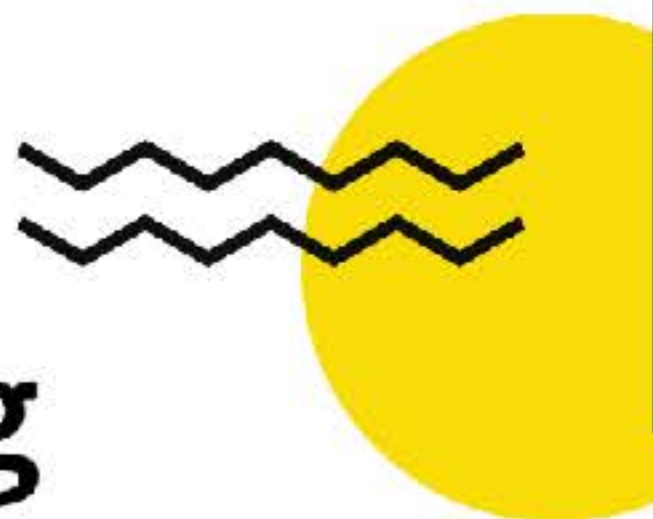


# GET OFF THE FUNDRAISING TREADMILL

With Simple Development Systems





Namaste  
مرحبا  
Bem Vindo Selamat Datang  
Willkommen  
Croeso  
Bienvenue  
Welcome  
Bienvenidos  
أهلا وسهلا  
Benvenuti  
Welkom  
Bem Vindo  
Croeso  
Namaste  
أهلا وسهلا  
مرحبا  
أهلا وسهلا  
Croeso  
Selamat Datang  
Welcome  
Bem Vindo  
Willkommen  
Benvenuti  
Selamat Datang  
Croeso  
Benvenuti  
Willkommen  
Benvenuti  
Kalós ἦλθατε



# THE CHRONICLE OF PHILANTHROPY



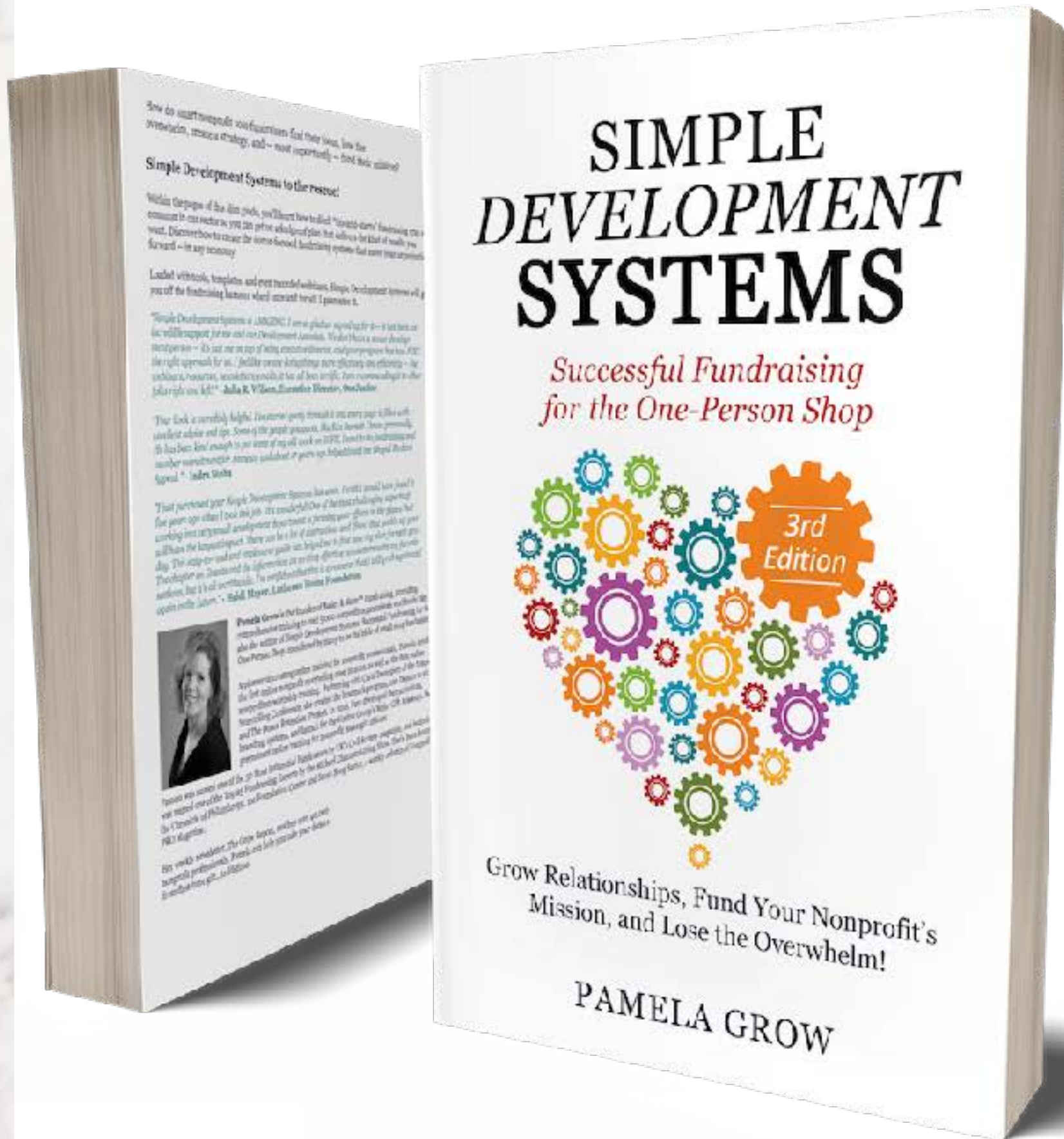
CALIFORNIA STATE UNIVERSITY **Chico**



Strengthening communities by building homes, hope, and opportunities for families to help themselves







- ✓ *Basics & More Fundraising* has raised hundreds of millions for students and clients
- ✓ We've taught over 10,000 nonprofits from around the world
- ✓ I know the power of ***fundraising systems and individual giving*** to transform your nonprofit
- ✓ **And I believe strongly in you and your good work**









Welcome to  
Michigan

GREAT LAKES • GREAT TIMES



Detroit, USA





A banner with the word "POLL" is displayed against a rustic wooden background. The letters are printed in a large, black, serif font on four separate white rectangular cards. Each card is held in place by a light-colored wooden clothespin attached to a thick, natural-colored rope. The wooden background consists of horizontal planks with a weathered, greyish-brown finish. In the bottom corners, there are blurred green plants in dark pots.

P

O

L

L

**Is having a strong base of general operating support important for your nonprofit?**



# What you'll discover today...

- The biggest challenges facing nonprofit fundraising
- The most important fundraising systems to build for your organization
- How to create your organization's storytelling system
- Tips and strategies for successfully implementing \*rinse and repeat\* systems at your organization





Your organization's individual fundraising program (raising money from individuals) should form the crux of your fundraising efforts.

While you can't discount other forms of fundraising, such as grants, government contracts, or events, for most nonprofits, **general operating support (individual fundraising) is the very best kind of funding.**



Focusing on general operating support is strategic. It always gives you greater adaptability in everything you do.

**IT'S THE HOLY GRAIL!**



**Bonus!**



Basics & More™



bloomerang

### Survey Letter Template

*Always lead with gratitude.*

Dear [Name],

I can never thank you enough for your support of XYZ organization...  
...but I can try!

As I was going through our records recently, I couldn't help but notice that you've been one of our most valued supporters over the years.

That's why, as the new director of development for XYZ, I wanted to reach out to you personally with my deepest thanks.

Because of you, there is hope.... [Follow with a paragraph about what their support is making possible].

*You'll want this short impact paragraph to be as personal as possible. If the donor has supported a particular program, highlight it.*

As you know, the support of friends like you is critical to our work. And, as a new member of XYZ, I'm committed to donor service, and gaining a true understanding of our supporters. [Name], I'm eager to know why you care so much. If you can, please take a moment to respond to this letter by completing the enclosed short survey<sup>1</sup> and returning it in the self-addressed stamped envelope you'll find inside.

I'm honored to be working alongside XYZ and so grateful to know that we have the support of wonderful donors like you. Thank you for your time.

Warmly,

<sup>1</sup> Mercy Corps.

<sup>2</sup> Limit your survey to three questions tops and include enough space for writing. Alternatively you could also use this letter as a means to gain a meeting with the donor.

Pamela Grow

Copyright 2022

# Stay With Me UNTIL THE END

You'll Get Two Bonus  
Downloads To Help  
Implement What We  
Cover Today



A top-down view of a workspace on a textured, light-brown surface. On the left is a white ceramic mug filled with a light brown coffee. In the center is a spiral-bound notepad with a white cover and lined pages. The top page of the notepad is open, showing the text 'Eliminate distractions' written in blue cursive. Below the notepad lies a sleek, silver-colored ballpoint pen with a black grip section.

Eliminate  
distractions



**Let's walk through a short story about how a donor typically experiences a charity...**



**This is one donor's  
story...**





**Meet Aimee.**







- ✓ Her dog, Max
- ✓ Watching “Kim’s Convenience,” “Jack Reacher,” and her secret guilty pleasure, Hallmark Christmas movies
- ✓ Travel with her niece
- ✓ Theater
- ✓ Music
- ✓ Cooking and entertaining
- ✓ Hiking
- ✓ Reading



# GIVE BACK







## **Aimee Is Also a Donor**

- ✓ A Regular Donor
- ✓ A monthly Donor
- ✓ A Major Donor
- ✓ And...









Thank you for your supporting through your charitable donation. Your gift makes a difference in the lives of the women, men and children that we serve.

Transa-Sun Account  
Please print the following for your records.

Donation Information  
General: \$12.00  
Deduction:

---Merchant Information---  
Company: ns  
Name: Savills  
City:  
Address:  
A  
P  
Street:  
State:  
Zip:  
Phone:  
Email: [ns@transasun.com](mailto:ns@transasun.com)  
Card: MasterCard  
Type:  
Credit Card  
Exp. Date: 06/30  
Exp. Date: 12/31  
Card not present  
Payment: Approved  
Status:  
Date Processed: Monday, December 14, 2015 12:43  
Transact: M0300NF148014  
or  
Address: Y  
Security:  
Auth: M  
Approval: 305813  
Card:  
Amount: \$12.00  
Charge:  
Electronic Signature:  
Merchant Account Name: 1  
Merchant: 167810011  
Locate:

I agree to pay above total amount according to card issuer agreement.



**SILENCIO**

**SILENCE**

Photo by Scott Umstattd on Unsplash



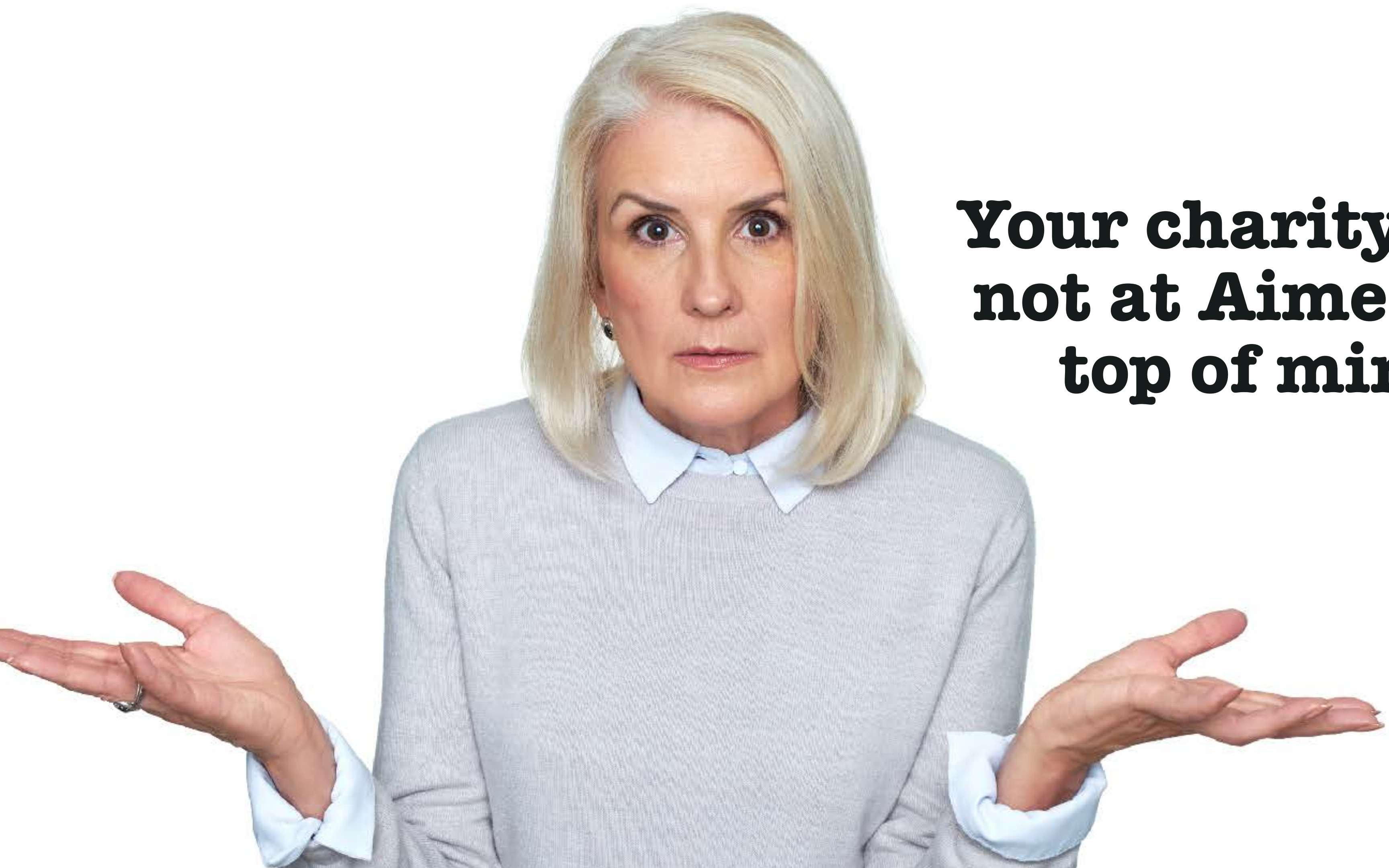


- ✓ Vacationed in Peru
- ✓ Helped plan her niece's wedding
- ✓ She took a French pastry making class
- ✓ She made a \$10,000 gift to a local arts organization









**Your charity is  
not at Aimee's  
top of mind.**







# WORLD

THE WORLD IS  
TEMPORARILY CLOSED









challenge

VIEWS

housing ma

Work

PANIC

health care.

Money

jobs.

business

uncertainty

Oil

Retirement

serious

economic turmo



**Declining trust**



**in nonprofits**





Give.org Donor Trust Report 2022

# Five-Year Review of Trust and Giving Attitudes



# The Importance of Trust in a World Gone Haywire

[give.com](https://give.com)



“...63.9% of respondents rating the importance of trusting a charity before giving as a 9 or 10 (Essential) on a 10-point scale, and **only 20.4% of respondents saying they highly trust charities.**”

*5 Year Review of Trust and Giving Attitudes*



“the importance of trusting a charities before giving is most highly rated among people in the higher giving brackets, with **79.6% of respondents who donated more than \$5,000 annually rating the importance of trusting before giving as “essential.”**”

*5 Year Review of Trust and Giving Attitudes*



**In a survey of 34,000 people, including 500 Americans, the article noted: “Only 52 percent of Americans have faith that nonprofits will ‘do what is right.’”**



# **Trust**

---

## **How Can Nonprofits Gain Trust With Their Donors?**

- 1. A reputation built over time**
- 2. Honesty and transparency**
3. Research, ratings and credentials







**Why This Facebook Strategy (that most coaches are using) isn't Working -**

**Things to Know This Week... From Changes to Facebook's News Feed to**

**Facebook is DEAD (this just happened - serious stuff) -**

**These Facebook changes may hurt business owners BIG - S**

**Nonprofit Knowledge Matters | Ch-ch-changes - CHANGES FROM FACEBOOK AND GOOGLE M**

**Finally, a way to raise money from companies on Instagram**

**Inbox What Facebook's News Feed change means for nonprofits - last**

**Ignore Facebook Fear Mongers - Webinar Facebook BIG Changes Jan 18th 2pm et -**

**TODAY AT 11AM: Facebook Armageddon - What you need to know**

**Is it time to break up with Facebook? Join me live tomorrow to find out**

**Facebook UPROAR (legal threats, even...) - Y**



looking for recommendations. ...

