



**ARCHITECT**  
PHILANTHROPIC COLLECTIVE

in partnership with



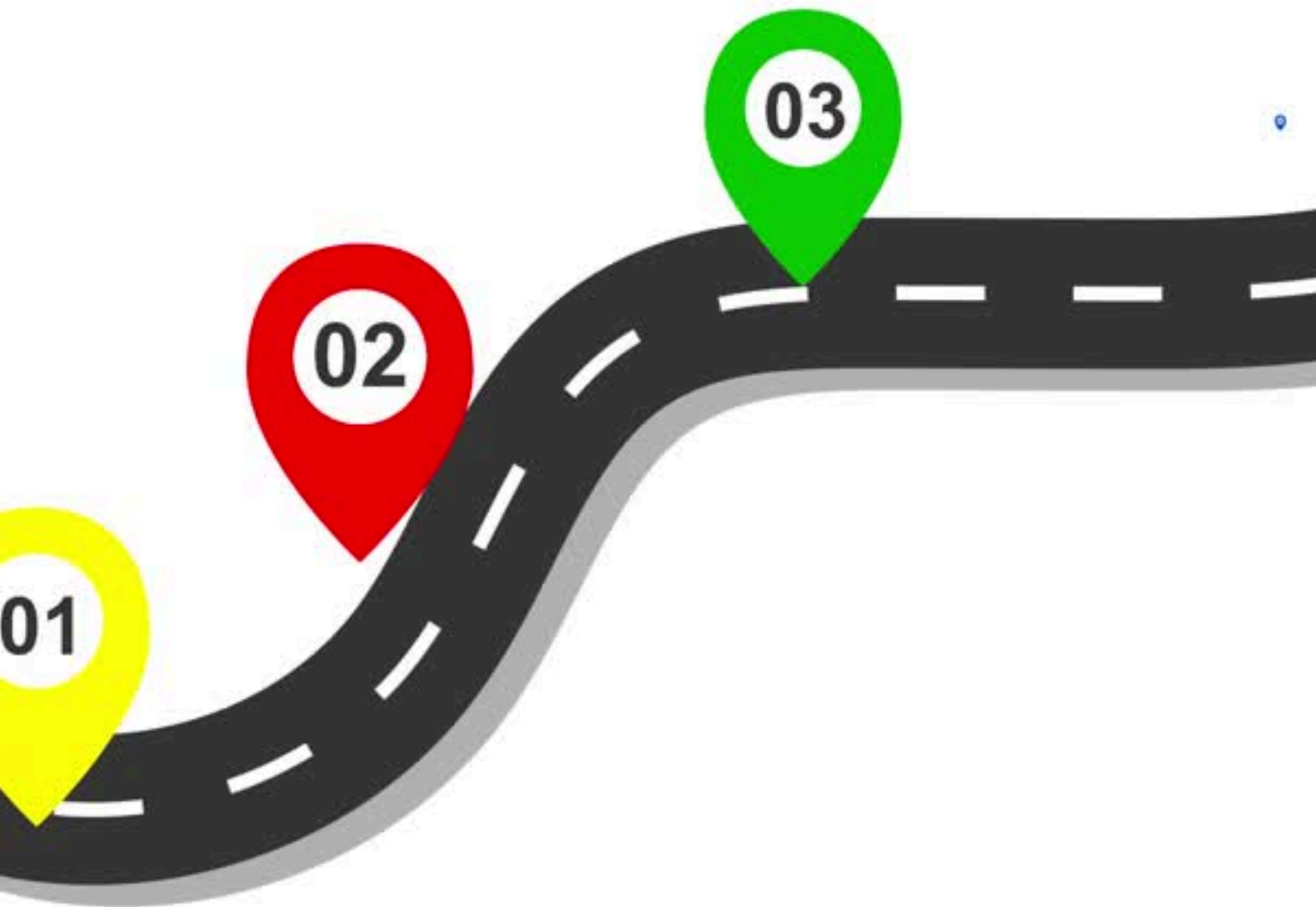
# Blueprint for Impact:

