



Network  **for Good.**
Grow Your Good.

Jumpstart
Fundraising capacity building by Network  for Good.

Financial Resilience Training

Fundraising Appeals



HOUSEKEEPING

- WE RECOMMEND USING HEADPHONES
- GOOGLE CHROME BROWSER WORKS BEST
- SUBMIT QUESTIONS AND COMMENTS IN THE “ASK A QUESTION” BOX
- SEND YOUR QUESTIONS AND/OR COMMENTS TO

NONPROFITRESILIENCE@NETWORKFORGOOD.COM

Homework

- Send your homework assignments to:
nonprofitresilience@networkforgood.com
- Get personal feedback on your assignments
- Get entered into a drawing to win a **FREE**
- one-on-one coaching sessions!

VIRTUAL OFFICE HOURS

Friday, April 24 at 2:30 PM ET



Jumpstart

Fundraising capacity building by Network  for Good®



Show and share your support for small nonprofits everywhere

#CovidCantStopGOOD



Nonprofits
Unleashed

Private group

Nonprofits Unleashed

POWERED BY

Network for Good.
Simple. Smart. Fundraising Software.



+ Join Group

More

Join this group to see the discussion, post and comment.

About This Group

Description

Powered by Network for Good, this is your ultimate place for Nonprofit Professionals and supporters to share an open, honest discussion in a positive environment. Learn from your nonprofit peers to grow, develop, and expand y... See More

Private

Only members can see who's in the group and what they post

Visible

Anyone can find this group

Social Learning

Members · 16,516

Activity

40

New posts today

16,516

Members

English (US) · Español ·
Português (Brasil) · Français (France) ·
Deutsch



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Cookies · More ·
Facebook © 2020

ANSWERING YOUR QUESTIONS TODAY



Kimberly O'Donnell, MS, CFRE
Managing Director of Professional
Services and Lead Fundraising Coach



Janet Cobb, MA, CFRE, CNP
Personal Fundraising Coach

ROADMAP



ULTIMATE GOAL: FINANCIAL RESILIENCE

STEP 1: REVISED BUDGET FOR FUNDING GAPS

STEP 2: RIGHTSIZED FUNDRAISING

STEP 3: COMMUNICATION PLAN IN SERVICE
OF EFFECTIVE FUNDRAISING

STEP 4: DONOR SEGMENTING

STEP 5: PIPELINING(MOVING YOUR DONORS)