ISO event recommendations. I need to add an event to my calendar for the future that will raise about \$50,000. Currently, we do a gala, two golf outings, a 5K FunRun, a Holiday Concert and the TD Five Boro Bike Tour. We are also a charity partner for the Rock 'n' Roll series with spots left for 2018. In the past, we have done a Casino Night, but it wasn't super successful. Looking to reach new people with this event. It would probably be an October/November event. We are located in New York. Any thoughts would be helpful. TYIA



How do you get off  
the fundraising  
hamster wheel  
and counteract  
the challenges in  
our sector?





**BACK TO  
BASICS**







“It is not enough to just do your best or work hard; You must know what to work on.”

*W. Edwards Deming*



Here's what  
we do

**KNOW**





**AVERAGE**

**46%**



**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**MONTHLY**

**90%**



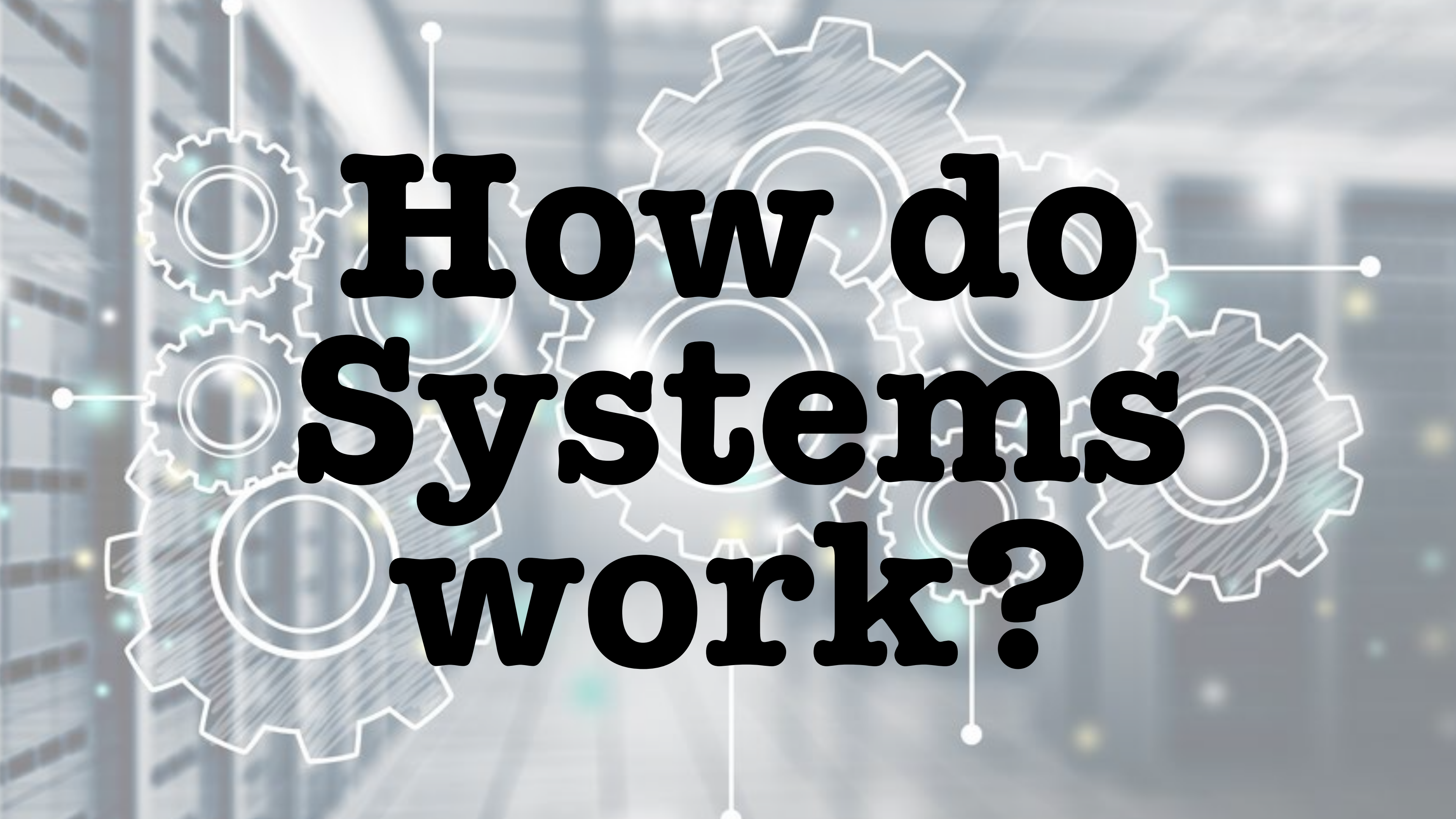




“If you can't describe what you are doing as a process, you don't know what you're doing.”

*W. Edwards Deming*



The background features a complex network of white gears and circuit-like lines on a light blue, blurred background. The gears are of various sizes and are interconnected, suggesting a mechanical or digital system. The circuit lines consist of small white dots connected by thin white lines, resembling a network or data flow. The overall aesthetic is clean, modern, and technical.

# **How do Systems work?**



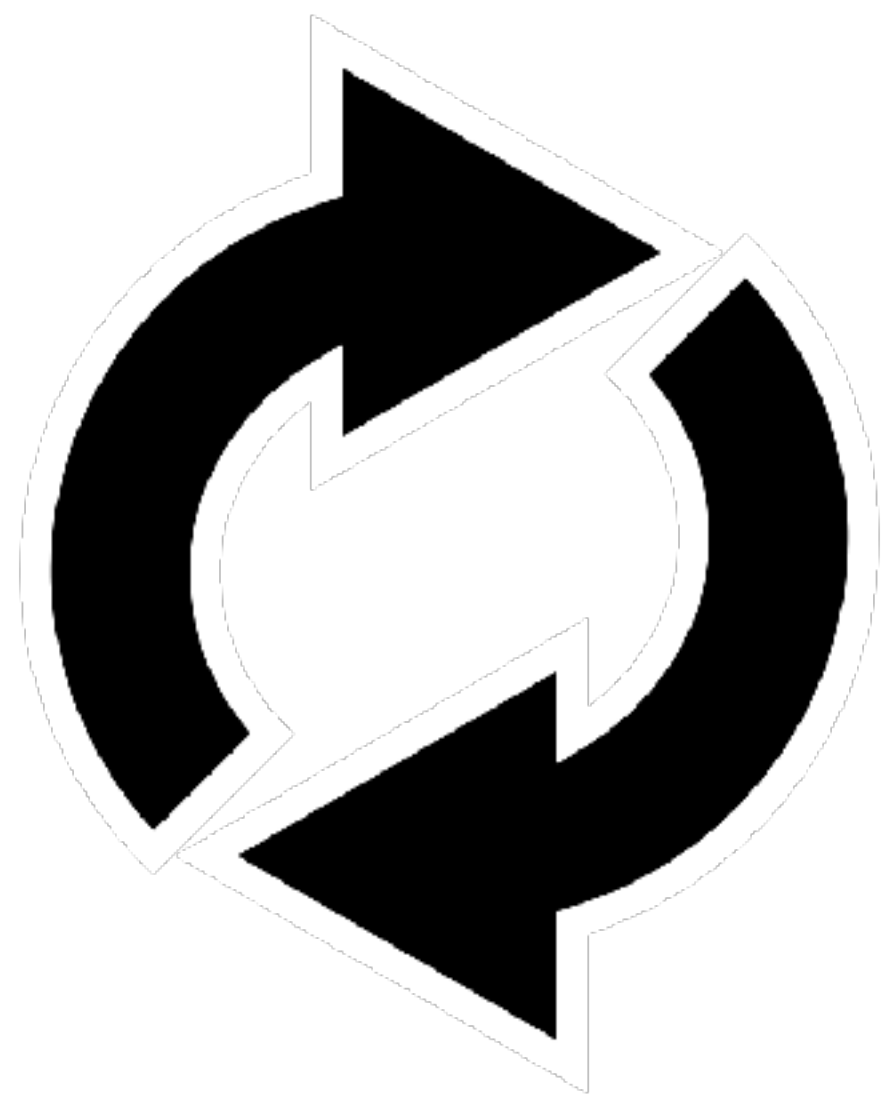


“I don't focus on what I'm up against. I focus on my goals and I try to ignore the rest.”

*Venus Williams*







**repeat**

**repeat**

**repeat**



**What kinds  
of systems  
do you need?**





**What systems do you  
have?**



*(for example)*

Systems for donor

**Communications**



JUNE 2013

feels like HOME



You've given this mom and her son hope

INSIDE Find out why WSMV's Lisa Spencer loves the Mission

The blessing of volunteering is a two-way street

Friends of the Desert Issue 48 Summer A Strong Voice for the People and Wildlife of the Sonoran

Open Space and What it Means for

Open spaces benefit our health, economy, environment, and quality of life.

In November 3, Pima County voters will be voting on a new set of Pima County bond projects. We urge you to vote yes on all the bond projects and especially on Proposition 410: Natural Area Preservation and Historic Preservation.

Why do we need more protected open space in Pima County?

The Sonoran Desert is still threatened by a growing population. This includes an expanding road network and new housing and commercial developments. New roads and development break up the desert into smaller and smaller pieces, isolating habitat and the wildlife that live there.

Over the last 38 years, Pima County has protected over 200,000 acres of natural open space with bond funding. This is a legacy we can be proud of.

But the job is not done yet.

We have to continue "filling in the gaps" to ensure that the land we've already protected is also connected. These are direct consequences if wildlife can't travel to find food and mate. Wildlife populations will become isolated. Genetic diversity will decline. Species can even go extinct.

Proposition 410 addresses this problem by allocating \$95 million for new open space purchases. Important target areas for acquisition have

been identified by Pima County. Pima County will be able to protect the connectivity of our existing open spaces.

Open space is good for our community places to hike, jog, and enjoy a quiet voice of nature.

In 2013, Saguaro National Park visitors (635,039 non-residents) spent \$40.6 million in our local economy and supported 563 local jobs. Open spaces boost our economy.

a robust tourism sector, water, and a high quality of life.

On November 3, vote yes on the Pima County bond question.

For more information on Proposition 410, visit <http://www.pima.gov/bonds>

What Can You Do?

Write letters to the Editor in support of Prop 410, talk up the Prop to your family & friends and stay informed via <http://www.yescanpimacountybonds.com>.

Left: Empire grasslands, purchased with 2004 open space bonds. Right: White oaks in the Tucson Mountains. Thank you for supporting open space and doing so much for a new 2015 open space bond! Photo by Terri Wineski.

HIGH HOPES

Joslin Diabetes Center

SPRING 2017 Volume 1 • Number 1

HELP FOR TODAY...HOPE FOR TOMORROW. YOU MAKE IT POSSIBLE!

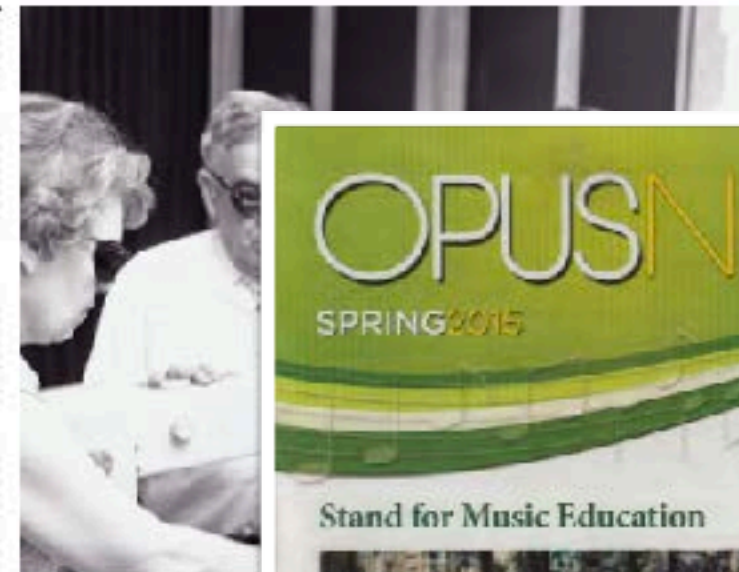
PAGE 2 SAVING EYESIGHT A history making procedure changed lives in 1967.

PAGE 4 RUNNING TOWARDS A CURE Running a marathon with type 1 diabetes isn't easy!

PAGE 5 ENTRY DENIED A lot has changed in recent years allowing involvement in sports.

PAGE 6 MAN OF MANY CULTURES Are micro-organisms impacting our susceptibility to diseases like type 1 diabetes?

PAGE 7 NO DAYS OFF When the Peterson family learned their oldest daughter had diabetes, their life changed.



GROUND BREAKING

CAN YOU? The Ruby Laser Eye You gift to Joslin to treatment research

PLACING IN THE TOP 100 in your college grad

How would you feel if a medical procedure that impacted your life was

For J. Christine Wilson, home town of Rochester, very next day. Her worrie

WWW.JOS

OPUSNOTES

SPRING 2015



Stand for Music Education



Our partners at SubLab Foundation have renewed their support, with a glorious goal to put \$1,000,000 worth of new instruments into classrooms across the country over the next year. First stop, South by Southwest, the annual showcase of music, film and tech in Austin TX, where William B. Travis High School Rebels marched in a pop-up parade through the streets of Austin. Their band received 11 marching drums, courtesy of SubLab and Dr. Marcin. Another Austin school, Bellack MS also received 56 instruments for their string program.



"I want to thank you for donating the brass clarinet to the Bolivar Middle School Band. This is a special gift to me because I have an important audition coming up. The old brass clarinet was holding me behind a lot. I was afraid that I'll be held back to music, it'll ruin the rest of my last year in middle school. This new brass clarinet will help me do my better in the UTM Honor Band audition and will give me a better chance of advancing later in my band career. Thank you so much for choosing my school for this great opportunity! You've changed the whole band program! Thank you so much!" Zylaris B., student Bolivar Middle School, Bolivar TN



Bolivar students with new instruments - Zylaris is second from left.







# Install a

Share Your  
Story Page







794

## Help Bruce Almighty Recover

Share

Tweet

2.0k shares

\$24,662 of \$5,000 goal

Raised by 814 people in 34 months

No Longer Accepting Donations

Share on Facebook

Created March 20, 2015



Karen Mercier

Animals

Regina, SK

### Recent Donations



\$10

Jürgen dahmen

32 months ago



2

I love this cat...keep fighting

# Serialize and Repurpose



“In my 50 years of writing fundraising copy I’ve yet to hear of a donor saying, “Hey, that’s the same appeal you sent me last year!”

**Roger Crower**





For information about including the Museum in your will, please contact Marygrace Gilmore, Planned Giving Officer, at [marygrace.gilmore@philamuseum.org](mailto:marygrace.gilmore@philamuseum.org) or 215-684-7351.

To add Techné, Collab, or Focus to your annual membership, please call the Development office at 215-684-7750.

## Exciting, Informative, Educational

Eileen Baird is a lifelong Philadelphian and a Museum member since the early 1960s. She became an Associate member in 2003 and sees every new exhibition. Her love of our encyclopedic collection is represented in her support of craft, design, and photography through the Museum's affinity groups (respectively) Techné, Collab, and Focus. In 2009, she was welcomed into the Anne d'Hamoncourt Society through her gift of couture clothing and accessories to the department of Costume and Textiles.

In 2013, Baird strengthened her commitment by including the Museum in her will. As a result, she became part of another distinguished group—the Fiske Kimball Society.

"I chose to give to the Museum because it enriches my life," she says. "It is always exciting, informative, and educational. I leave renewed and inspired. My wish is for future generations to enjoy the same experience."