## Maximizing Your Year-End Strategy



## What to can expect from today's session:

- 1) Crafting Compelling Year-End Narratives
- 2) Multi-Channel Outreach Strategies
- 3) Leveraging Partnerships & Setting Impactful Goals
- 4) Donor Engagement and Retention Strategies
- 5) Wrap-up and Q&A



Hi, I'm,  
**Lauren  
Elyse  
Tudor** CAP®

Momentum Catalyst  
for **Social Impact**

Fundraising **Visionary**

CAP®-Designated  
**Operations Strategist**

Engagement **Guru**

Founder/President of  
**Kaleidoscope Investment Group**



# 01. Crafting Compelling Year-End Narratives





# The Power of Storytelling in Fundraising

## The Neuroscience of Storytelling

- Stories activate multiple areas of the brain
- Narrative transportation: Immersion in stories
- Oxytocin release: The "empathy hormone"





# Story Impact on Giving

## How Stories Impact Giving Decisions

- 56% increase in donation likelihood with emotional stories
- 100% more likely to remember storied information
- 22% higher average donation amounts





# Crafting a Community-Centric Narrative

## Storytelling Approach:

- Center community voices and experiences
- Highlight collective impact
- Focus on long-term, systemic change
- Illustrate supporters' role in a larger movement
- Balance emotional appeal with concrete outcomes





# The "Story Stack" Method

## Layer 1 – The Individual Story

- Focus on one person or family
- Provide specific details
- Show before and after transformation







# The "Story Stack" Method

## Layer 1 – The Individual Story

- Focus on one person or family
- Provide specific details
- Show before and after transformation

## Layer 2 – The Community Impact

- Zoom out to show broader impact
- Use data to support the narrative
- Connect individual story to larger mission





# The "Story Stack" Method

## Layer 1 – The Individual Story

- Focus on one person or family
- Provide specific details
- Show before and after transformation

## Layer 2 – The Community Impact

- Zoom out to show broader impact
- Use data to support the narrative
- Connect individual story to larger mission

## Layer 3 – The Donor's Role

- Invite the donor into the story
- Show how their gift makes a difference
- Create a sense of urgency and importance





# Putting It All Together

## Crafting Your Story Stack

- Layer 1: Maria's story of overcoming hunger
- Layer 2: Impact on 500 families in our community
- Layer 3: "Your \$100 gift will feed 20 more families this holiday season"

**Take 60 seconds to jot down a brief story stack for your organization.**

**Share one element in the chat.**



## 02. Multi-Channel Outreach Strategies





# Understanding the Modern Donor Journey

## The Modern Donor Journey

- Non-linear and multi-touchpoint
- Influenced by various channels
- Personalization is key





# Multi-Channel Giving Trends

## Key Data on Multi-Channel Giving

- 63% of donors prefer to give online
- 54% of donors worldwide prefer to be contacted through email
- Donors who are reached through multiple channels give 400% more annually





