

WARM UP YOUR DONORS:

The Late Summer Playbook for Fall
Fundraising Success!

Sandy Rees
Chief Encouragement Officer

GET **FULLY**
FUNDED



YOU'RE IN THE RIGHT PLACE...

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

ABOUT ME --



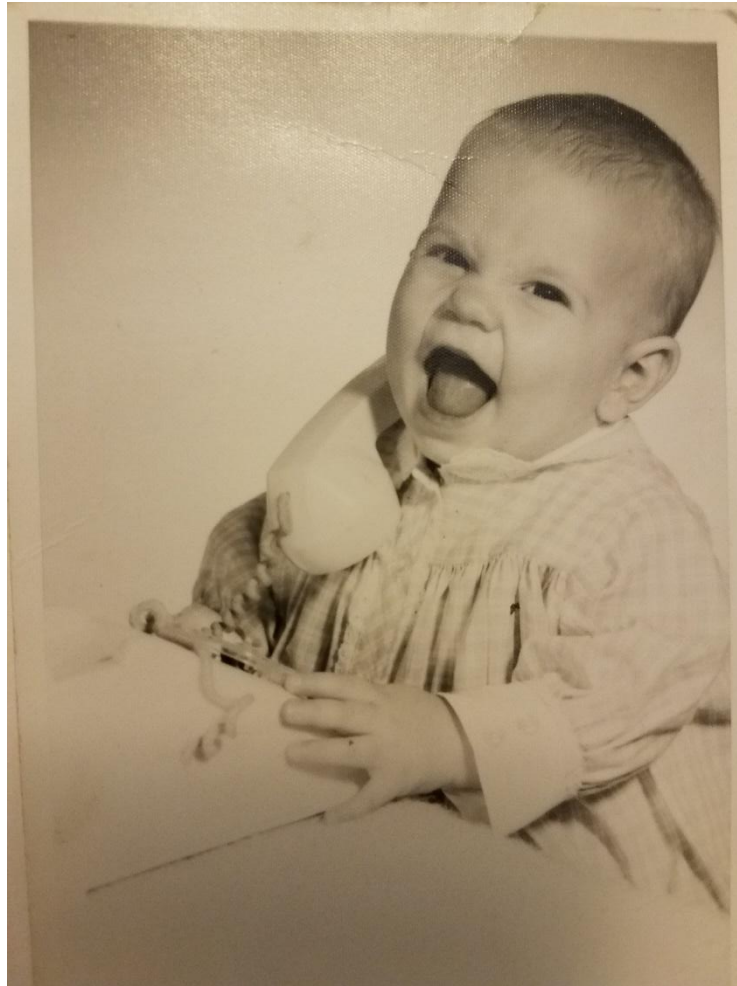
- ▶ Fundraising Nerd
- ▶ Trainer
- ▶ Animal lover/Cat Mama
- ▶ Founder & Host of Fundraising TV

me and Praline



HERE'S MY STORY...