# Your donor stories



## Your Legacy for Birds



Photo by Gerrit Vyn

Print E-mail AAA Decrease AAA Increase

### Planned Giving

- ▶ [How to Give](#)
- ▶ [What to Give](#)

### Compare Gift Types

### Sapsucker Woods Society

### Success Stories

### Life-Stage Gift Planner™

### FAQs

### Newsletter Sign-Up

### Request a Calculation

### Disclaimer

### Contact Us



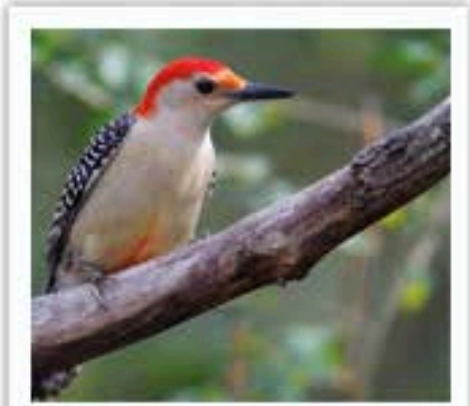
## Success Stories



**Bird Cams Inspire Gift in Will**



**Sandy and Jeff Bricker: Passionate Birders Put Lab in Their Plan**



**Norma Edsall: Her Passion for Nature and Learning Will Live On**



**Norman Lantz: Planning Perpetuates Appreciation of Birds**

### Bird Cams Inspire Gift in Will

Print E-mail AAA Decrease AAA Increase

*Testimonial by Judy Howard and Chris Fisher*

We have been addicted to the Cornell Lab's hawk cam for two years and have branched out to the owl, osprey, and, of course, the albatross cam. Through the cams and the relationships that inevitably develop as one watches the chicks hatch, grow, mature, and fledge, we have come to have a deep appreciation for the Cornell Lab and its amazing accomplishments.

Many aspects of the physical world are endangered through the effects of human behavior. It is easy to despair and think there are no remedies. But the Lab's work is evidence to the contrary. Cornell Lab staff work tirelessly to track the presence and health of bird populations around the world. Their research shows that with appropriate interventions, bird species can be saved and can flourish.





Stewardship

**SYSTEMS**



# Online Giving SYSTEMS

- How often do you revise your thank you email?
- What does your thank-you redirect page look like?
- Do you regularly donate to your organization to walk through the process?
- What systems do you have in place to get the second gift?
- How are you regularly building your email list?





## **ERROR 403 - FORBIDDEN**

[Why am I seeing this page?](#)

[Is there anything that I can do?](#)

[Understanding Filesystem Permissions](#)

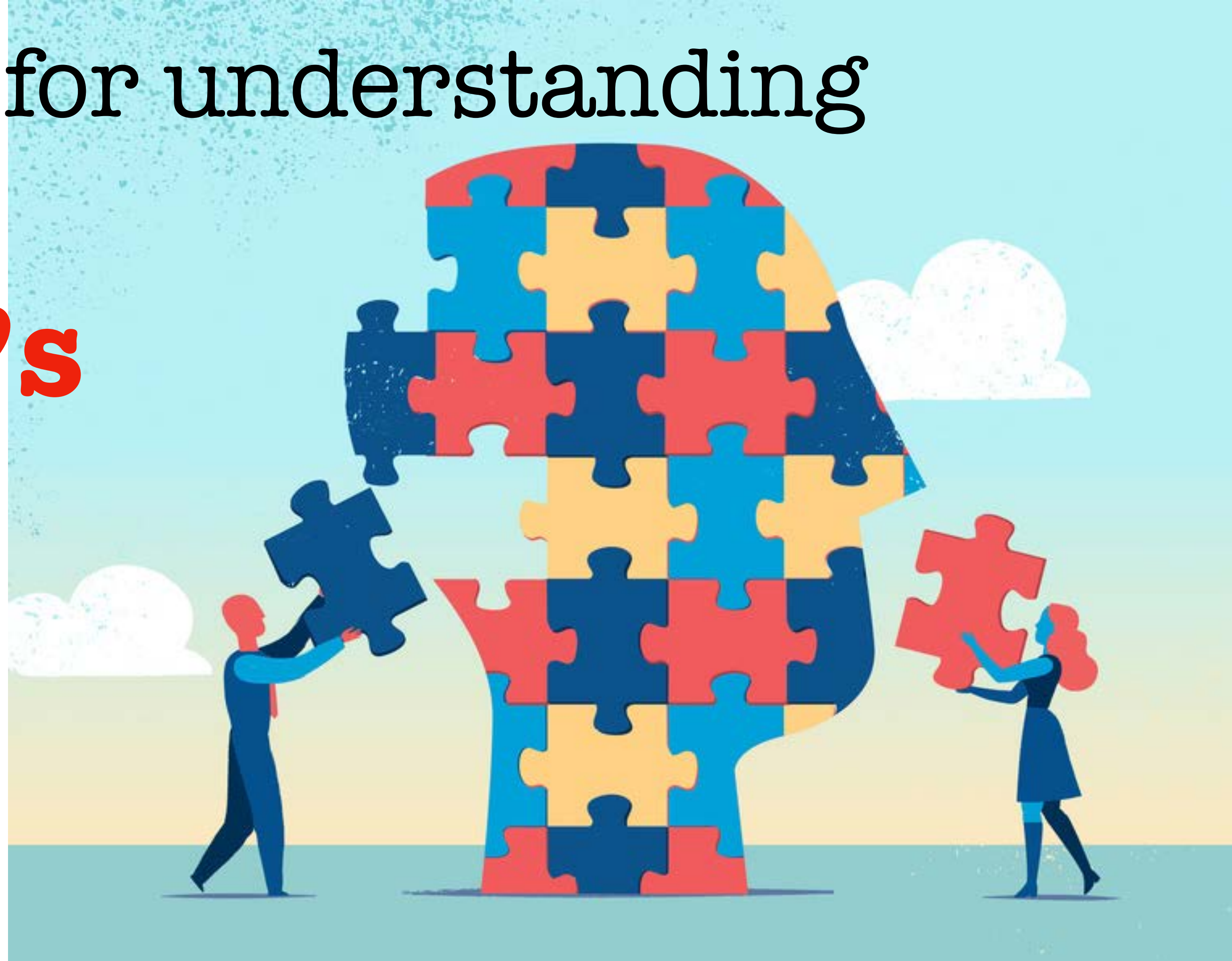
[How to modify your .htaccess file](#)

[How to modify file and directory permissions](#)



Systems for understanding

**Your  
Donor's  
Big  
WHY**





# Feedback

How was your experience?

- Excellent
- Good
- Average
- Poor

Write your review here.

Send



“Fundraising should be measured long term, not just on immediate returns. Fundraisers should be judged at least as much by longer-term, more donor-friendly criteria rather than just by income raised now. New criteria should include retention, satisfaction, non-financial engagement, future giving intentions, loyalty, commitment and lifetime value.”

*The Commission on the Donor Experience*





Our wish for you...

wishing you

**PEACE**  
& JOY

THIS HOLIDAY SEASON



**Yes, Lorriss! I want to help make dreams come true!**

Here is my gift of: \$ \_\_\_\_\_

I have enclosed a cheque payable to Yellow Brick House

I prefer to give by credit card. Please charge my  VISA  MasterCard

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Jane Sample  
123 Anystreet Blvd  
Apt 123  
Toronto, Ontario  
M1M 1M1

**Please don't forget to return  
one of the enclosed stars  
with your holiday wishes!  
Thank you!**



52 West Beaver Creek Rd., Unit 4, Richmond Hill, ON L4B 1L9  
905 709 0900 yellowbrickhouse.org Twitter: @rebuildinglives Facebook: ybhrebuildinglives

Charitable registration number: 11910 5187 RR0001



My wish for the women and  
children of Yellow Brick House...

My wish for the women and  
children of Yellow Brick House...

Handwriting lines for writing a wish.





By focusing on helping and furthering others in all that we think, say and do, our circumstances, our surroundings and our relationships change for the better. This is how we make dreams come true. And this is our wish for you!

My wish for the women and children of Yellow Brick House...

Wishing you all  
happier and prosperous  
day ahead.

I wish you peace.  
You are strong and  
courageous and did  
the right thing

I want you to know  
that you are loved.

They continue to draw  
strength & courage that  
got them to Yellow Brick  
House. That they  
honour themselves &  
know that it may be  
hard now, but they  
are strong & they  
have support



# YOU'RE MAKING MAGIC HAPPEN!

Name Last Name  
Address Line 1  
Address Line 2  
City State Zip



**ARTZ Philadelphia**  
1229 Chestnut Street, #188  
Philadelphia, PA 19107

*Start making  
some magic!*

See included directions to make  
your own magical origami creation.

Dear [NAME],

*The tiny square of paper I've attached to the top of this letter may not look like much. But did you know that you can fold it in a thousand different ways? And with time and patience it becomes something special, something beautiful...even magical?*

I like to think that magic is what your support of ARTZ Philadelphia accomplishes every day.

If you've been affected first-hand, you know that no diagnosis is quite as devastating, for both the person who receives it and for their loved ones, as dementia.

There is no cure. There is no effective drug treatment. At times it can feel as though there is no hope.

And caregiving for a loved one with dementia can be one of the hardest things you've ever tackled. One of the loneliest and most stressful.

But with your support of ARTZ Philadelphia programming, magic happens.

## WHAT WILL MY GIFT HELP DO?

ARTZ at  
the Movies  
Series

ARTZ at  
the Concert  
Series

ARTZ  
Saturday  
programs

*You asked and we listened!*

TURN OVER



ARTZ Philadelphia added 3 new photos.

July 18 · 🌐

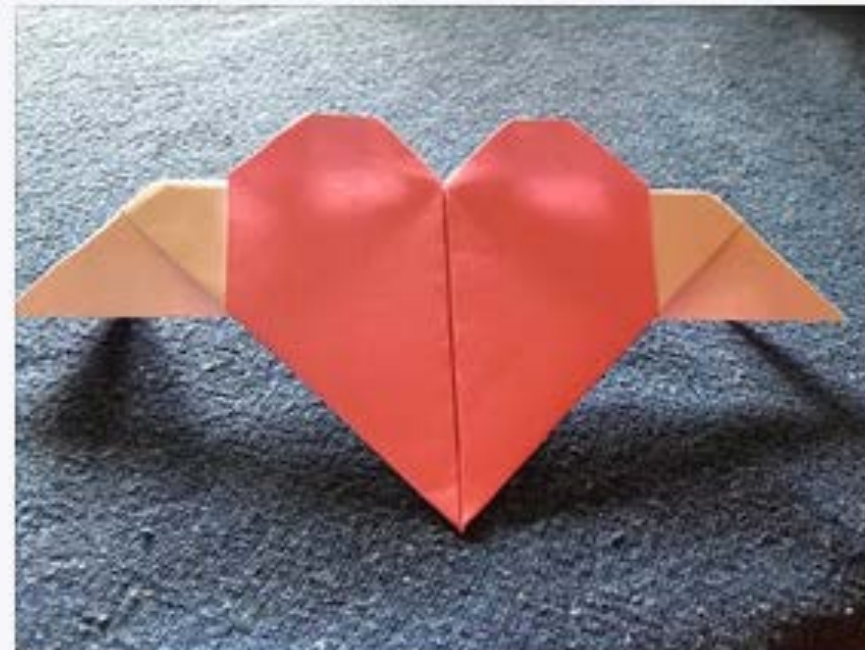
From our Board members to our community -- origami winged hearts for you all!

We have had 100% participation from our wonderful Board in our "Making Magic Happen" campaign. A week ago we were barely 1/4 of the way to our goal of \$7500, but now -- with their help and yours -- we're 2/3 of the way there!

[https://artzphilly.org/how-you-.../make-magic-happen-campaign/...](https://artzphilly.org/how-you-.../make-magic-happen-campaign/)  
See More



Sue Reynolds Good luck on your campaign!



Like · Reply · 🗨️ 2 · July 13 at 2:21pm



ARTZ Philadelphia Thank you, Sue!

Like · Reply · July 13 at 5:06pm





Systems for  
**CULTURE**



Monthly Giving

**SYSTEMS**



Legacy Giving

**SYSTEMS**



Social Media

**SYSTEMS**





“Every system is perfectly designed to get the result that it does.”

*W. Edwards Deming*



# Trust

## **How Can Nonprofits Gain Trust With Their Donors?**

- ✓ A reputation built over time
- ✓ Honesty and transparency



**“Consistency over time is  
trust.”**

**SATYA NADELLA**





# **Why Donor Communications?**

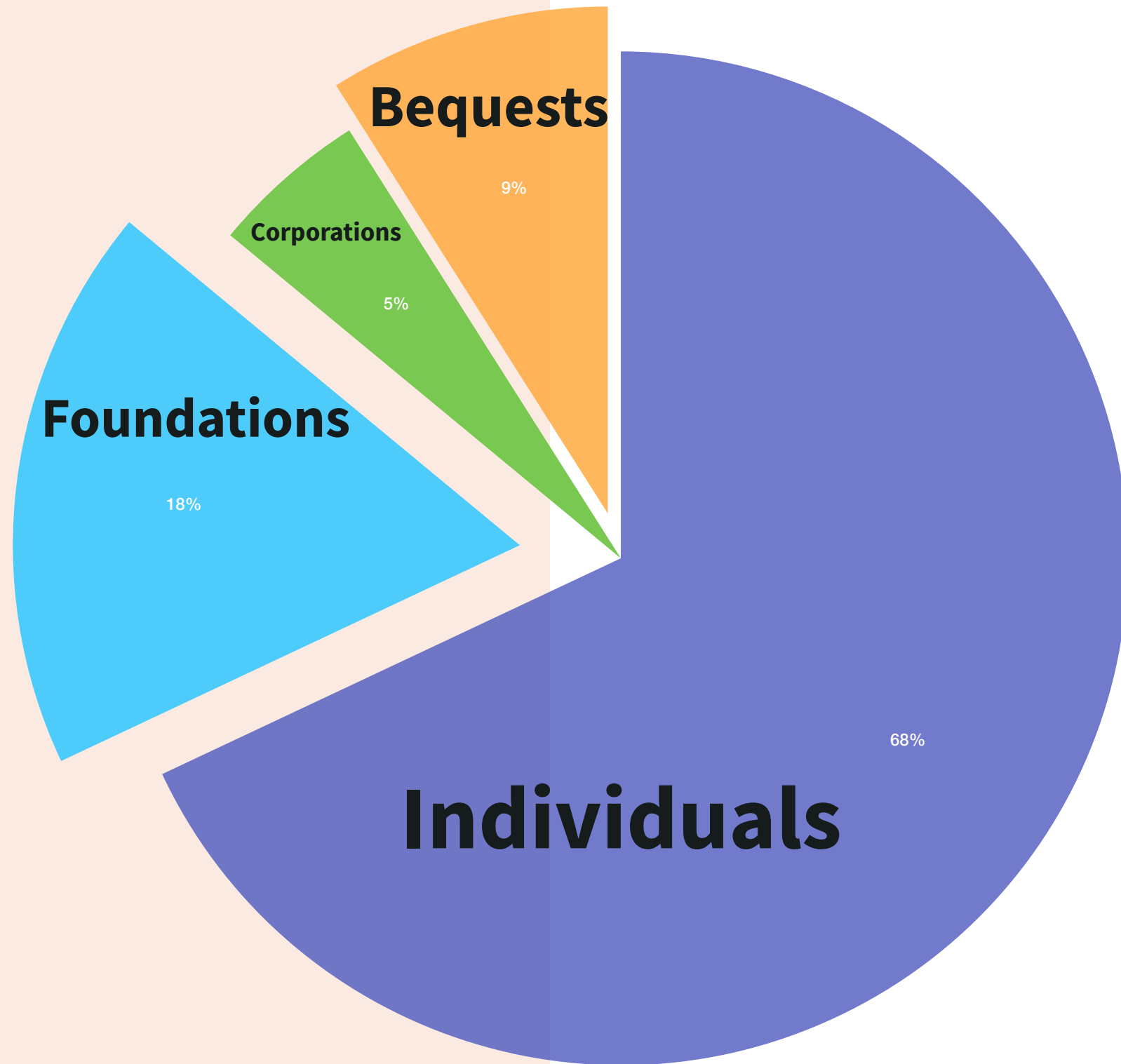




**Show Me  
The Money**



Pie Chart



● Individuals    ● Foundations    ● Corporations    ● Bequest

- › Corporations 5%
- › Bequest gifts 9%
- › Foundations 18%
- › Individuals 68%

Source: GivingUSA



**Nearly 80% of all  
Philanthropic  
Giving Comes  
From Individuals**





**“Where Your Attention  
Goes, Your Time Goes”**

**IDOWU KOYENIKAN**



**How simple can  
your donor  
communications  
systems be?**



# The Ask, Thank, Report, Repeat Model

1 Story

2 Ask

4 Report

3 Thank



**Donor Feedback  
& Engagement**



# Your Stories

- Highlight the problem. For your asks. **Your asks NEED your donor as the solution.**
- Your success stories. Used in newsletters, impact reporting, social media.
- “Feel good” photos, event photos, blurbs. Used in social media.