# Optimizing Your Digital Presence

## Digital Presence Optimization

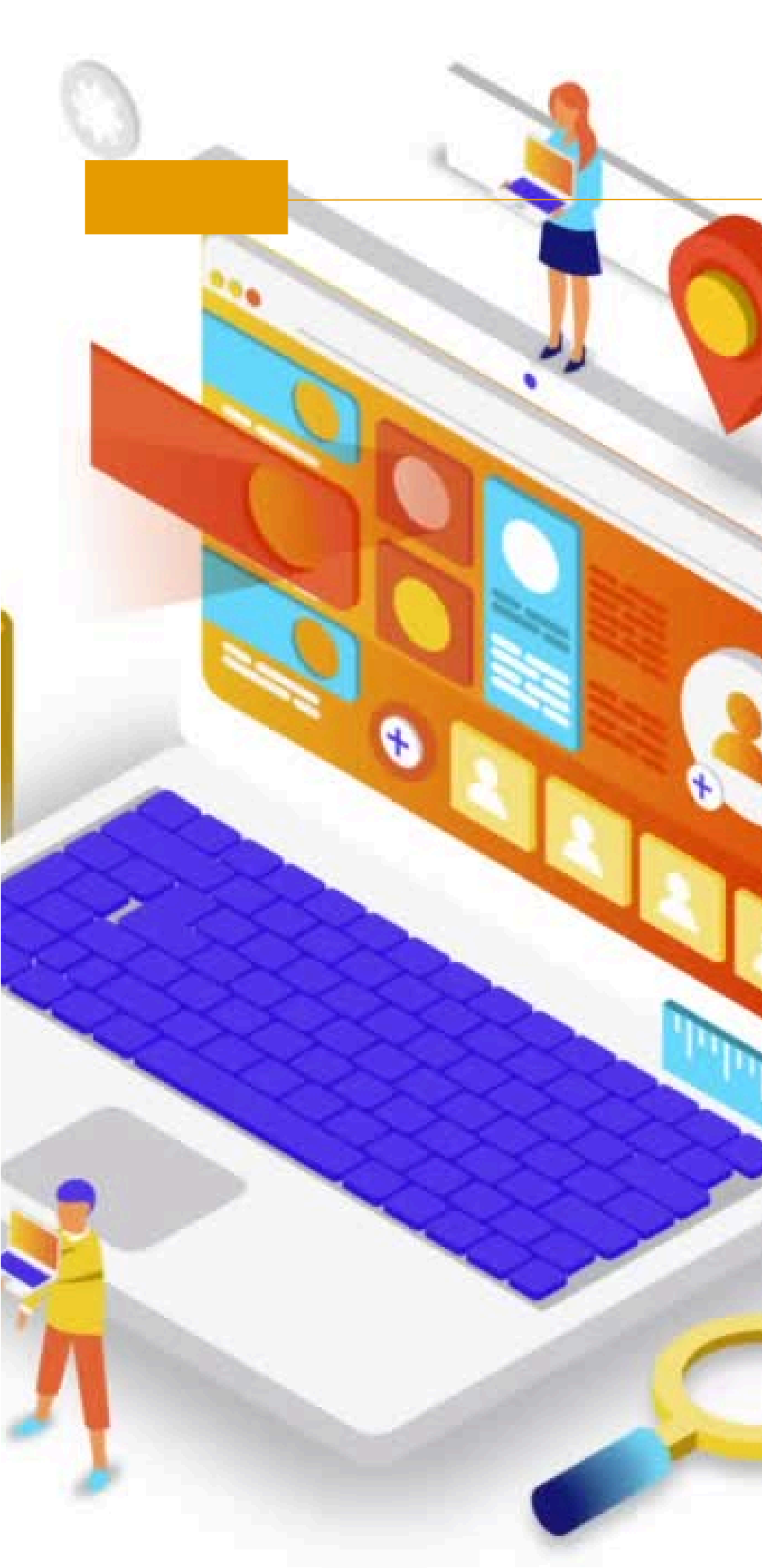
- Website clean-up
- Effective donation landing pages
- Email appeal series

## Website Clean-Up Tips

### A Few Helpful Tips

- Ensure mobile responsiveness
- Simplify navigation
- Prominently display donation button
- Update content regularly





# Effective Donation Landing Pages

## Creating Effective Donation Pages

- Clear and compelling headline
- Streamlined form fields
- Multiple giving options
- Show impact of donation





