponsors | 27 | 28 Send update video to monthly sponsors | 29 Plan script for personalized ty videos for top donors (Astrid) | 30 | 31 |

| Wednesday | Thursday | Friday | Saturday |
|---|--|---|----------------------------------|
| 2 Giving Tuesday follow-up Change general ty ltr Remind your Board how they can help | 3 Mail Holiday cards to donors and VIPS (include handmade bracelet to major and monthly donors) | 4 Add a fresh article to your blog Load personalized thank-you videos to YouTube (for top donors) | 5 |
| 9 Plan and draft Last Chance appeal | 10 Write and send email for personalized thank-you videos (for top donors) | 11 | 12 |
| 16 Pitch a story to the local media for the week of the 28 th | 17 | 18 | 19 |
| 23 Schedule Last Chance appeal | 24 <i>Christmas Eve</i> | 25 <i>Christmas Day</i> | 26 <i>Boxing Day (Canada)</i> |

STRATEGY #3: COVID-PROOF YOUR PLANS

- ▶ Always have a virtual option
- ▶ Highlight the sense of urgency
- ▶ Leverage online fundraising (you can do more!)

NOW WHAT?



RESOURCE

GET YOUR FALL/HOLIDAY FUNDRAISING PLAN DONE!



Sponsored by Kindful

YOUR PLAN FOR SUCCESS!

- ▶ What to say to get waves of donations
- ▶ Strategically time your Asks so you don't wear people out
- ▶ Thank people so well they share what you send!
- ▶ 120-Day Foolproof Holiday Fundraising Plan

PEOPLE SAY...



Tami [redacted]
September 18, 2020 · 🌐

Had such an awesome time and learned SO MUCH the past two days. I felt so lost before we got started yesterday. Today, I feel like this is all within my reach. Thank you. Thank you. Sandy you are so much fun and so engaging. Even in virtual time, this was AWESOME!!! 🙌🙌

You and 7 others

1 Comment Seen by 47



Liz [redacted]
September 20, 2020 · 🌐


I loved it all but especially the planning calendars that I can modify and use through the end of this year - and beyond!!! Thanks for a great retreat [Sandy Rees](#) and your crew!



Kathy [redacted]
September 18, 2020 · Sherborn, MA · 🌐

Many Many ah-Ha moments but I really come away energized to give my all to the 2020 efforts for our Sanctuary.


FAST RESULTS!

 Rachel J. [redacted]
September 18, 2020 · 🌍

Sandy inspired me to make a \$5 Friday post today, but I changed it slightly to \$10-13 based on the need. I wrote a first draft then cut out half and made sure I had a specific amount listed for a specific need rather than just a "please give." We raised over \$350 in 4 hrs and our goal was \$130! Just the first of many impacts from the conference for our org!!!

P.S our area was hit by Hurricane Sally if you're wondering why everyone's power is out.

< 🔍 Fostering Together Guil Coast 📷

 Jessie [redacted]
September 18, 2020 · 🌍

Gabhhhh! So I got inspired and reached out to a donor and they agreed to commit to be our matching donor this season at \$2500! I am in tears.

120-Day FoolProof Fundraising Plan for 2021

| SEPTEMBER 2021 | | | | | | |
|----------------|---|---------|--|-------------------------------|--|----------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | 1 Gather at least 8 good hear/seeing stories to share | 2 Update thank you letters | 3 | 4 |
| 5 | 6 <i>Labour Day (H)</i> Post hear/seeing story on Facebook | 7 | | | 8 Update thank you letters | 9 |
| 12 | 13 Post hear/seeing story on Facebook | 14 | | | 15 Add a fresh article to your blog | 16 |
| 18 | 19 <i>Lab Day & Home Day</i> Post hear/seeing story on Facebook | 20 | | | | 21 |
| 26 | 27 Post hear/seeing story on Facebook | 28 | | | | 29 |

| OCTOBER 2021 | | | | | | |
|--------------|--------|---|---|--|--|----------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | | | 1 Update thank you letters | 2 |
| 8 | 9 | 10 Gather 8 more good stories to share | 11 <i>Labour Day (H)</i> Post hear/seeing story on Facebook | 12 Add updates to website | 13 Add a fresh article to your blog | 14 |
| 15 | 16 | 17 | 18 Draft donor e-newsletter | 19 Post hear/seeing story on Facebook | 20 | 21 |

| NOVEMBER 2021 | | | | | | |
|---------------|---|--------------------------------|--|--|--|----------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | 1 Update thank you letters | 2 Add updates to website | 3 Send hand written notes to top donors | 4 Send hand written notes to top donors | 5 Send hand written notes to top donors | 6 |
| 8 | 9 Post hear/seeing story on Facebook | 10 Draft donor e-newsletter | 11 Add a fresh article to your blog | 12 Post hear/seeing story on Facebook | 13 Call top donors to thank them for their support over the past year | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |

| DECEMBER 2021 | | | | | | |
|-----------------------------|--|--|--|---|--|----------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | | | 1 Using YouTube follow-up | 2 Send your Board how they can help | 3 Add a fresh article to your blog | 4 |
| 5 | 6 Post hear/seeing story on Facebook | 7 Send donor e-newsletter | 8 Draft donor e-newsletter | 9 Plan and draft Last Chance fundraising email appeal | 10 Write email and subject line for personalized thank-you videos | 11 |
| 12 | 13 Post hear/seeing story on Facebook | 14 Draft Annual Report for 2021 | 15 Draft Tax Summary Letter (prepare hand to January) | 16 Email personalized thank you videos (to top donors) | 17 Add a story to the social media for the week of the 28th | 18 |
| 19 | 20 Post hear/seeing story on Facebook | 21 | 22 Schedule Last Chance email appeals | 23 | 24 <i>Christmas Eve</i> Send Christmas greeting (if appropriate) | 25 <i>Christmas Day</i> |
| 26 <i>Boxing Day (H)</i> | 27 Send Last Chance email | 28 Post hear/seeing story on Facebook | 29 Send Last Chance reminder email | 30 Post hear/seeing story on Facebook | 31 <i>New Year's Eve</i> Send Final Last Chance | |

120-Day Foolproof Fall Fundraising Plan 4

SIGN UP!

Tickets: \$197

Use this coupon code to save \$30: **KINDFUL**

(coupon code expires Aug 20!)

www.InspiredFundraisingRetreat.com

August 26-27, 2021