**Rinse and Repeat**



**Secret?**



“Thank you for  
making the  
world a  
brighter  
place.”





**What Does  
That Look  
Like?**



# Sample Donor Communications Plan #1

What	Who	How Many Times a Year?
Campaign: Direct Mail & Email Ask	All Names	3
Print Donor Newsletter	Donors Only	3
Monthly Giving Ask: Direct Mail	Segment	1
Monthly Giving Ask: Digital Only	All Email Addresses	2
Email Newsletter: Digital Only	All Email Addresses	12



# Sample Donor Communications Plan #2

What	Who	How Many Times a Year?
Multichannel Campaign: Direct Mail & Email Ask	All Names	5
Print Donor Newsletter	Donors Only	4
Monthly Giving Ask: Direct Mail	Segment	1
Monthly Giving Ask: Digital Only	All Email Addresses	4
Email Newsletter: Digital Only	All Email Addresses	12



A top-down view of a desk with various items. In the center is a small, square chalkboard with a wooden frame, containing the text "DIRECT MAIL MARKETING" written in white chalk. To the left of the chalkboard is a magnifying glass with a wooden handle and a silver rim. Below the magnifying glass are two white earbuds. To the right of the chalkboard is a black pen, a black pencil, and a pair of glasses. In the top left corner is a smartphone, and in the top right corner is a white coffee cup on a saucer. The background is a blue wooden surface.

*DIRECT MAIL  
MARKETING*



And, There's  
A Reason For  
That...

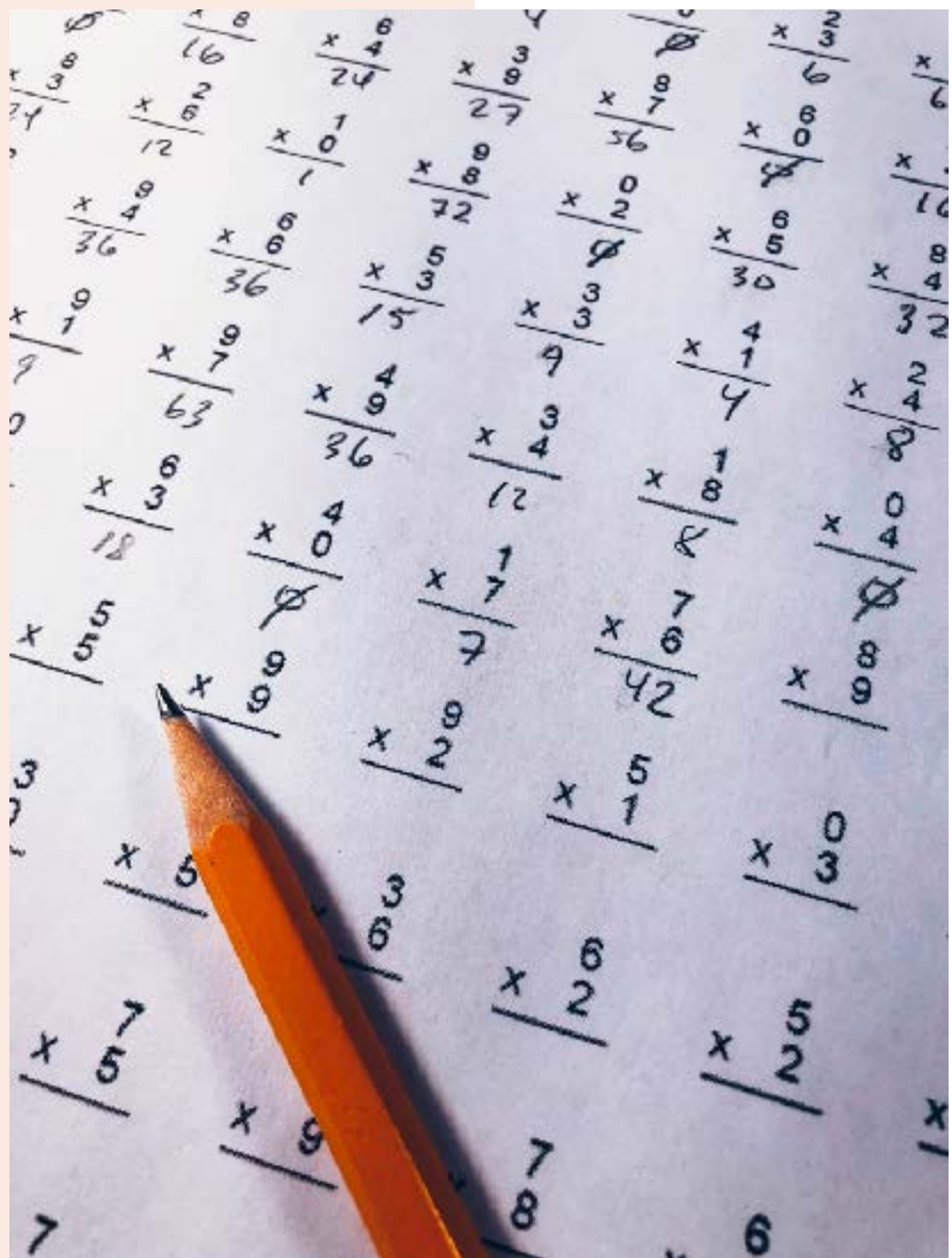


# Donor Retention Rates

AGE	ONLINE ONLY	OFFLINE ONLY	MULTICHANNEL
18 – 24	19%	24%	50%
25 – 34	22%	25%	55%
35 – 44	21%	24%	54%
45 – 54	21%	24%	52%
55 – 64	22%	26%	58%
65 – 74	24%	29%	62%
75+	26%	26%	59%

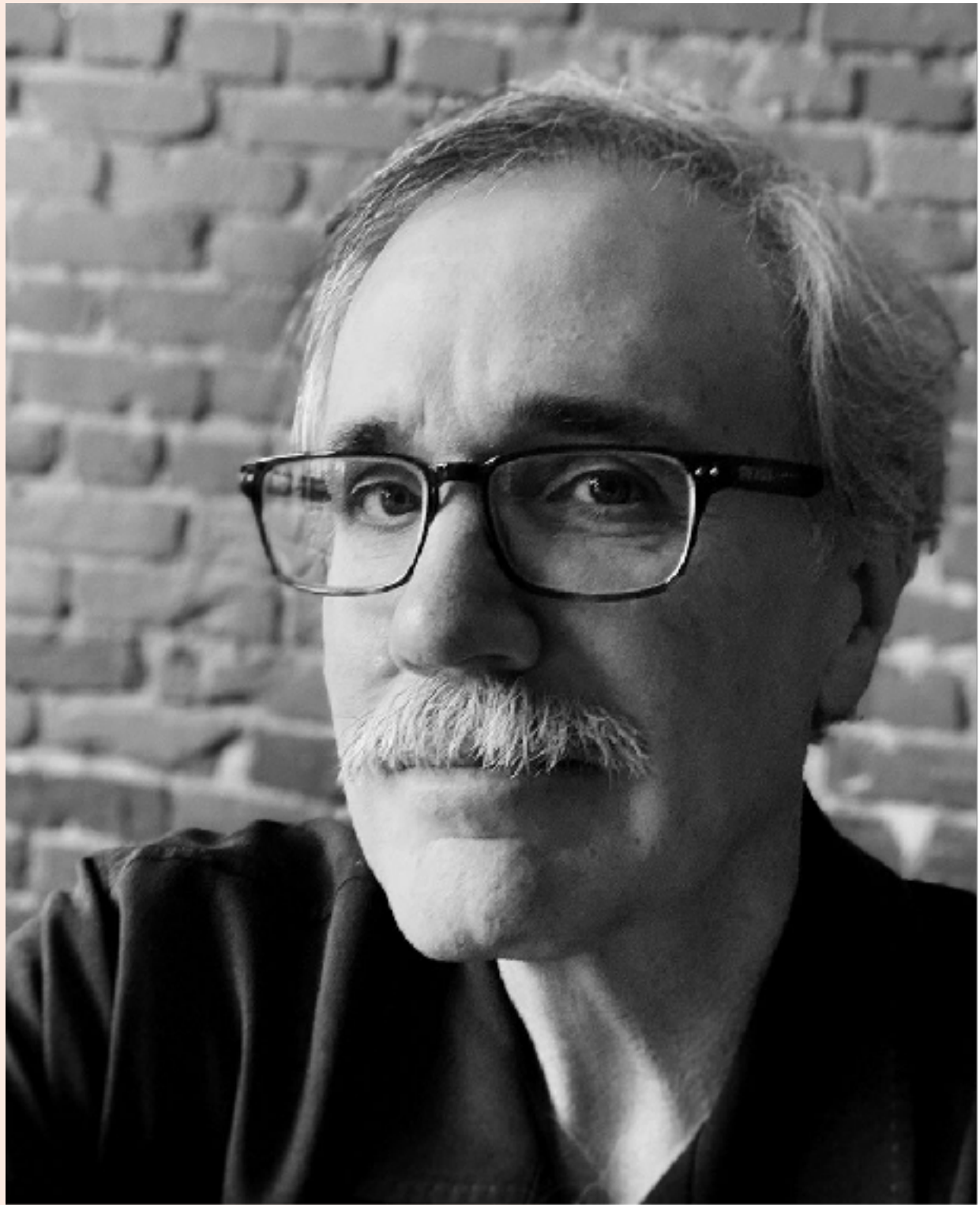
Source: Blackbaud Target Analytics, donorCentrics Benchmarking





**How many  
times can  
you ask?**





**JEFF BROOKS**

“How Often Can  
You Ask In A  
Year Without  
Losing Donors?”



- There's no proof that going to your donors a lot will chase them away. The myth arises from the fact that "too much solicitation" is one of the most common donor complaints.
- But this belief does not bear out in real life – in fact, more solicitation does not drive down retention. **You are in far more danger from under-solicitation. That's the quick way to slash revenue and lower retention.**
- Rather than worrying about how often you communicate with donors and, as a result, lose revenue (and donors) by under-communicating, **you should be worried about your relevance: If your fundraising is organizationally focused bragging, you are oversoliciting – even if you hardly ever communicate with your donors.** If you aren't thanking donors and reporting back to them on the impact of their giving, you are over-soliciting. If you aren't speaking your donors' language because you believe it's your duty to teach them to speak yours, you are over-soliciting.





[HOME](#) [COURSE DESCRIPTION](#) [SYLLABUS](#) [TUITION](#) [GUIDES](#) [FAQ](#)

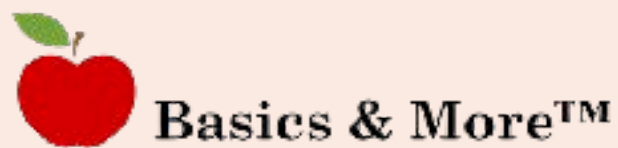


## YOUR COURSE

Learn about your course

[TELL ME MORE](#)

# What Does That Look Like?







A Sponsored Ministry of the Sisters of St. Joseph of Boston

May 2020

Dear FIRST NAME(S),

To say that the past weeks have been difficult is an understatement.

I know that many people are struggling right now. There is a lot of uncertainty, and the unknown can be hard to deal with. I want you to know that the Sisters are praying for you and your family.

This is not the letter I had planned to write to you this spring.

In fact, as the COVID19 pandemic began to hit our communities I thought about not sending it.

Then I remembered your commitment to the residents of Bethany Health Care Center.

I realized that you would want to know how your dear friends here are faring in the midst of this crisis.

I can tell you that our residents are faring well. I won't sugarcoat the fact that it is difficult for them to not to see their friends and loved ones right now. And they miss celebrating daily Mass in Bethany's Chapel of the Holy Spirit. But I am delighted to share how meaningful the phone calls and video chats truly are for our residents.

Social distancing for us means viewing Mass on CatholicTV. It means joining exercise classes over closed-circuit television in-house and activities like touring the Smithsonian virtually. Playing BINGO in residents' rooms using walkie-talkies has become part of the new norm.

It looks different than the Bethany we know for sure, but it's working to keep our residents safe.

Several residents have shared that they appreciate the one-on-one visits from our Spiritual Care staff. They're enjoying the many unique ways that the Activities team has dreamed up for our residents to be engaged and entertained. Not to mention the special treats that our Food Service group have cooked up for them.

It is still the same joy-filled Bethany Health Care Center you have come to know, but with a bit of a twist.



# Your ASKS

How many times does your  
nonprofit ask in the course of a  
year?



# Multichannel

## Direct Mail

<b>Credit Card Payment</b> <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express Credit Card No. _____ Exp. Date: _____ Security Code: _____ Name on Card: _____ Signature: _____	<b>EFT</b> <input type="checkbox"/> Checking <input type="checkbox"/> Savings Name on Account: _____ Routing Number: _____ Account Number: _____
--	--

[Give online at www.CommLink.org/give/Donate](http://www.CommLink.org/give/Donate)

Rose and Albert take great comfort knowing that Mark is safe, happy and loved at Community Link.

They no longer worry if his needs are being met on a daily basis. Rose shared, "It was time for Mark to move. Everyone at his Community Link home has quickly become our family."

Mark's social time was spent with his parents and their friends. Now he hangs out with his own friends and gets to do fun things with them. He is happy and is flourishing.

**That's why your donation is so important.**


During Mark's first day at Community Link, he recognized his friend Leroy. He remembered that they attended school together. And they participated in Special Olympics together 40 years earlier.

Knowing that Mark already had a friend at Community Link lessened Rose and Albert's anxiety and made them feel at ease.

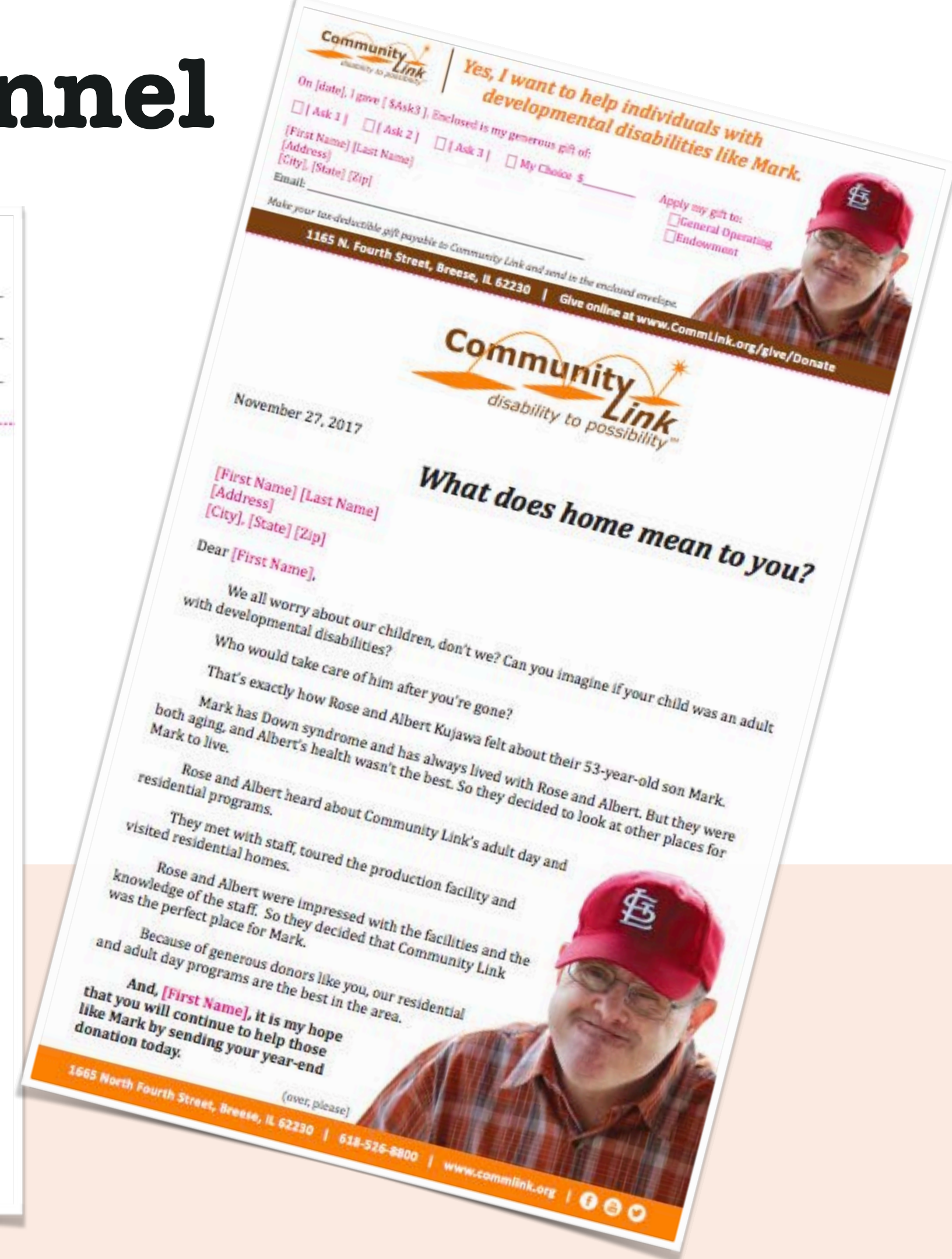
Moving Mark out of their home and into a Community Link residential home wasn't an easy decision for Rose and Albert, but it was the best decision for Mark. The Kujawas shared, "We gave him back to the world to be happy and to make others happy."