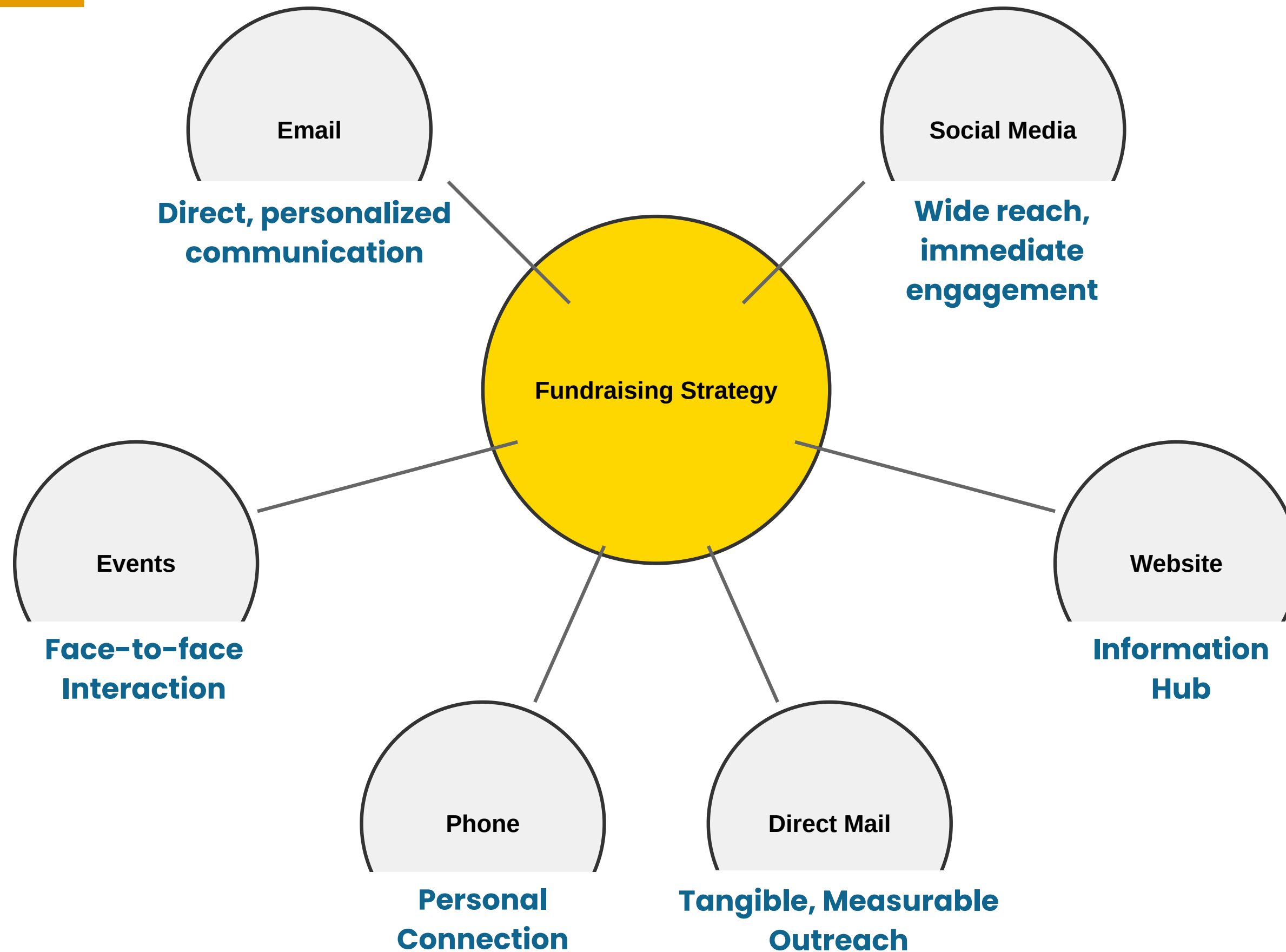
# Email Appeal Series Best Practices

## Email Appeal Series Best Practices

- Segment your list
- Personalize content
- Use a compelling subject line
- Create a sense of urgency
- Include clear call-to-action