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



I DIDN'T SIGN UP FOR FUNDRAISING AT CAREER DAY



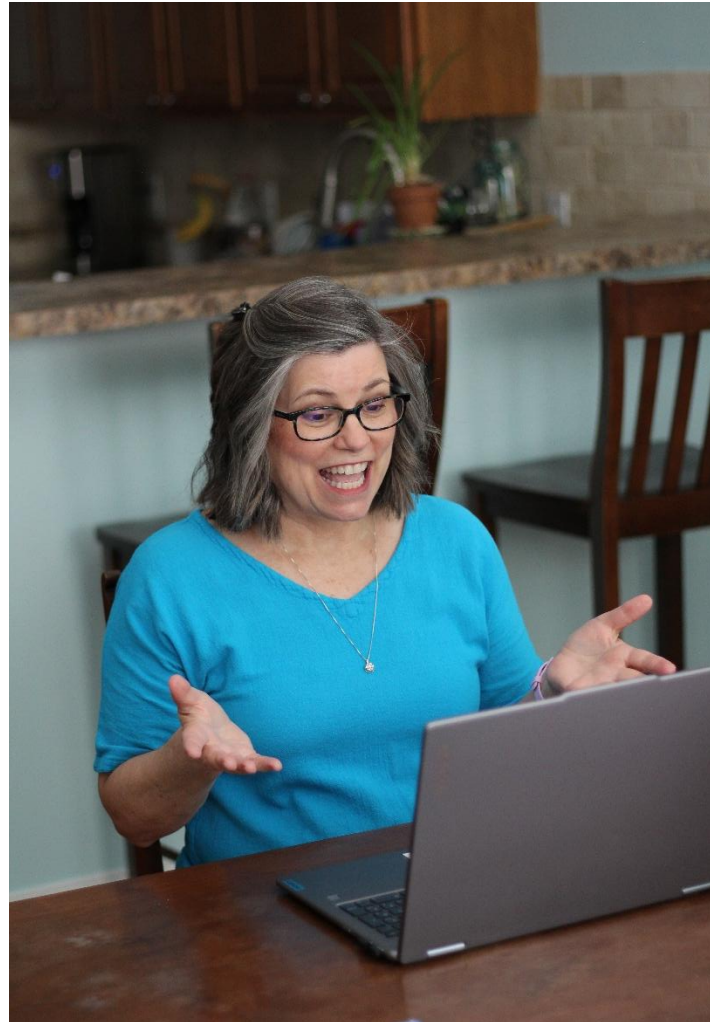
WHERE I LEARNED IT WAS...



WHAT HAPPENED WAS...



TODAY...



HOLIDAYS 2024

“We did it!”

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

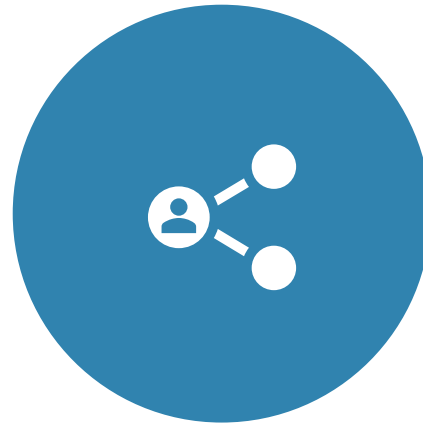
“I can’t believe we did it!”

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

TRUTH --



WHEN YOU RAISE
MORE MONEY,



YOU CAN CHANGE
MORE LIVES.

COMMON PROBLEMS

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

HERE'S WHERE WE ARE

2025 Calendar

JANUARY						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
Su	Mo	Tu	We	Th	Fr	Sa
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

You are
here

JULY						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Fundraising
season
starts

OCTOBER						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Prime time!





BEFORE YOU CAN EAT CAKE:

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



Same with
Fall/Holiday
fundraising

WHAT GOOD FUNDRAISING IS:

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



WHAT FUNDRAISING ISN'T:

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

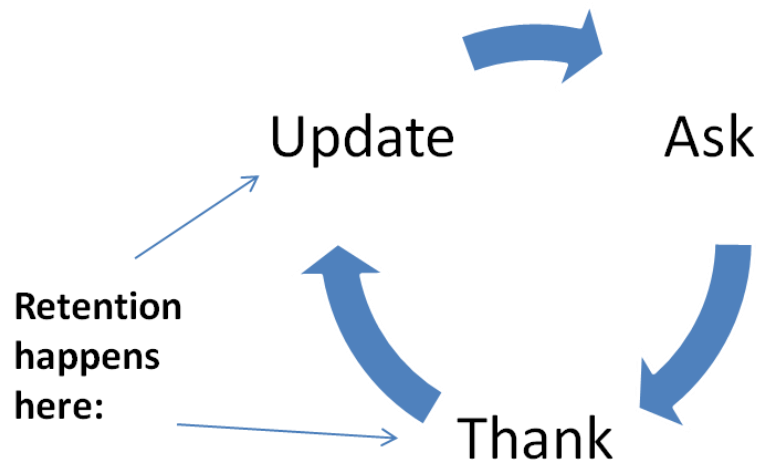


RELATIONSHIP IS KEY!