**[First name],** you are so important to Community Link. We could not provide the high level of service to our participants without your support.

Please send your year-end donation to Community Link today, so that we can continue to help individuals with developmental disabilities like Mark.

Gratefully,  
  
John Huebskamp  
Executive Director

P.S. **[First Name]** please send your tax-deductible gift by December 31st to help individuals with developmental disabilities live their best possible lives!






Email:





# For Example:

[HTTPS://WWW.FUNDRAISINGWRITING.COM/](https://www.fundraisingwriting.com/)

 **SILENT SPRING INSTITUTE**  
Researching the Environment and Women's Health

*Your generosity will be doubled by matching funds!*

November 2022

Dear <Salutation>,

Have you ever had one of those "investment dreams"?

For example: "If only I had invested in Apple in the early '80s . . ."

Well, this letter you hold in your hands may represent just such a pivotal time for you. Except, instead of historic levels of profit, this letter is about potentially historic levels of good health.

I'll tell you how in a moment. First, more good news . . .

Your gift will be DOUBLED by matching funds if you give now.

**Every 1 dollar you give today will become 2 dollars for science and the better health it makes possible for all people.** *\$1 = \$2*

Allow me to explain. This opportunity is about how there's magic in combination.

Let's go back to our Apple example . . . In 1984, the first Apple Macintosh was groundbreaking in part because it combined the power of personal computers with user-friendly elements such as the mouse, the graphical user interface, and a library of fonts.

It was magical — and so it helped usher in a new era of computing.

**Silent Spring Institute has its own magical combination in mind. With it, we aim to usher in a new era of environmental health.**

*turn over to keep reading* →

320 NEVADA STREET, SUITE 302 | NEWTON, MA 02460 | 617-332-4288 | SILENTSPRING.ORG

-4-

A young mom might take her phone, scan the products in her home, get a personalized report showing which household items are unsafe for her and her children, and replace them with much safer alternatives.


A college student might use the new "super app" you help create and take advantage of the feature that allows her to order a simple health test sent to her by mail. Her test results might be the crucial early warning she needs to take action and stay healthy.

**To make this magic happen will take hard work, engineering, and YOU.**

We've already started to shift the markets with safer products — free of parabens, BPA, and flame retardants.

Now, your generosity can power a new era of environmental health — plus all the other science we do as an independent, world-class research organization that leads to long life, good health, and happiness. Yes, this is an investment you can be proud of!

Thank you for being the kind of person who believes in science and insists that the fruits of science must be made available to all people.

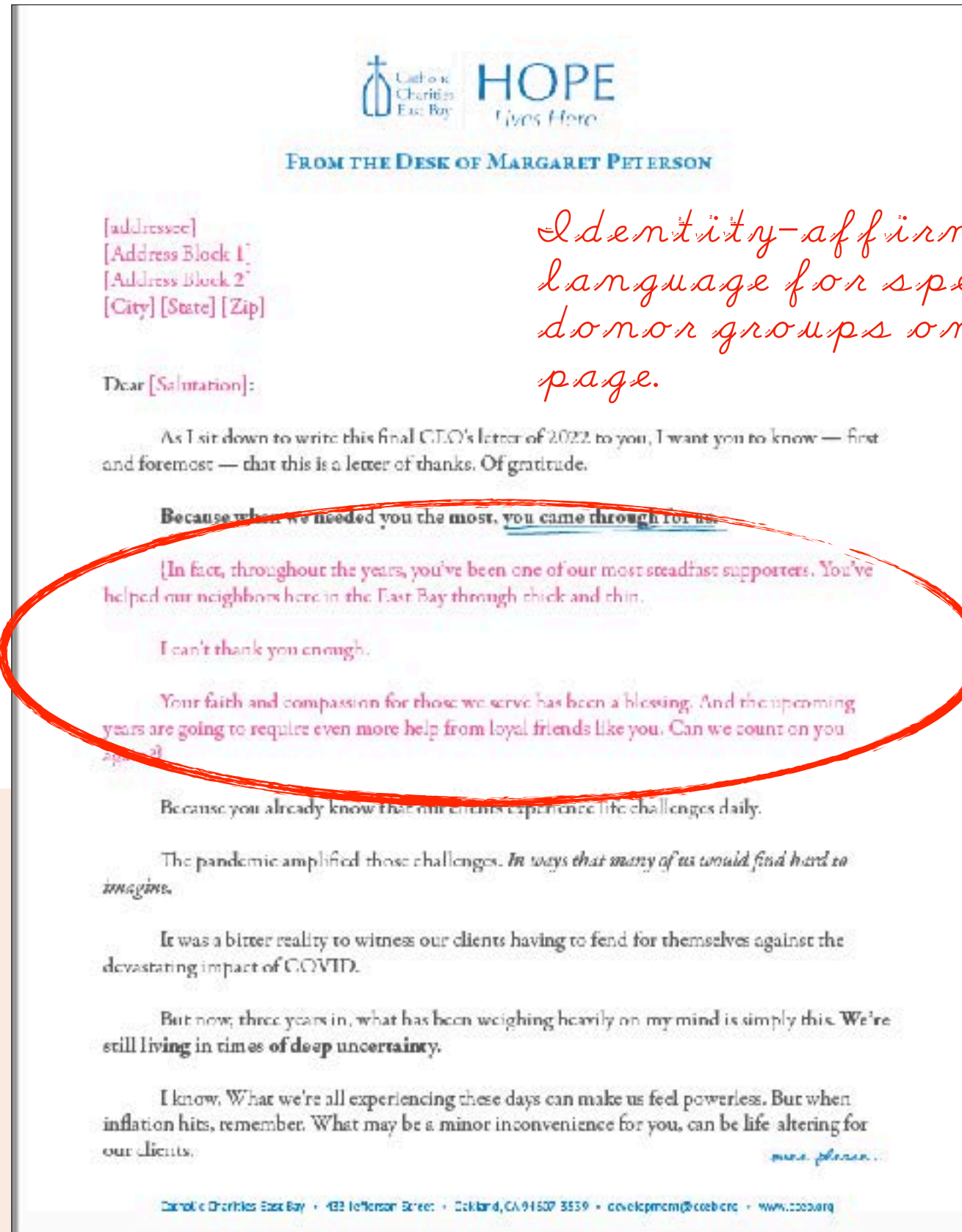
 Gratefully yours,  
*Julia Brody*  
Julia Brody, PhD  
Executive Director, Senior Scientist

P.S. Remember, matching funds will DOUBLE your gift when you give right away. Please grab this opportunity to **boost the science** that can help make better health possible for all!

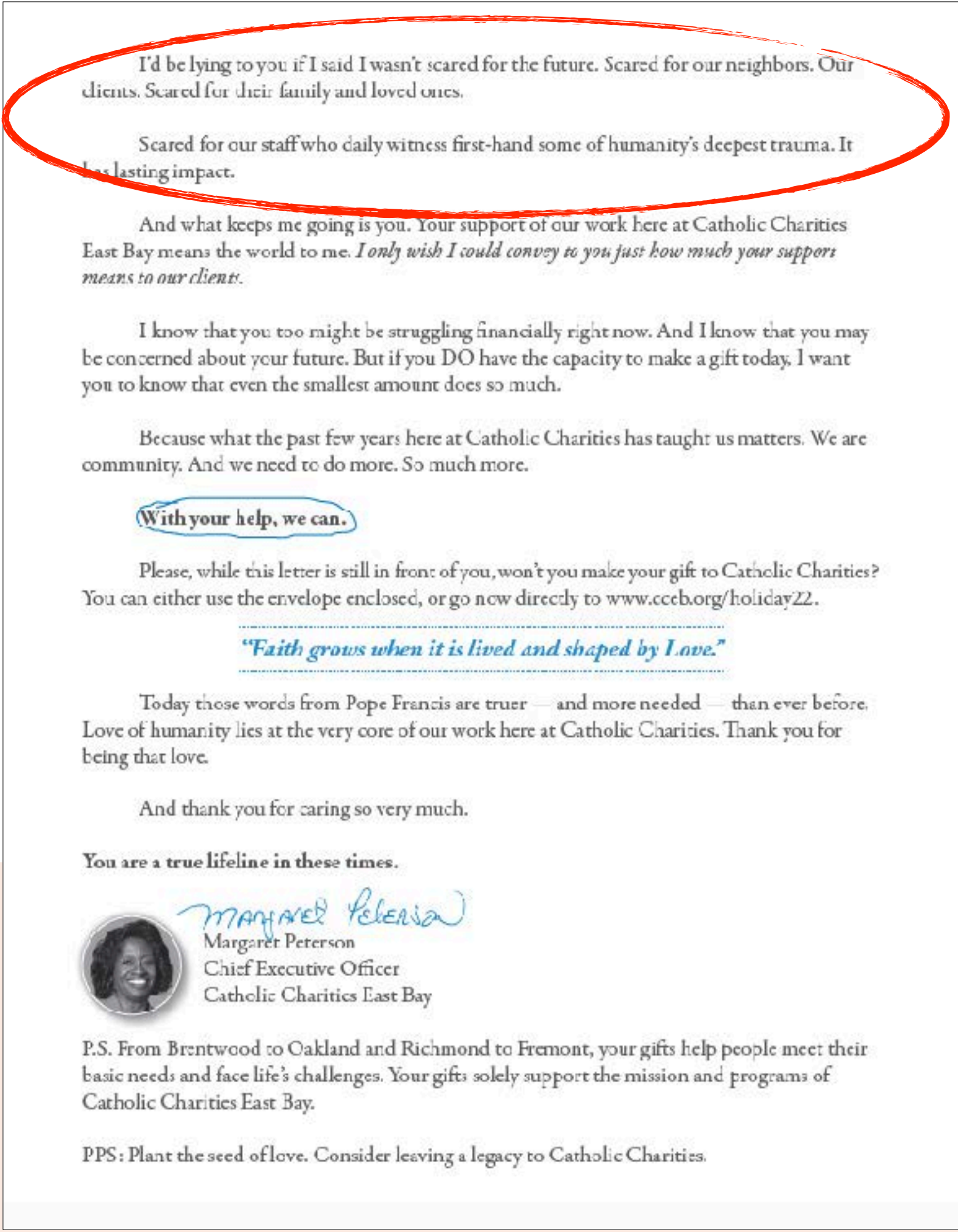
*P.P.S. You can ensure your donation reaches us before the deadline when you give at [silentspring.org/donate](https://silentspring.org/donate).*



# For Example:



Identity-affirming language for specific donor groups on the first page.



I'd be lying to you if I said I wasn't scared for the future. Scared for our neighbors. Our clients. Scared for their family and loved ones.

Scared for our staff who daily witness first-hand some of humanity's deepest trauma. It has lasting impact.

And what keeps me going is you. Your support of our work here at Catholic Charities East Bay means the world to me. *I only wish I could convey to you just how much your support means to our clients.*

I know that you too might be struggling financially right now. And I know that you may be concerned about your future. But if you DO have the capacity to make a gift today, I want you to know that even the smallest amount does so much.

Because what the past few years here at Catholic Charities has taught us matters. We are community. And we need to do more. So much more.

**With your help, we can.**

Please, while this letter is still in front of you, won't you make your gift to Catholic Charities? You can either use the envelope enclosed, or go now directly to [www.cceb.org/holiday22](http://www.cceb.org/holiday22).

*"Faith grows when it is lived and shaped by Love."*

Today those words from Pope Francis are truer — and more needed — than ever before. Love of humanity lies at the very core of our work here at Catholic Charities. Thank you for being that love.

And thank you for caring so very much.

**You are a true lifeline in these times.**

  
Margaret Peterson  
Chief Executive Officer  
Catholic Charities East Bay

P.S. From Brentwood to Oakland and Richmond to Fremont, your gifts help people meet their basic needs and face life's challenges. Your gifts solely support the mission and programs of Catholic Charities East Bay.

PPS: Plant the seed of love. Consider leaving a legacy to Catholic Charities.



# For Example:



**You already know. Life turns on a dime.**

*Any emergency gift that you can  
give right now would help to local  
families in these dark days.  
You are part of our family.  
Thank you!  
Donna*

[FirstName] [LastName]

[Address]

[City] [State] [Zip]

Dear [Name]:

To say these past weeks have been challenging is a bit of an understatement. Together we've watched our community cope with loss, fear, and uncertainty.

**In the midst of it all, I hope you're staying safe and well.**

Last month, when I sat down to write this letter to you, I never imagined how quickly life could change. Then crisis hit in the form of a global pandemic.

*When I thought about it, I considered pulling this letter.*

But I remembered your commitment to the children of our community. And it seems like the time is right to hear some good news.

**Don't you agree?**

Because, quite simply, with your past support to the Easterseals headquarters, you've made a difference in the life of a child.

**A difference where it counts: right here in your community.**

Gifts from generous donors like you to *Easterseals* helped reduce the effects of COVID-19 on families and children right here at home.







## Begin To Incorporate a Monthly Ask...:

- ✓ Add donate buttons to every email
- ✓ Add a monthly giving ask to your donor newsletter
- ✓ Try testing defaulting to monthly giving on your donate page



A Sponsored Ministry of the Sisters of St. Joseph of Boston

May 2020

Dear FIRST NAME(S),

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It is still the same joy-filled Bethany Health Care Center you have come to know, but with a bit of a twist.



# For Example:

s and staff safe and healthy, then put into place. We are implementing all of the recommendations of the State Department of Health

of acquiring adequate supplies such as gloves, masks, hand sanitizers, as well as the cost of extra cleaning agents, and extra hours of intensive cleaning. It's taking all of our resources to ensure the health and safety of our residents. And it's taking the time and safety of staff working tirelessly to ensure that the physical, spiritual, social and emotional well-being is paramount.

At Bethany Health Care Center during this crisis, we would be grateful for any amount of financial support that will go a long way to helping us fight this crisis. Your support of Bethany and keeping our residents and the staff who serve them safe is what we need most.

If you can help in any way, please do let me know. In the meantime, the staff of Bethany will pray for you and your family and look forward to seeing you again.

Thank you for all that you do for Bethany and our Sisters,

*McCoolby CSS*  
Nurse  
Bethany Health Care Center

For more information, visit [bethanyhealthcare.org](http://bethanyhealthcare.org) to learn more, or call us at (508) 875-5425.

Bethany Health Care Center, 1000 Washington Street, North Attleboro, MA 01762-7237 | Phone: (508) 875-5425 | Fax: (508) 875-5425





*A Sponsored Ministry of the Sisters of St. Joseph of Boston*

May 2020

Dear FIRST NAME(S),

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Social distancing for us means viewing Mass on CatholicTV. It means joining exercise classes





# Trust.

It looks different than the Bethany we know for sure, but it's working to keep our residents safe.