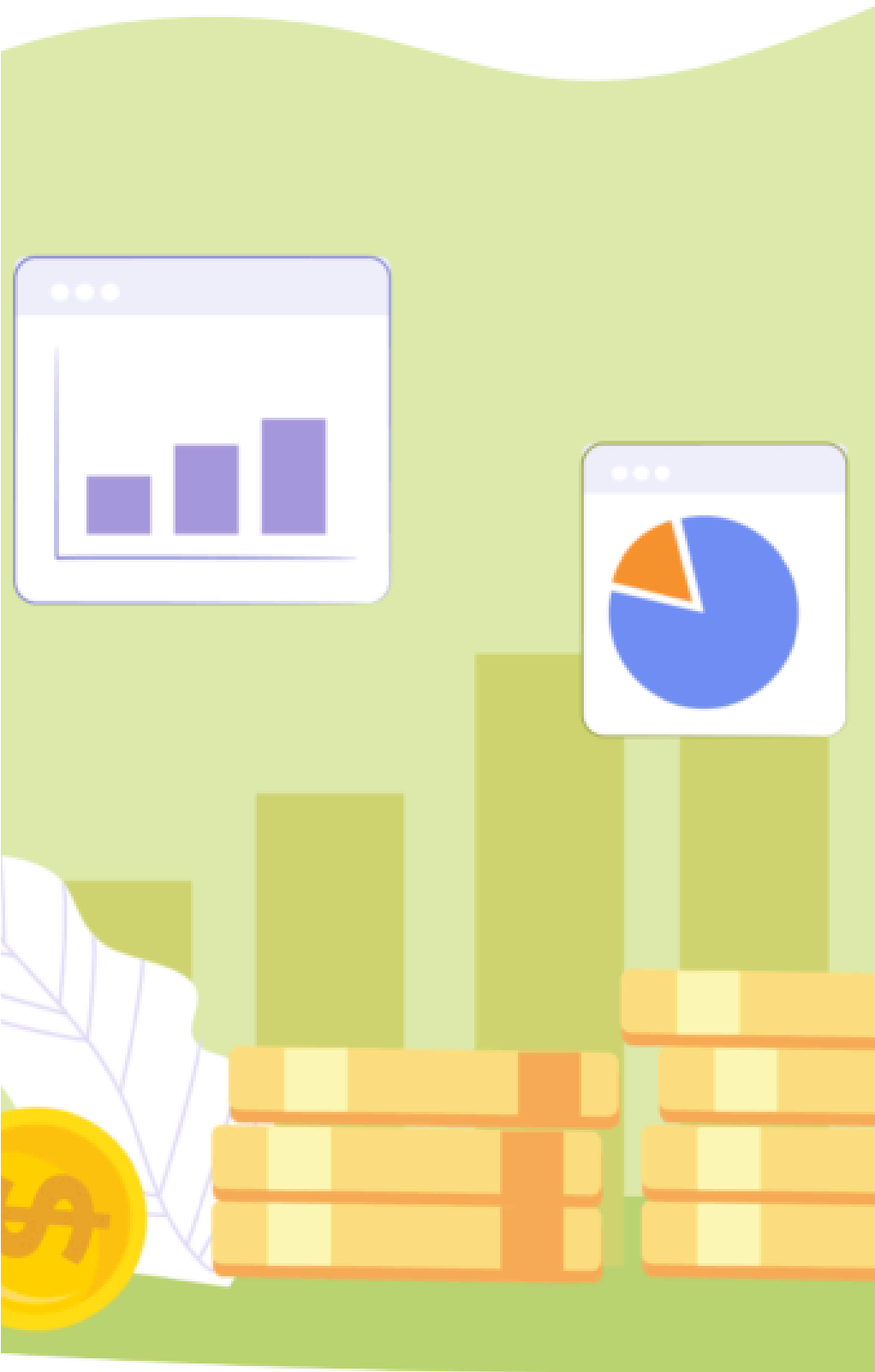
# Introducing the Channel Synergy Matrix



# Implementing the Matrix

## Putting the Matrix to Work

- Identify gaps in your strategy
- Ensure consistent messaging across channels
- Time your communications for maximum impact
- Measure cross-channel effectiveness



## 03. Leveraging Partnerships & Setting Goals





# The Multiplier Effect of Collaborations

## The Power of Partnerships

- Expand reach and resources
- Increase credibility
- Enhance donor engagement

## Strategies:

- Early identification of partners
- Creating mutually beneficial arrangements
- Leveraging partner networks





# Strategies for Early and Matching Donors

## Securing Early and Matching Donors

- Identify potential partners early
- Offer exclusive benefits
- Create a sense of leadership
- Emphasize the multiplier effect