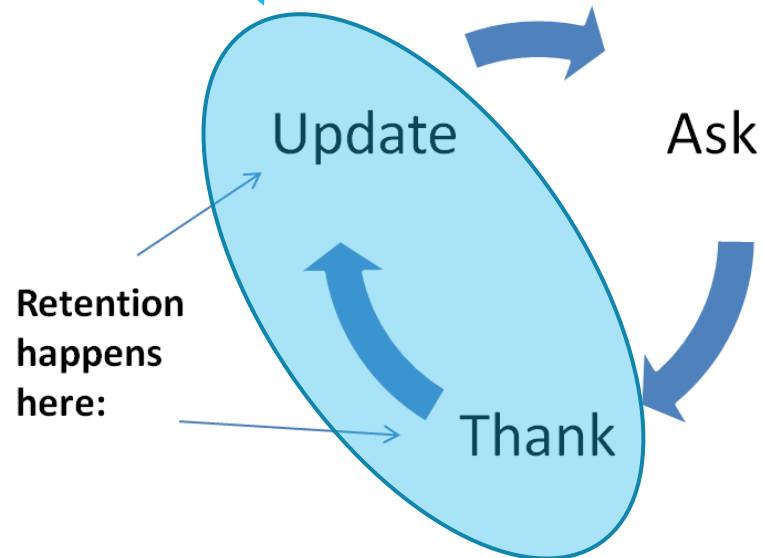
MAINTAIN A POSITIVE BALANCE





THE FUNDRAISING CYCLE

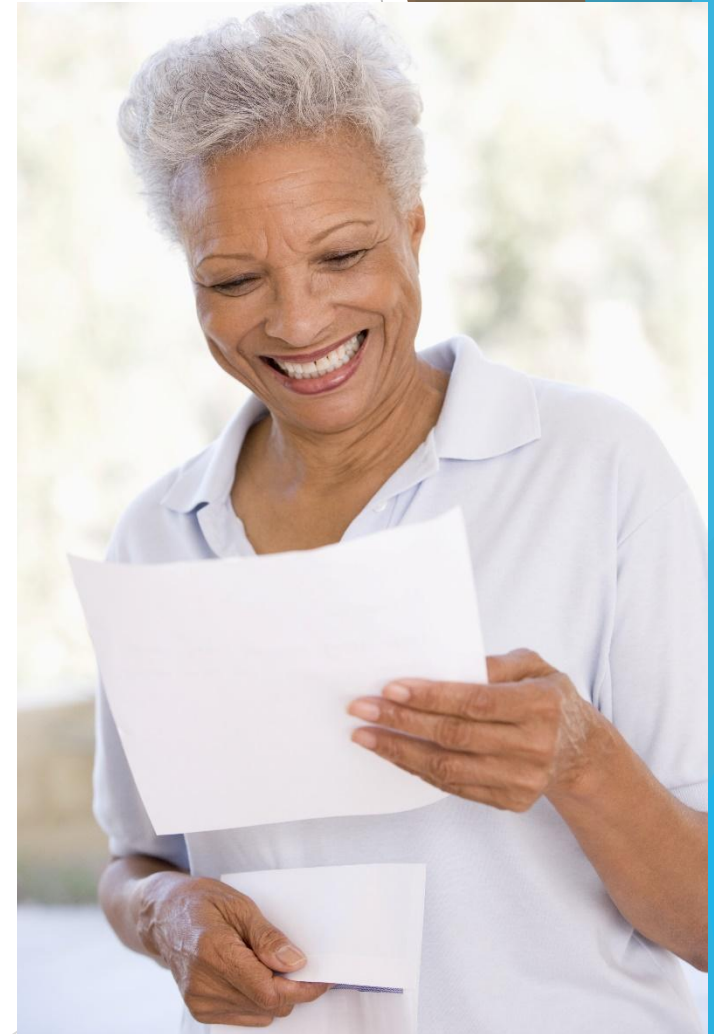
Do lots of this NOW!