Several residents have shared that they appreciate the one-on-one visits from our Spiritual Care staff. They're enjoying the many unique ways that the Activities team has dreamed up for our residents to be engaged and entertained. Not to mention the special treats that our Food Service group have cooked up for them.

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Of course, to keep the residents and staff safe and healthy, a number of protocols have been put into place. We are closely following and strictly implementing all of the recommendations from the local Department of Health and the CDC.

In the first month alone, costs of acquiring adequate personal protective equipment such as gloves, masks, gowns, and hand sanitizer, as well as the cost of extra sanitizing equipment, cleaning agents, and extra hours of housekeeping have been extensive. It's taking all of our resources to ensure the health and safety of our residents. And it goes without saying, the health and safety of staff working tirelessly to care for our residents' physical, spiritual, social and emotional well-being is paramount.

If you are in a position to help Bethany Health Care Center during this crisis, we would be grateful for your support. Your gift in any amount will go a long way to helping us fight this pandemic within the walls of Bethany and keeping our residents and the staff who serve them safe.

If there is something that we can do for you during this crisis, please do let me know. In the meantime, I and the residents of Bethany will pray for you and your family and look forward to brighter days to come.

With my gratitude for all that you do for Bethany and our Sisters,



Sister Jacquelyn McCarthy, CSJ, RN  
CEO and Administrator, Bethany Health Care Center



“I kid you not, this very first appeal, mailed out during a pandemic, managed to **surpass BHC’s goal by 296%** — and in just three weeks!”

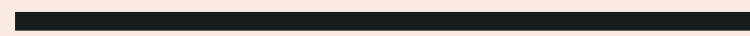
JODI-JOY O’KEEFE





# **Donor Loyalty: Fundraising's Holy Grail**

**90%**



“Monthly donor retention rates: 90 percent and up (double the average donor retention rate of 45 percent!)”

**ERICA WAASDORP**



**60%**

---

“Sixty percent of donors  
under 35 give monthly.”

**ERICA WAASDORP**

**24**  

---

“The average monthly gift  
is \$24, or \$288 a year.”

**ERICA WAASDORP**



## Lifetime Value of 100 sustainers

Avg gift per month \$20.00

Avg years of giving (combination of channels) 6 years, 3 months (75 months)

Total Lifetime Value of monthly gifts per donor \$1,500.00

Avg of extra single gifts per donor \$200.00

Total Lifetime Value of each sustainer \$1,700.00

Total value of 100 sustainers \$170,000.00

**\*HOW TO CREATE LIFELONG DONORS THROUGH MONTHLY GIVING. HARVEY MCKINNON**





“Action  
Expresses  
Priorities.”

MAHATMA GANDHI



# Sample Donor Communications Plan

What	Who	How Many Times a Year?
Campaign: Direct Mail & Email Ask	All Names	3
Print Donor Newsletter	Donors Only	3
Monthly Giving Ask: Direct Mail	Segment	1
Monthly Giving Ask: Digital Only	All Email Addresses	2
Email Newsletter: Digital Only	All Email Addresses	12





# Highly Recommend!



Creative Deviations by John Lepp



# Leading the Way

to a Cancer-Free Future

FALL 2022

THANKS TO YOU!

## How you are protecting children with research that drives change

And what you should know now about the dangers of PFAS



**The dangers of toxic chemicals are invisible, so many people pay little attention to them.** But you know that protecting yourself and your loved ones requires vigilance and science-backed information. So, we bring you an update on PFAS from Silent Spring Research Scientist, Dr. Jennifer Lise Ohayon.

**YOU MAY RECALL** that one of the foremost toxics that poses a threat to us is the class of ubiquitous chemicals known as PFAS. These chemicals stay in the body for years and are associated with cancers, reduced response to vaccines, thyroid disease, asthma, and many other health-related problems. PFAS are added to a wide variety of consumer products to make them nonstick, waterproof, and stain-resistant.

Children are especially vulnerable to PFAS because their small bodies are still developing. By reducing kids' exposures to items containing PFAS, you can help them avoid health problems now and later in life.

Although we've known for years about PFAS in

common items such as carpeting and nonstick cookware, too little attention has been paid to products that your children may be using every day — particularly waterproof and stain-resistant bedding and clothing.

If you buy children's products labeled as "green" or "eco-friendly," be aware that they may still contain PFAS. A recent study by Silent Spring found PFAS in waterproof and stain-resistant children's products. This was the case even for goods with a green certification from a third-party organization. It's heartbreaking for parents

*Continued on page 2*

**ON PAGE 3**

Find out how you are helping to give Black women the science they need to reduce their exposures to toxics.



SILENT SPRING INSTITUTE

# Your DONOR NEWSLETTER



Does your nonprofit have a  
print donor newsletter?

# Excuses

- "But last summer's newsletter didn't go out because we were in the middle of an event," or...
- The spring appeal in 2021 didn't get mailed because, "We'd just lost our development director," or
- "We used to have a newsletter, but after our last development director left, the next one thought we should focus on grants."



KEEP IT  
SIMPLE!



**TOM AHERN**

- › an 11 x 17 inch sheet folded in half to make four 8.5 x 11 pages, then folded again into thirds for mailing
- › one-color, two-color, full-color? didn't matter
- › mailed ONLY to current donors
- › mailed in a #10 envelope bearing a message like, "The latest issue of
- › your donor newsletter enclosed"
- › mailed as often as monthly (though, in truth, most orgs. manage no more than quarterly)
- › enclose a reply envelope for checks and make sure the newsletter promotes online giving as well
- › report on accomplishments, i.e., how the donors' gifts have made a difference



That's it. Pretty simple, really. The most common objection I hear is to putting the newsletter in a #10 envelope; charities like the money they save with self-mailed newsletters. Unfortunately, self-mailed newsletters fail to produce much revenue, the tests showed. The Domain people felt that self-mailers had "low perceived value." The hardest part of adopting this formula, I've found, is writing donor-centered headlines. That charities habitually talk about themselves, not about the donor. They write: "We did this great thing. We did that great thing. Oh, by the way, if you sent a gift, thanks!" In other words, the organization hogs the credit. A revenue-producing newsletter, on the other hand, shovels ALL the credit at the donor: **"With your help, we did this great thing. And without your help, we can't."**

# \$20,000 and No “Ask” With her First Donor-Centered Print Newsletter



From a Group Home to A Family... 

**BECAUSE OF YOU**

*Your support enables Child Bridge to find forever families for specific children in state care.*

*Did you know there are hundreds of Montana children in the foster care system who need permanent families?*

Because of you, we are able to work on behalf of some very special specific children...like a beautiful 11 year old girl. Bounced from place to place, group home to foster home and back... so many times you'd lose count. No relatives to care for her, lingering in foster care with no prospects for a forever family.





# Mr. Holland's Opus Foundation

**LEGACY**

**Kofi**  
Last year, good friends and music education champions, Tedeschi Trucks Band established the Kofi Burbridge Music Matters Fund to pay tribute to their dear friend and keyboardist and raised over \$100,000 to put instruments into music schools.



"Kofi will live on in our hearts forever and we're thrilled that his legacy continues to be written through your generous support for music education." Tedeschi Trucks Band  
A new documentary honoring Kofi's life and musicianship, *Let's We Forget: Kofi Burbridge* will debut on May 1. Please watch this wonderful tribute at [Let'sWeForgetMusicians.com](http://Let'sWeForgetMusicians.com).

**Joe's Violin**  
Now being played by Angelina, who will bring her energy and talent to Joe's violin, the instrument keeps breathing life into the music program at Bronx Global Learning Institute for Girls (BGLIG). Watch the story unfold at [JoesViolin.com](http://JoesViolin.com).



"Angelina is a wonderful student and thoughtful musician. We chose her at the end of the last year and I taught her since she was in Kindergarten. She's now entering her 8th grade year. She's been a mature, kind-hearted, and respectful student. Angelina is always attentive and respectful in classroom settings. She is constantly playing in terms of her violin playing and in an orchestral setting with her friends."  
Suwan, former BGLIG music director

**Prince**  
The Prince Estate raffled a trip of a lifetime for fans of the legendary music icon to support a school music program in his hometown - Minneapolis. Edison High School music teacher Lesley Eades was thrilled to hear her school is the recipient of 14 new instruments. "This grant means so much for our music program. For the past 5 years, our music program has grown from one ensemble of 15 students to 7 performing ensembles with our Concert Band being 61. Receiving these instruments will mean we can get more students into our program, support more students in their musical opportunities and give joy to so many students. Words cannot describe how thankful we are to the Prince Estate and The Mr. Holland's Opus Foundation for the support of our program."



to many as one of the Academy Award-winning the bond between from the South B at the age of 97. became par- of at Lincoln Ce His fingers he wanted

**OPUSNOTES**

SPRING 2020

THE MR. HOLLAND'S OPUS FOUNDATION

**Our Promise**  
The photos we share in this newsletter are from happier times. Everything has changed, and we know that students, teachers, and parents are struggling with daily life and finding needed structure and meaning to get through this crisis. Music is part of that. MHO<sup>®</sup> is listening and responding, supporting efforts to keep music relevant and strong while anticipating the changes that will happen when kids go back to school. Know that we will be there through the expected and unexpected, offering vital services and support with your help. Thank you and be safe. The MHO<sup>®</sup> Team - Tricia, Natalia, Feice, Hannah, Teresa and Celia



**Staying in Tune**  
While students and teachers learn and work from home, we continue to offer them tools and learning experiences. Not being in the classroom doesn't mean an end to learning and experiencing camaraderie and connection. Previously scheduled as an in-person training, Atlanta Public Schools instrument repair workshop facilitated by Bill Smith Music quickly went online when the district closed all schools. Teachers who attended will receive a custom tool kit to repair instruments right in their classrooms, courtesy of The Molly Blank Fund of The Arthur M. Blank Family Foundation, and part of Music Education District Support Services - MEDSS<sup>®</sup> with Atlanta Public Schools.



**From the Front Lines**  
"Keep supporting the teachers! We are on the front line doing what we do best! Thanks for all of your continued support!" Edward Downs, Camden Academy Charter, Camden SC  
"Thank you for reaching out to us! We are so appreciative of all that you do to support music in school! An online instrument repair workshop would be very helpful to us--if it included guitars, electric guitars and electric keyboards! Our district has 2 repair technicians - but they only repair orchestra and band instruments. Thank you!!" Robb Janov, Jefferson MS, Albuquerque NM

Washington DC public schools will receive 200 Casio mini keyboards for students to play when they get back to school. "This is so exciting, thank you! We are so honored that the foundation believes in the work we do and willing to invest in the future of that work. Thank you again for being a great thought partner, supporter and member of the music education collective impact." Mary Lambert, Director of Arts, District of Columbia Public Schools.

**A Sense of Belonging**  
Heights High School in Houston TX will receive 16 new instruments courtesy of CMA Foundation. Principal Wendy Hampton, reflects on what being in band meant to her: "I was a band member from grades 6 - 12 many years ago. Many of my fondest high school memories are the ones created at football games, band contests, and trips. I created lifelong friendships and gained experiences that I would not have if not involved in the band program. I also learned the value of teamwork, self sacrifice, and gained a self confidence I did not have prior to. I want to provide as many students as possible the opportunity to experience what the band program has to offer. This is not just about students learning music, developing a passion, or a lifelong hobby. This is where many students find belonging."



# Mr. Holland's Opus Foundation

“...the first year we used envelopes - 2015, we had roughly the same results as self mailer. **It wasn't until we started hand addressing envelopes for major gift and loyal donors that we saw an improvement - 58% in spring and 228% increase in fall.**”

FELICE MANCINI



The Mr. Holland's Opus Foundation  
4370 Tujunga Avenue, Suite 330  
Studio City, CA 91604  
ADDRESS SERVICE REQUESTED

NON-PROFIT ORG  
US POSTAGE  
**PAID**  
LOS ANGELES, CA  
PERMIT 2112

The Mr. Holland's Opus Foundation  
4370 Tujunga Ave., Ste. 330  
Studio City, CA 91604-2753

### Quality Counts

*"The quality of the instruments we received last year has improved our tone and pride in our ensemble! The new instruments ignited a newfound passion for music. Those new instruments gave them tools to improve and hear how amazing they are. The instruments they used to play kept losing springs and tuning slides kept getting jammed. This donation made a HUGE impact on our students and we can't thank you enough!"* Manuel Young, Director of Bands, Phillip Burton HS, San Francisco CA

### Did you Know...

Many of our donors contribute through their Donor-Advised Fund? If you have one, you can even make a monthly recurring gift that will help sustain our work now and in the future.

Your donation has impacted our music program incredibly, and allowed us to both improve and develop so much. Thank you for the donation, it's so greatly appreciated by every ensemble. 😊

Before the donation we were accustomed to sharing instruments between students. But with the new grant we were finally able to solve that problem and boost the confidence of our students.

Northview High School students, Ranae and Destiny, in Covina CA - grateful.

A cash contribution today will change a life forever. Please give the gift of music by donating online or using the enclosed envelope. On behalf of so many, thank you SO much!

818.762.4328 • support@mhopus.org • www.mhopus.org  
Special thanks to BAM for producing this newsletter.



# For Example:

**SILENT SPRING INSTITUTE** FALL 2022

## Leading the Way

to a Cancer-Free Future **THANKS TO YOU!**

**How you are protecting children with research that drives change**  
And what you should know now about the dangers of PFAS



**The dangers of toxic chemicals are invisible, so many people pay little attention to them. But you know that protecting yourself and your loved ones requires vigilance and science-backed information. So, we bring you an update on PFAS from Silent Spring Research Scientist, Dr. Jennifer Lisa Dhayon.**

**YOU MAY RECALL** that one of the foremost toxics that poses a threat to us is the class of ubiquitous chemicals known as PFAS. These chemicals stay in the body for years and are associated with cancers, reduced response to vaccines, thyroid disease, asthma, and many other health-related problems. PFAS are added to a wide variety of consumer products to make them nonstick, waterproof, and stain-resistant.

Children are especially vulnerable to PFAS because their small bodies are still developing. By reducing kids' exposures to items containing PFAS, you can help them avoid health problems now and later in life.

Although we've known for years about PFAS in common items such as carpeting and nonstick cookware, too little attention has been paid to products that your children may be using every day — particularly waterproof and stain-resistant bedding and clothing.

If you buy children's products labeled as "green" or "eco-friendly," be aware that they may still contain PFAS. A recent study by Silent Spring found PFAS in waterproof and stain-resistant children's products. This was the case even for goods with a green certification from a third-party organization. It's heartbreaking for parents.

*Continued on page 2*

**ON PAGE 3** Find out how you are helping to give Black women the science they need to reduce their exposures to toxics.



**SILENT SPRING INSTITUTE**

been exposed to PFAS and have health concerns, they learned about Silent Spring's work in this area — and they took note!

In July, NASEM released new screening and monitoring recommendations in line with Silent Spring's. We're hopeful that the CDC will adopt these recommendations, which could help people exposed to PFAS get the care they need, such as screenings for cancers — including breast cancer (as the latest science shows a connection between PFAS

Senior Scientist for Silent Spring and the lead investigator of PFAS REACH, "This is an important first step. It helps to establish a clear and concise set of recommendations of specific tests and screenings so doctors can get a handle on the problem and how to address it."

**Because of you, we can make that happen.** We can help doctors see the warning signs, order the right tests at the right times, and make diagnoses as early as possible.

drinking water may have caused both her and her husband's cancers. Her doctor's understanding of the dangers of PFAS should not be a rarity.

**If all doctors are made aware, then stories like Sandy's won't be unusual — because saving more lives will be an everyday occurrence.**

For more information, please visit [pfas-exchange.org/resources](https://pfas-exchange.org/resources). You can learn about PFAS in general and get info on how to obtain a PFAS blood test if you suspect you may have been highly exposed. 📍

**“** If we are going to live so intimately with these chemicals — eating and drinking them, taking them into the very marrow of our bones — we had better know something about their nature and their power. **”**

— RACHEL CARSON

Become a leader among donors

## Join the Rachel Carson Society

**RACHEL CARSON** was the founder of the modern environmental movement. Sixty years ago, she wrote her most famous and influential book, *Silent Spring*. This book sounded the alarm about the threats posed by toxic chemicals to our health and environment.