# Beyond Dollars: Holistic Success Metrics

## Measuring What Matters

- Why look beyond dollars?
- The "Quad Bottom Line" approach
- Aligning metrics with mission

## The Quad Bottom Line Approach

### The Quad Bottom Line

- Financial Impact
- Social Impact
- Environmental Impact
- Cultural Impact



# 04. Donor Engagement and Retention Strategies







# Tiered Approach to Lapsed Donor Renewal

## Tiered Re-engagement Strategy

- Recently Lapsed (1 year)
- Moderately Lapsed (2-3 years)
- Long-term Lapsed (4+ years)





# Personalized Outreach Examples

## **Personalized Lapsed Donor Outreach**

- "We've missed you" campaigns
- Impact reports on past donations
- Exclusive "comeback" offers





# Year-End Donor Service Best Practices

## Exceptional Year-End Donor Service

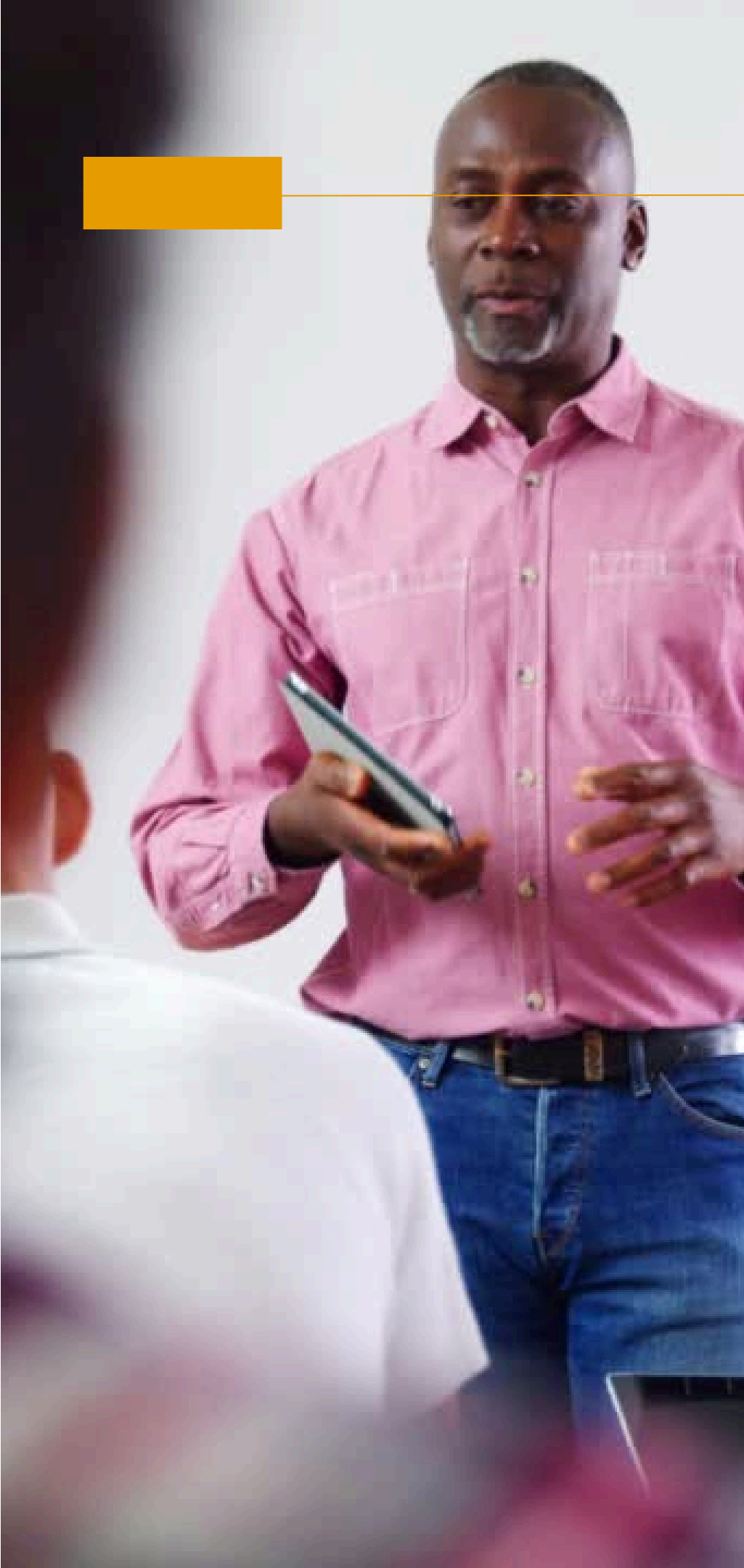
- Prepare staff for increased inquiries
- Ensure prompt, personalized responses
- Create FAQs for common questions