THE FUNDRAISING CYCLE

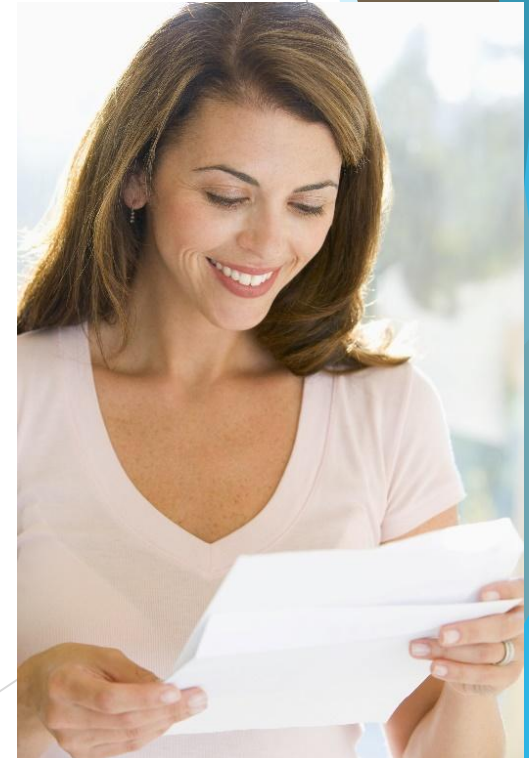
STRATEGY #1: DOUBLE DOWN ON COMMUNICATION

- ▶ Lots of non-Asks/warm touches
- ▶ Share the impact they've had
- ▶ Make 'em smile!



WHAT THAT MEANS...

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



A woman with dark, curly hair is smiling broadly while talking on a silver smartphone. She is wearing a blue and white vertically striped button-down shirt. The background is a light, neutral color.

NINJA IDEAS:

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

A woman with dark, curly hair is smiling broadly while talking on a silver smartphone. She is wearing a blue and white vertically striped button-down shirt. The background is a light, neutral color. The image is part of a presentation slide with a blue and brown geometric design on the right side.

NINJA IDEAS:

Listen for “How can I help?”

These people are prime to give matching money!

EXAMPLE



EXAMPLE

EPIC Outreach
P.O. Box 77479
Jacksonville, FL 32226
www.epicoutreach.org



We are halfway through
2025 and thanks to YOU,
lives have been changed
and hearts have been
touched! So far:

- 32 Animals Rescued
- 16 Animals Adopted
- 514 People touched
through farm visits and
outreach activities
- 650 Volunteer Hours

**YOU MADE ALL THAT
POSSIBLE! THANK YOU!**



Get Fully Funded
257 N Calderwood St
173
Alcoa, TN, 37701-2111



EPIC Outreach
Educating PEOPLE. Inspiring COMPASSION.

June 2025

STRATEGY #2: STRATEGICALLY MAP IT OUT



Number of Asks



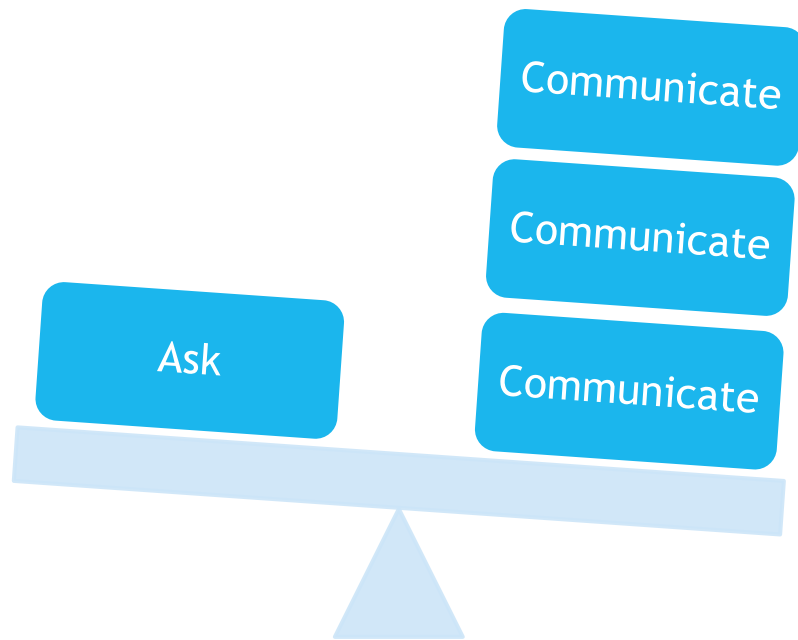
When will you Ask?



What happens when you're not Asking?



NINJA TRICK: 3-TO-1 RATIO



GET **FULLY**
FUNDED

STRATEGY #3: MIX IT UP!