As a member of the Rachel Carson Society, you will carry on her legacy and play a crucial role in making Silent Spring's most innovative prevention research possible. Plus, you'll receive exclusive benefits including invitations to attend our Leadership Council Science Camp, featuring hot-off-the-press research topics and

conversations with scientists.

### Here's how you can join:

Donate \$1,000 or more each year to Silent Spring. Your sustaining gifts make it possible for Silent Spring Institute to continue operating as an independent, world-class research organization.

You will power a revolution that prevents cancer by reducing people's exposure to harmful chemicals in their everyday lives. To learn more and join, please visit [silentspring.org/RCS](https://silentspring.org/RCS). 📍



*Legacy giving OR monthly giving call out in every newsletter.*



# For Example:

FINDING AND EQUIPPING FOSTER AND ADOPTIVE FAMILIES FOR MONTANA CHILDREN IN NEED

**YOUR BRIDGE BUILDER REPORT**  
- APRIL 2018 -

**Child Bridge**  
Bridging the gap to the children who need care

BILLINGS  
BOZEMAN  
BUTTE  
GREAT FALLS  
KALISPELL  
MISSOULA

BRINGING YOU CLOSER TO THE LIVES YOU HELP CHANGE

**From a Group Home to A Family...  
BECAUSE OF YOU**

*Your support enables Child Bridge to find forever families for specific children in state care.*

*Did you know there are hundreds of Montana children in the foster care system who need permanent families?*

Because of you, we are able to work on behalf of some very special, specific children...like a beautiful 11 year old girl. Bounced from place to place, group home to foster home and back... so many times you'd lose count. No relatives to care for her, lingering in foster care with no prospects for a forever family.

Thanks to you, Child Bridge was able to introduce this sweet girl's needs to the family who was meant to be hers! No more sporting events, school plays or graduations with no one in the crowd to cheer her name. No more dinnertimes around a table with a group home shift worker and a dozen other kids. Instead of siblings and a mom and dad.

**CHILDREN NEED A FAMILY TO THRIVE AND YOU'VE MADE A BRIGHT FUTURE POSSIBLE!**

**YOUR GIFT OF SUPPORT IS BEING USED WISELY >>>>>>**

FAMILIES FOR KIDS IN THEIR TIME OF NEED... and the need is urgent!

TO BE CONTINUED

Right now, children like Kayleigh are waiting for a family.

**YOUR GIFT MULTIPLIES!**

**YES! I will help find families to care for children like Kayleigh!**

Thanks to a generous donor, every gift received between April 10th and April 30th will be matched 100% up to \$50,000!

**Will you help us turn \$50,000 into \$100,000?!**

Give online today: [www.childbridgemontana.org/give-now](http://www.childbridgemontana.org/give-now) or through the enclosed giving envelope.

*Be super intentional.*



# For Example:

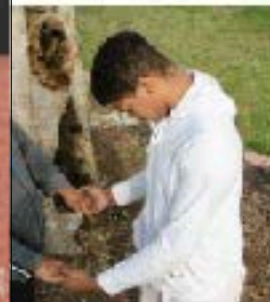
*Evocative story-telling.*

**Heart of the Mission**  
JUNE 2013

*feels like*  
**HOME**

**You've given this mom and her son hope**

**INSIDE**  
Find out why WSMV's Lisa Spencer loves the Mission  
The blessing of volunteering is a two-way street



*Frederick has found his home at the Mission. It's a safe place and time together, pray and minister to Victoria and Frederick with messages.*

## feels like HOME

"This is the first time I have ever been homeless. I never imagined it would happen to me," says Victoria. "Yet in the midst of this situation, I have peace. I know God brought my son Frederick and me to Nashville Rescue Mission."

Reared by her grandparents, Victoria grew up in Mississippi. She left home at the age of 16. "I grew up fast," shares Victoria. "I was mostly around adults, so I think I was very mature for my age. When I moved out, I already had a job. I was able to rent a house, buy a car and live on my own with no problems."

### New Opportunity

Victoria had spent the last 25 years living in Memphis. She is a mother of five. Her first oldest children (ages 23, 22, 21 and 20) still live there. "Memphis has become a very dangerous place," says Victoria. "My youngest son Frederick is 6 and I was concerned for his safety. We have family in Nashville. My employer also has an office here, so I was able to transfer to their Nashville office. It seemed like the perfect solution."

Shortly after arriving, Victoria learned her employer didn't have enough work to keep her. "I was devastated," shares Victoria. "We had packed up everything and moved. Frederick and I were staying in a hotel, but it didn't take long for the money I had saved to run out and we had no place to go. My aunt, who lives here, had a full house of people, so staying with her wasn't an option."

### Send Help

It was during a church service Victoria attended, that she cried out to God. "Please send me help!" she prayed. A few minutes later, Victoria was introduced to someone who told her about Nashville Rescue Mission. "I had never stayed in a shelter," says Victoria. "It is humbling, but I am so grateful."

"Having the opportunity to attend chapel every day is one of the biggest blessings of being at the Mission," says Victoria. "The Lord is my strength, my shield and my rock. Despite this setback, I still praise Him. Plus, I know we're just passing through. Hopefully,

## Happy 237th Birthday America!

Help make it a festive 4th of July for the homeless

Americans recognize July 4th as Independence Day—a time of proudly flying the American flag, watching fireworks, having picnics and attending parades.

Nashville Rescue Mission will celebrate America's birthday by serving over 2,000 meals to homeless men, women and children in the community on July 4th. You can help make this day extra special for those in need by donating the following:

Hot Dogs	Soft Drinks
Hamburgers	Bottled Water
Buns	Potato Chips
Condiments	Cookies

Donations for the celebration can be dropped off at the Mission's Donation Center located at 616 7th Avenue South, Nashville, TN, Monday through Saturday from 7 am to 7 pm. Or you can make an online donation at [www.nashvillerescuemission.org/donate](http://www.nashvillerescuemission.org/donate)

Your generous donation will help make this year's Independence Day—a day of life, liberty and happiness for Nashville's homeless.



**DONATE**  
.....  
\$2.26 can change a life



**VOLUNTEER**  
.....  
sign up online today



**EMAIL**  
.....  
stay up-to-date on Mission news



**CONNECT**  
.....  
connect with the Mission on inc



**NASHVILLE RESCUE MISSION** 639 Lafayette Street, Nashville, TN 37203  
(615) 255-2475 [www.nashvillerescuemission.org](http://www.nashvillerescuemission.org)

## LIVES YOU HAVE TOUCHED

APRIL 2013

53,784  
Meals Served

22,019  
Nights of Lodging

19,159  
Chapel Attendance

2,261  
Education Hours

1,948  
Bible Class Attendance

1,541  
Decisions and Prayers

6,261  
Volunteer Hours

42  
Travel Assistance

5  
Program Graduates



What	Who	How Many Times a Year?
Multichannel Campaign: Direct Mail & Email Ask	All Names	5
Print Donor Newsletter	Donors Only	4
Monthly Giving Ask: Direct Mail	Segment	1
Monthly Giving Ask: Digital Only	All Email Addresses	4
Email Newsletter: Digital Only	All Email Addresses	12

## How Many Newsletters?



Major Nudie

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m

ina





**THANK YOU OVERHAUL #1: NORTHEAST GEORGIA HUMANE SOCIETY, AFTER:**

[[date]]

[[Names]]

[[Address1]]

[[Address 2]]

[[City.]] [[ST]] [[Zip.]]



Dear[[salutation]],

When gentle hands lifted broken little Lydia to safety, you were there.

The same way you'll be there for every cast-off friend who will come through our door in the days and weeks ahead, because of your wonderful donation of [[gifts.ack amount]] on [[gifts.last.mmDDyy]]. **Thank you with all my heart.**

It's so hard to express what your gift means to sweet souls like Lydia. Her photo tells the tale of a lifetime. She was starving, alone, with multiple fractures and covered in ticks.

Lydia wouldn't have had a chance without you. But with you, *everything* changed.

Your donation meant x-rays to find what was broken... medications to ease her pain... special splints and bandages... nutritious food to fill her tummy... and of course, a soft bed! **Thanks to you, Lydia and so many other animals here have all the time they need to heal.**

You chose to be a LIFE SAVER, and I'm forever grateful. Because today a little dog named Lydia has a second chance for a lifetime of love.

Thank you today and always for being part of our family of LIFE SAVERS!

Warm wags,

Julie Edwards

Executive Director

P.S. Thanks to your amazing support Lydia just found her forever home! If you're in our neck of the woods, I hope you'll come by to see all the wonderful work you make possible. And please call us if you ever have questions. Thank you so much, again, for caring about the animals.

The Humane Society of Northeast Georgia is a 501(c) (3) non-profit organization. Federal Tax ID#58-0673817, which means your donation could be tax deductible. Please help us keep Georgia beautiful by keeping this letter as your tax receipt. It lets you know no goods or services were received in return for your kind gift. Thank you again!

*Your*  
**THANK YOU**



“...it’s rude not to acknowledge every gift. And while at it to reassure the donor that it’s been put to the use intended. Only a fool is persistently rude, particularly as our business is building relationships for profit. But it’s a real fool who throws away money. **The simple fact is that an appropriate thank-you letter is perhaps the best fundraising opportunity of all.**”

KEN BURNETT



# For Example:

## THANK YOU OVERHAUL #1: NORTHEAST GEORGIA HUMANE SOCIETY. AFTER:

[[date]]

[[Names]]

[[Address1]]

[[Address 2]]

[[City,]] [[ST]] [[Zip]]



Dear[[salutation]],

When gentle hands lifted broken little Lydia to safety, you were there.

The same way you'll be there for every cast-off friend who will come through our door in the days and weeks ahead, because of your wonderful donation of [[gifts.ack.amount]] on [[gifts.last.mmDDyy]]. **Thank you with all my heart.**

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[Like](#) [Tweet](#) [Share](#)

[Click to view this email in a browser](#)

## Appleseed Ministry Group

July 1, 2016

[Facebook](#) [Home Page](#) [Get Involved](#) [Donate](#)

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

Hi Pat,

Two months of travel reminds me of the amazing partnership between you, the heroes at home, and the national workers on the field.

You are amazing partners!

- You take seriously the heart of God who said he 'so loved the world,' and therefore you take seriously the needs of the least and the lost no matter where in the world they are.
- You are willing to step out of your own busy world in order to give, pray, and encourage God's work in foreign and remote places.
- You believe that God can miraculously work in situations that seem humanly beyond hope.

You then partner with some amazing national workers who:

### Get Involved

We are a growing team of people who are preparing national leaders to multiply churches and relieve poverty.



[Learn More](#)



[Online Donation](#)

*Your*  
**EMAIL**

**\$78**

is raised for every 1000 fundraising emails sent by a nonprofit

**47.9%**

of donors cite email as their preferred communication method



# For Example:



Did you know that September and October is a common time to see male tarantulas on the move searching for a mate? Sheryl Hester came across this tarantula at the end of the summer. Thanks Sheryl!



Mike Philley wrote a lovely haiku after seeing this photo of a barrel cactus by Harriot Cowpor a few weeks ago. Thank you Mikel

***The barrel cactus ~  
looking from above I see  
a wild mandalal***



## A Dose of Desert Joy

Photo by Susan Bell

Dear Pamela,

The monsoons have had an extended stay this year with the past week bringing more rain and thunderstorms to the desert. In mid-town Tucson yesterday, an epic hailstorm even battered rooftops for a full 45 minutes, flooding yards and washes too. Cool evenings and mornings and fairly mild days mean it's comfortable to be outside all day long again. We wish you a weekend of ease, rest, and reflection.

\*\*\*\*\*

If you take any photos out on your adventures and would like to share them, please send them my way. Email me anytime at [Kathleen.Kennedy@sonorandesert.org](mailto:Kathleen.Kennedy@sonorandesert.org) and I'll include your photo(s) in one of our next editions of *A Dose of Desert Joy*. Thank you!





The email open rate for nonprofits is roughly 25% in 2022, according to many companies that track these metrics. Kathleen reports:

**“This year, we have sent 31 A Dose of Desert Joy emails. The average open rate is 51.4%.“**

Christina Moodie really captured the feeling of autumn with this beautiful photo of drying morning glory leaves on a mesquite tree. Thank you Christina!



This broad-tailed hummingbird hit the jackpot near Rose Canyon on Mt. Lemmon. Thanks so much, Lisa Mainz, for capturing this lovely image!

**October**

With patience to stay,  
we pull our peace from soundless  
ground and fold our hands.

-Adriana Stimola





*Your*  
**ANNUAL  
REPORT**





## HOW DONORS EQUIPPED THE HEALTH WAGON FOR THE MOST SERIOUS HEALTH CRISIS IN A CENTURY



To date, more than 28 million Americans have been infected with COVID and more than 500,000 have been lost to the pandemic.

In Virginia alone, there have been more than **565,000** infections and more than **7,500** deaths.

The safety of our medical and administrative staff, as well as our precious patients, was number one on our priority list as the pandemic began.

Kind donors like you provided equipment and supplies to make everyone safer, and test and treat those who contracted COVID.



Over **4,000** tests for  
**Coronavirus**







*Your*  
**WELCOME  
EMAIL**

# According to Campaign Monitor

- Welcome emails have a 91.43% open rate.
- Welcome emails can create an 86% lift in unique open rate. Welcome email read rates are 42% higher than the average email.
- Welcome emails have on average 4x the open rate and 5x the click-through rate of a standard email marketing campaign.





### You Can End Their Pain...

Animals have thousands of painkillers in their bodies, but when they are harvested for their skin, antlers, and tissues, the painkillers are removed. The result is a bear suffering from a pain that is unbearable. The only way to end their pain is to end their lives.

When a bear is harvested, it is often suffering from multiple diseases and ailments, including cancer, diabetes, and heart disease. These animals are often kept in small, crowded cages where they are unable to move or stretch their bodies.

Animals that are kept in cages are often kept in a state of constant fear and stress. They are often kept in cages that are so small that they cannot even turn around.

By buying a bear, you are helping to end the suffering of these animals. Every bear that is bought is one less bear that is suffering in a cage.



### How It All Began

Animals were rescued in 1989 by being animal lovers. All animals were given a chance to live a life of freedom and happiness.

All know off from a group of veterinarians who were shocked to see a horrific scene - one and two of bears killed in try. After the scene was in complete agony, all results, "After something took any further, animals would be in a state that was worse than anything I had ever seen. It was the only thing I could do in that moment to bring the scene some comfort."

All know nothing about life from the above suffered by these bears until that day. On that day, she dedicated her life to ending the suffering of these gentle animals.

Two decades ago, Animals Asylum was born. It was a place where bears could live a life of freedom and happiness.

At Animals Asylum, we have a commitment to providing the best possible care for every bear. We have a team of dedicated staff who are committed to providing the best possible care for every bear.

All animals are given the best possible care. We have a team of dedicated staff who are committed to providing the best possible care for every bear.

All animals are given the best possible care. We have a team of dedicated staff who are committed to providing the best possible care for every bear.



### A Home For Life

Many of the bears we rescue have spent decades in cages, often in poor conditions. They are often kept in cages that are so small that they cannot even turn around.

Animals that are kept in cages are often kept in a state of constant fear and stress. They are often kept in cages that are so small that they cannot even turn around.

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Animals that are kept in cages are often kept in a state of constant fear and stress. They are often kept in cages that are so small that they cannot even turn around.

### My legacy to the animals

It will be my legacy to the animals that I have rescued. I will be their home, their family, and their friend.

Animals that are kept in cages are often kept in a state of constant fear and stress. They are often kept in cages that are so small that they cannot even turn around.

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# Your LEGACY



## Your voice makes a difference

As a partner in this lifesaving work, your opinion is so important to us.

Please let us know what matters most to you by taking a few minutes to answer the questions below. You'll help us better connect you to the people and causes you care about.

Thank you!

Not pgreene3637? [Click here.](#)

### 1. Which of the following global issues are most important to you?

(Choose all that apply)

- Helping vulnerable & displaced children and youth
- Empowering women and girls
- Responding to emergencies & crises around the world
- Creating long-term solutions to issues like hunger and poverty
- Providing education

### 2. What's the number one reason you support Mercy Corps?

- I support Mercy Corps' mission of responding to emergencies and creating lasting change around the world
- Mercy Corps empowers local people to strengthen their own communities
- The staff members are knowledgeable, trustworthy and experts at what they do
- I know my donation will be used wisely and efficiently

Other:

Type your response here...