## The Importance of Prompt, Personalized Thank Yous

### The Power of Thank Yous

- 48-hour thank you rule
- Personalization increases retention
- Multi-channel appreciation



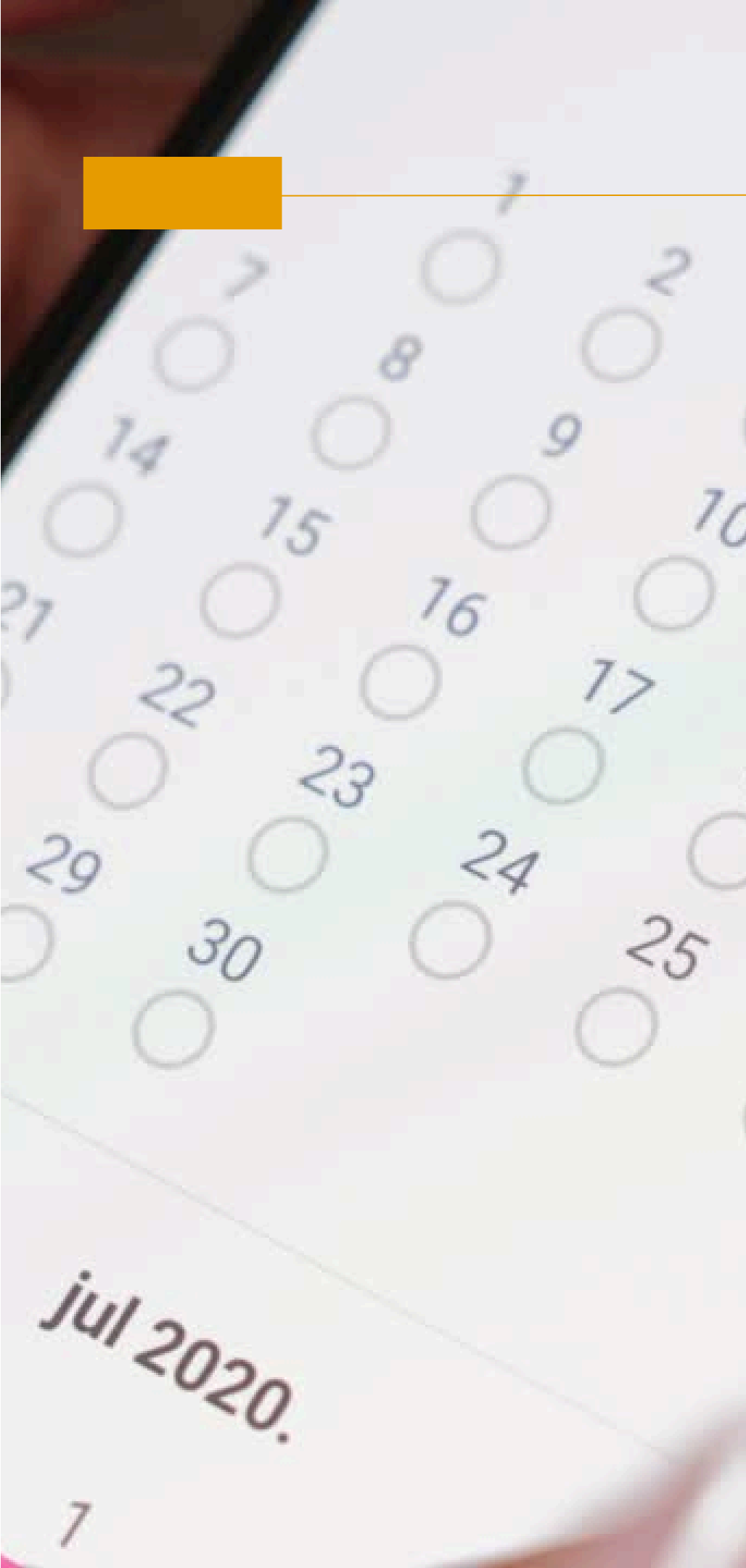


# Preparing Staff for Year-End

## Staff Preparation for Year-End

- Conduct training sessions
- Create response templates
- Set up a donor hotline
- Establish clear escalation procedures





# Practical Tool: Donor Engagement Calendar

## Identifying Donor Segments

- New donors
- Recurring donors
- Major donors
- Lapsed donors
- Volunteers/non-financial supporters

## Touchpoint Types

### Types of Donor Touchpoints

- Thank you messages
- Impact reports
- Newsletters
- Event invitations
- Personal check-ins
- Giving appeals

[www.architectyourambition.com](http://www.architectyourambition.com)

© 2020-2032 | ARCHITECT Philanthropic Collective, LLC | All Rights Reserved



# Building Your Calendar

< July 2023 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Welcome Email 1	4	5	6	7 Major Donor Call
8	9	10	11	12 Re-engage Email	13	14
15 Monthly Newsletter	16	17	18 Welcome Email 2	19	20	21
22 Donor Appreciation	23	24	25	26 Lapsed Donor Call	27	28
29	30 Impact Report	31				

■ New donor welcome series   ■ Major donor personal check-ins  
■ Lapsed donor re-engagement campaigns   ■ General supporter newsletters

## Creating Your Engagement Calendar

- List all donor segments
- Plan types of touchpoints
- Set frequency for each segment
- Align with key dates and campaigns
- Assign responsibilities



## 05. Blueprint for Impact: Key Takeaways



# Remember These Core Strategies

## Key Takeaways

- Craft compelling narratives with community at the center
- Implement multi-channel outreach
- Leverage partnerships strategically