- ▶ Online AND offline
- ▶ Fundraising AND awareness
- ▶ Leverage online fundraising (you can do more than you think!)

BONUS STRATEGY: ASK LIKE YOU MEAN IT!

- ▶ Ask for a specific amount
- ▶ Tell how that money will make a difference
- ▶ Include a sense of urgency
- ▶ Be clear about next steps

EXPLAIN WHY YOU NEED HELP NOW!

- ▶ What will happen if you meet your goal?
- ▶ What will happen if you DON'T? Will lives fall through the cracks?

LAST CHANCE!

00
HOURS

00
MINUTES

00
SECONDS



You can still make a difference! There are a few hours left to make a final tax-deductible gift in 2021. Please help Asheville Humane Society provide shelter, food and care to homeless and abandoned animals in our community.

Thank you and Happy New Year!

DONATE NOW

NOW WHAT?



RESOURCE

**GET YOUR FALL/HOLIDAY
FUNDRAISING PLAN DONE!**



YOUR PLAN FOR SUCCESS!

- ▶ Nail your Ask *every time!*
- ▶ Thank people so well they share what you send!
- ▶ *Take time off to enjoy the holidays, guilt free!*

BIG AHAS...



Cayla [redacted]

August 23, 2024 · 🌐



My Big AHA moment : creating an e-newsletter with what the donor wants to hear, **not** what you want them to know. 🤔



Joshua [redacted]

August 23, 2024 · 🌐



AHA! Catchy first line for our emails, and I even got inspired by one of the examples to launch our September campaign! Let's GO!

BIG RESULTS...



Debbie

November 22, 2021 · 🌐

After so many doubts and worries about putting all the pieces together, I'm thrilled that we are already at 75% of our goal, surpassing our last Giving Tuesday campaign. I'm anxiously waiting to see if November 30 gets us to the goal. We had 11 envelopes in the mail today! Thank you Sandy Rees and staff for your coaching!

[View insights](#)

106 post reach >



You and 5 others

1 Comment



Elaine

September 23, 2022 · 🌐

I'm so happy you featured Draft Gratitude's newsletter. Becky Roy rocks! I swiped her newsletter style and have had great results. We had over 66% open rate on our last email newsletter! We consistently have over 50%. Our donors love our newsletter, and we often get email comments back. Having the template also makes it much easier to write and produce it. Thanks!

[View insights](#)

114 post reach >

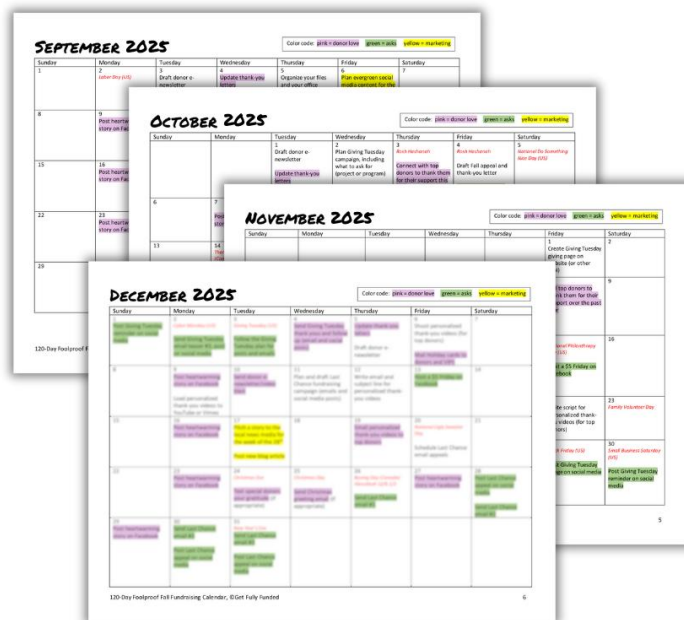


You, Andee Bingham, Becky Roy and 9 others

6 comments

www.GetFullyFunded.com/bloomerang-retreat

BONUS!



120-Day FoolProof Fall Fundraising Calendar

SIGN UP!

Tickets: ~~\$197~~ \$172 webinar discount!

www.GetFullyFunded.com/bloomerang-retreat

August 20-22, 2025