### 3. What is most important to you when making a charitable donation?

# Your SURVEY



# My First Job

- › Major donors were ignored.
- › Not a single foundation grant proposal had been written in five years.
- › The organization had memberships with a number of key community organizations, yet hadn't had any contact in years. The businessman who had spearheaded the capital campaign had died and none of the records from that campaign were available to me.
- › The organization's fundraising appeal had not only been on a five-year decline, because it had been outsourced to a number of different mail houses, it had also angered a number of locals due to duplications and the perceived cost.
- › Our donor base was dying.



### Survey Letter Template

Always lead with gratitude.

Dear [Name],

I can never thank you enough for your support of XYZ organization...  
...but I can try!

As I was going through our records recently, I couldn't help but notice that you've been one of our most valued supporters over the years.

That's why, as the new director of development for XYZ, I wanted to reach out to you personally with my deepest thanks.

Because of you, there is hope.... [Follow with a paragraph about what their support is making possible].

You'll want this short impact paragraph to be as personal as possible. If the donor has supported a particular program, highlight it.

As you know, the support of friends like you is critical to our work. And, as a new member of XYZ, I'm committed to donor service, and gaining a true understanding our supporters. [Name], I'm eager to know why you care so much. If you can, please take a moment to respond to this letter by completing the enclosed short survey<sup>2</sup> and returning it in the self-addressed stamped envelope you'll find inside.

I'm honored to be working alongside XYZ and so grateful to know that we have the support of wonderful donors like you. Thank you for your time.

Warmly,

<sup>1</sup> Mercy Corps

<sup>2</sup> Limit your survey to three questions tops and include enough space for writing. Alternatively you could also use this letter as a means to gain a meeting with the donor.

Pamela Grow

Copyright 2022

**And then I did one of the smartest things I've ever done and something that I continue to do to this day.**

After querying our database for 20 loyal donors who had given over \$250 a year during the past five years, I wrote a simple letter of introduction asking why they had supported the organization. I sent it out, along with a brief survey and a stamped, self-addressed envelope.

Eighteen responded. Several sent in checks, although I hadn't asked for money. Three became major donors. Less than two years later, we received our first bequest gift in the form of a check for \$250,000.





**Cindy Timmerman**

**“I just started as the Development Director in March.**

I borrowed your letter (with some tweaking) and added a short questionnaire. I sent out a lot more than just 20 letters – I mailed 86 letters on June 21st, but it was well worth it. To date I have received 33 envelopes – and I say envelopes and not responses because one just had a check without a questionnaire! That’s a 38% return! Out of the 33 envelopes, 30 mailed back questionnaires and 8 mailed checks totaling \$1,175 (the highest check being \$500). I’ve attached a copy of my letter. Thank you for your advice. My boss was SHOCKED! He had no idea that I sent anything out, but he was extremely happy that I did!”



**Sara**

“Just wanted to pop in to say the results of my introduction letter and short survey have been great! Out of the 70 mailing pieces I have gotten 20 responses and checks totaling \$500!”







**WHAT ELSE?**





Thank you for all the joy you bring throughout the year.  
We're so grateful for you!



*One for you to hang on your tree...*  
Please keep this little decoration and display it with pride. It's yours with our heartfelt gratitude every bit of joy you bring to the world!

*And one to send back for our tree...*  
Send this one back along with your gift to let our students and teachers know you're thinking of them.



Gently push the decorations out using the serrated edges.



Gently push the decorations out using the serrated edges.

**But What About  
Now? In the  
Midst of “ALL  
This?”**



“...playing around with ChatGPT incredibly fun, charmingly addictive, and—as someone who writes for a living—really quite worrying. But you soon start to sense a lack of depth beneath ChatGPT’s competent prose. It makes factual errors, conflating events and mixing people up. **It relies heavily on tropes and cliché, and it echoes society’s worst stereotypes.** Its words are superficially impressive but largely lacking in substance—**ChatGPT mostly produces what The Verge has described as “fluent bullshit.”**”





**Be More Human.**



**The Most Important Thing?**

**How Can You  
Raise An Extra  
\$45.32 More  
With Each Gift?**



“Those who received the thank-you gave on average \$45.32 more than those who did not receive the thank-you.”

**Learning To Say Thank You: the Role of Donor Acknowledgements, Authored by Jen Shang, Adrian Sargeant, Kathryn Carpenter, and Harriet Day**

**Why Miss Out on the  
Opportunity Sending a  
Beautifully Written  
Thank You Letter  
Provides?**



# A Receipt Is Not a Thank You


Thank you for your supporting in the lives of the women, men and children that we serve! through your charitable donation. Your gift makes a difference

**Transaction Receipt**  
Please print the following for your records.

Donation information  
General \$10.00  
Donation:

Payment Information  
Company: na  
Name: Pamela  
Gender:  
Address:  
A  
P  
United States  
Mobile Phone:  
Email: [pamelaerow@gmail.com](mailto:pamelaerow@gmail.com)  
Credit Card MasterCard  
Type:  
Credit Card \*\*\*\*\*6630  
Info: Exp. Date: \*\*/\*\*  
Card not present  
Payment Status: Approved  
Date Processed: Monday, September 14, 2015 12:48 PM  
Transaction ID: MDBGONRHA0914  
Address Y  
Verification:  
Security M  
Authentication:  
Approval 563819  
Code:  
Amount Charged: \$10.00  
Electronic Signature:  
Merchant Account Name:  
Merchant Locator: 1670410011

I agree to pay above total amount according to card issuer agreement.

These are the moments that you make real ...  Inbox x



**Trócaire** <webmaster@trocaire.ie>

Mon, May 13, 8:08 AM (3 days ago)



to me ↵

Dear Pamela,

Can you picture what it means to a loving mother to know her children can sleep safe and warm, for the first time in God knows how long? And imagine the peace you bring when her babies wake to a hearty breakfast instead of the aching gnaw of an empty stomach. That's the real human face. That's what your kindness makes possible.

Every day I think of all the special moments that mean so much.

The time you took to think of those less fortunate

The minutes, and the care, you used to fill out the form and make your generous donation of Euro 10 Transaction Id: 197791.

And the good work that can happen now because you chose to give.

Thank you. It's hard for me to capture just what it means. But because you chose to give, your love and generosity will now live in so many moments of grace and mercy.

Picture that special instant when lines of weariness and worry turn to smiles of relief – relief from hunger, relief from cold, relief from fear - because of what your generosity gives. It's food in times of famine. Shelter in times of conflict. Hope in times of despair. It's the knowledge that someone out there cares.

It's an incredible gift to give – and I couldn't be more grateful that you're part of the Trócaire team.

Never forget, it is only the kindness and caring of people like you that allows Trócaire to be there on the front line, long after the cameras have gone. Doing all we can to honour your generosity and to ease the fears of those who need help - in your name. And I hope you will remember each evening – as darkness falls and your own bed starts to call - that someone, somewhere can now sleep a little more easily because of you.

Thank you for every fear that's eased. Thank you for every unshed tear. Thank you for the lives that are better because you're here.

Caoimhe De Barra

CEO Trócaire.

[www.trocaire.org](http://www.trocaire.org)

P.S. We will also post you a confirmation of the details of your generous pledge for your own records. If you ever have any questions about how your donations are spent, please give us a call any time. Call 01 629 3333 for our Maynooth office or 028 9080 8030 for our Belfast office. Or email our donor care manager Declan at [declan.dixon@trocaire.org](mailto:declan.dixon@trocaire.org). We'd love to help. Your Donation Details: Date: >Date: Monday, 13 May, 2019 - 13:08 Amount: Euro 10 Transaction Id: 197791



# Make a Strong Statement



## **We Stand in Solidarity with Black Lives Matter and with all People of Color**

The Coalition for Sonoran Desert Protection stands in solidarity with Black Lives Matter. There is no way to do the work of healing and nurturing the natural world in a silo. As residents of the Earth and citizens of the World, the mounting cases of violence against Black, Indigenous, and People of Color reveal how connected we all are and compel us to speak out in support for Black Lives Matter. We condemn the brutal killing of George Floyd, Breonna Taylor, and so many others. We condemn all violence against Black people. We support the protests that are happening all across the country - and around the world - demanding immediate reform of police department policies and judicial systems.



# Tie to Your Mission

The same political/economic system that is destroying our natural world is also systematically victimizing people of color, indigenous people, and poor people in general. In this historic time, it is so clear that environmental justice and racial justice are not two separate causes but part of the same mandate. We need to work together to transform that system into one that eliminates police brutality, environmental degradation, and inequality under the law. We need to redefine the American Dream to reflect a new vision of peace and justice that encompasses social and environmental justice.

Kelly Burke from [Wild Arizona](#) says it well:

*We believe that the future of conservation is intrinsically tied to the building of a new America, because our deeper cultural history is inescapable; indeed this past is our present. How do we want to identify as a culture moving forward? We cannot protect our amazingly diverse landscapes and their diverse inhabitants until we are a compassionate, inclusive, equitable, and tolerant nation, embracing our cultural diversity. What nature offers now, as it has during the pandemic, is healing, and the inspiration and motivation to fight for an America free of oppression, exploitation, and systemic racism.*

We at the Coalition for Sonoran Desert Protection will continue to look for all intersections between our basic mission and the making of this “new America.”



# Include Resources

“You are growing into consciousness, and my wish for you is that you feel no need to constrict yourself to make other people comfortable.” – Ta-Nehisi Coates, *Between the World and Me*

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## Resources for further learning and taking action

[158 Resources to Understand Racism in America](#) (Smithsonian Magazine)

[Dear White People, This is What We Want You to Do](#) (Kandise Le Blanc)

[Tucson Black-Owned Businesses](#) (spreadsheet compiled by [Roux Events](#))

[Black Lives Matter Tucson](#)

[Black Voters Matter](#)

[Arizona Coalition for Change](#)

[Tucson Second Chance Community Bail Fund](#)

[The Dunbar Pavilion: An African-American Arts and Culture Center](#)  
(located in Tucson)

[NAACP Tucson Branch](#)

[Outdoor Afro Phoenix](#)

[Green Latinos](#)



**NEW:** The Alliance's Response to COVID-19 >>



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**We are an Alliance of allies.**

READ OUR STATEMENT





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## We Are An Alliance of Allies

The Alliance for the Chesapeake Bay stands in solidarity with the Black Lives Matter movement during this turbulent and important time of national discourse on historic pain and trauma due to a legacy of systemic racism in our country.

The Alliance believes that clean water and equal access to nature are civil rights that impact human health and quality of life. As an organization, our mission is to bring together communities, companies, and conservationists to improve the lands and waters of the Chesapeake Bay watershed. This is a mission inclusive of **all** communities that make up our Chesapeake Bay region.

The Alliance strives to collaborate with partners in the Chesapeake Bay community who demonstrate integrity and amplify diverse voices for equitable and inclusive impact.

The Alliance is committed to creating a more diverse, inclusive, equitable, and just environmental movement.

### **Black Lives Matter.**

In solidarity,

*Kate Fritz*  
Executive Director

*Dennis Chestnut*  
Chair of the Board's Diversity,  
Equity, Inclusion Committee

*Ginny Sneed*  
Board Chair

**How can you fit  
all these donor  
comms pieces in?**





**OUTSOURCING**

**INHOUSE**





*Mary Cahalane*

mcahalane.com





*Julie Cooper*

fundraisingwriting.com



*Aimee Vance*

frontline-fundraising.com





*Denisa Casement*

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



*Pamela Grow*

[pamelagrow.com](http://pamelagrow.com)



What is the #1 way to safeguard your

**Nonprofit?**



“It will not suffice to have customers that are merely satisfied. Customers that are unhappy and some that are merely satisfied switch. **Profit comes from repeat customers—those that boast about the product or service.**”

*W. Edwards Deming*





**Ultimate**

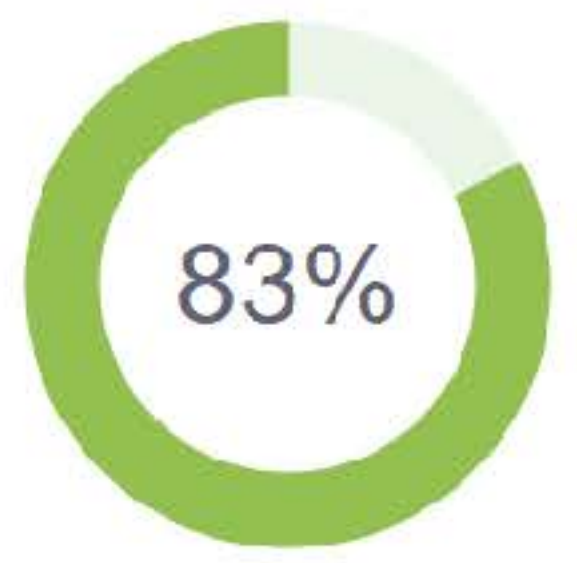
**Goal**



# Dashboard

Refresh

## Donor Retention



**172 of 209 Donors Retained**

## Active Tasks



My Tasks (4 total)



All Tasks (6 total)



## Raised This Week

**\$0.00**

0 Transactions

\$0.00 Average

## Recent Reports

None

## Recent Accounts

None

## Campaign Progress

Annual ▾





“It does not happen all at once. There is no instant pudding.”

*W. Edwards Deming*



### Survey Letter Template

Always lead with gratitude.

Dear [Name],

I can never thank you enough for your support of XYZ organization...

...but I can try!

As I was going through our records recently, I couldn't help but notice that you've been one of our most valued supporters over the years.

That's why, as the new director of development for XYZ, I wanted to reach out to you personally with my deepest thanks.

Because of you, there is hope.... [Follow with a paragraph about what their support is making possible].

You'll want this short impact paragraph to be as personal as possible. If the donor has supported a particular program, highlight it.

As you know, the support of friends like you is critical to our work. And, as a new member of XYZ, I'm committed to donor service, and gaining a true understanding our supporters. [Name], I'm eager to know why you care so much. If you can, please take a moment to respond to this letter by completing the enclosed short survey<sup>2</sup> and returning it in the self-addressed stamped envelope you'll find inside.

I'm honored to be working alongside XYZ and so grateful to know that we have the support of wonderful donors like you. Thank you for your time.

Warmly,

<sup>1</sup> Mercy Corps.

<sup>2</sup> Limit your survey to three questions tops and include enough space for writing. Alternatively you could also use this letter as a means to gain a meeting with the donor.

“Just wanted to pop in to say the results of my introduction letter and short survey have been great! Out of the 70 mailing pieces I have gotten 20 responses and checks totaling \$500!”

**SARA**





#### Do this First

Before you start (and) without, answer these questions to the best of your ability.

Why did you sign up for this fundraising? \_\_\_\_\_

What would it feel like for you if you were able to take control of your fundraising? If you were able to fully fund your mission — and if so why? \_\_\_\_\_

#### The Worksheet

Either as you're going through this worksheet, or after, spend some time on this Audit worksheet. Answer what you can. This is for you and the health and well being of your nonprofit and there are no right or wrong answers. Except for the best way forward!

My Nonprofit: \_\_\_\_\_

Our Annual Budget: \_\_\_\_\_

Our Mission:

In other words, what makes your organization stand out? Why would a donor give you money — what drives your donor? \_\_\_\_\_



<https://shorturl.at/bpsDL>

# Your work is far too important to leave your fundraising to chance.

**Has your nonprofit built the fundraising systems to see your mission through any crisis?**

Find out now when you download your FREE *Self-Audit Worksheet*. You'll discover what systems you need to raise more money now, with far less stress!

You'll also receive the 2024 Fundraising Calendar AND your own subscription to *The Grow Report*, the leading weekly e-newsletter for small nonprofits.

[Send Me The Free Worksheet](#)



**THANKS.**



[pamela@pamelagrow.com](mailto:pamela@pamelagrow.com)



[@basicsandmorefundraising.com](https://www.basicsandmorefundraising.com)



[@linkedin.com/in/pamelagrow/](https://www.linkedin.com/in/pamelagrow/)



# Questions

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