- Set holistic, impactful goals
- Focus on donor engagement and retention





# We Challenge You to Accelerate Your Impact!

## Take the 30-Day Impact Challenge!

- Implement one strategy each week
- Track your progress
- Share your results with peers





---

# 30-Day Impact Challenge Calendar

## Your 30-Day Roadmap

- Week 1: Craft your Story Stack
- Week 2: Optimize one digital channel
- Week 3: Secure a new partnership or matching donor
- Week 4: Implement your Donor Engagement Calendar

## Start Your Year-End Planning Today!

### The Urgency of Now

- Year-end giving accounts for 30% of annual donations
- Early planning leads to better execution
- Your donors are planning their giving now

[www.architectyourambition.com](http://www.architectyourambition.com)

© 2020-2032 | ARCHITECT Philanthropic Collective, LLC | All Rights Reserved





INDEX:

## Helpful resources to further your development.



### Your Year-End Toolkit

- Bloomerang: [Comprehensive Year-End Checklist](#)
- Donor Perfect: [The Year-End Playbook](#)



### Replay this Webinar

- Check your email for the recap and notes
- Schedule a follow-up strategy/discovery session with us!



### Consult an ARCHITECT

- Email: [hello@architectyourambition.com](mailto:hello@architectyourambition.com)
- Website: [www.architectyourambition.com](http://www.architectyourambition.com)



# Thank You for your time!

Connect with us:  
[hello@architectyourambition.com](mailto:hello@architectyourambition.com)

[www.architectyourambition.com](http://www.architectyourambition.com)



We understand the unique challenges faced by small and mid-sized nonprofits.





© 2020-2032 | ARCHITECT Philanthropic Collective, LLC | All Rights Reserved

[www.architectyourambition.com](http://www.architectyourambition.com)