STEP 6: MANAGING AND SYNCHRONIZING PHASES

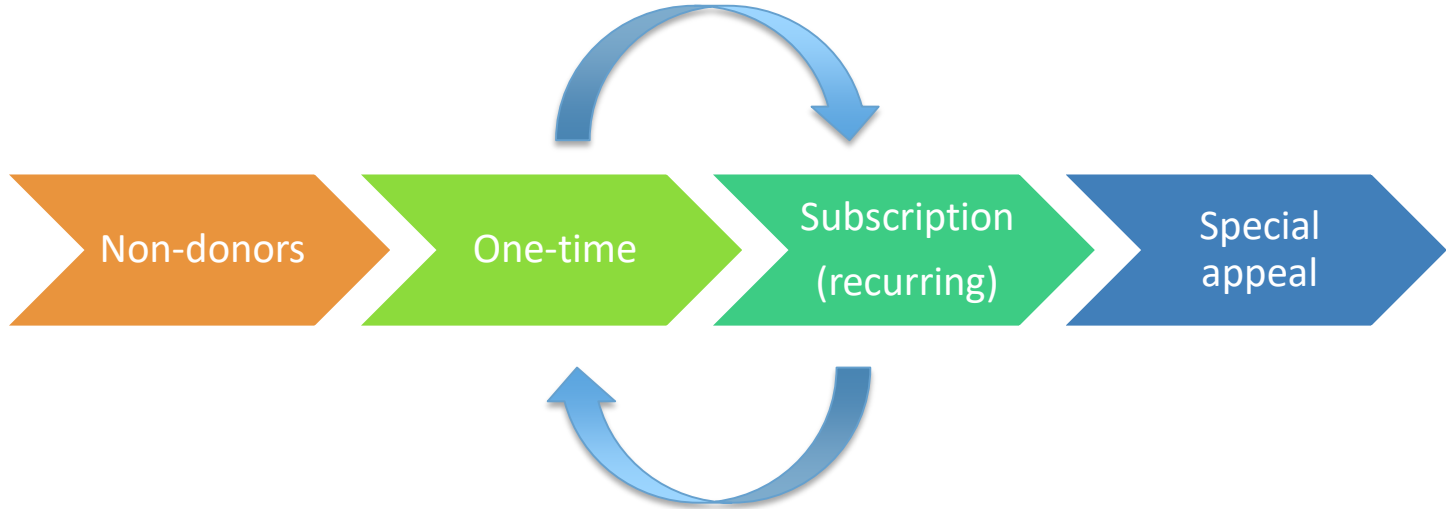
AGENDA

- POLL QUESTIONS
- REMINDERS FROM THURSDAY
- WHAT TOOLS DO YOU NEED?
- LAUNCH YOUR MUTLI-CHANNEL APPEAL
- CHOOSE THE RIGHT STORY
- HOMEWORK ASSIGNMENT
- QUESTIONS

APPEALS ARE MEANT TO CONNECT AND
INSPIRE THE READER TOWARDS ACTION

... FOR MORE THAN ONE DAY.

MOVES MANAGEMENT



No need to wait: new research finds that 50% of donors are open to making a “subscription” gift in the first ask. Invite them!

\$100B

**NONPROFITS
START EACH
YEAR WITH
ALMOST EMPTY
BUCKETS**

\$100B

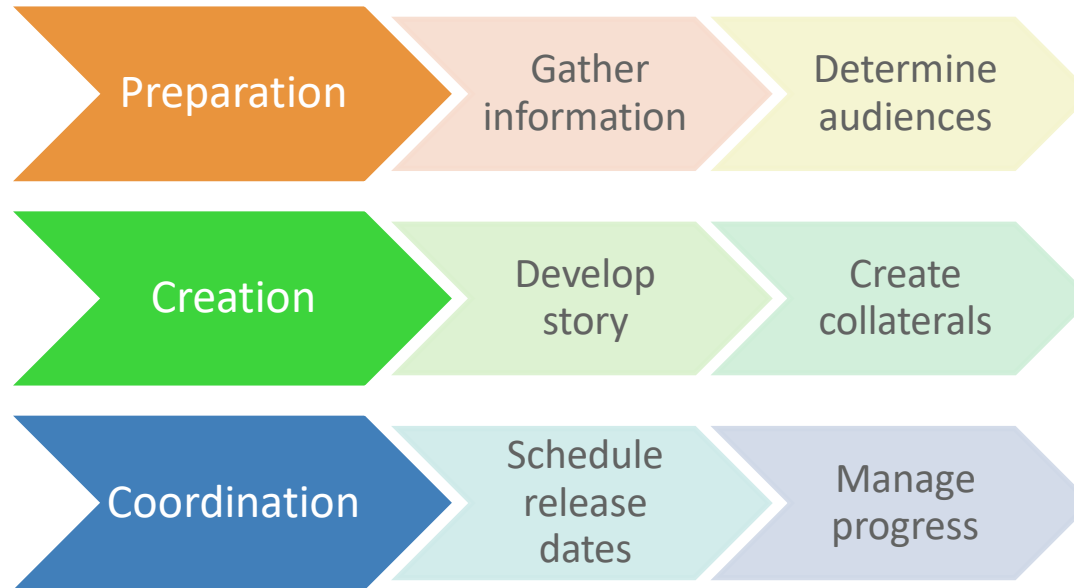


WHAT DOES THIS MEAN FOR NONPROFITS?



BASIC OUTLINE: THE ANATOMY OF A GOOD FUNDRAISING APPEAL

FUNDRAISING APPEAL TIMELINE AND TOUCHPOINTS



HOMEWORK: WRITE AN APPEAL

Email #1

Email Subject Line: Covid-19 wreaks havoc: emergency funds needed

Preview Text: We need your emergency gift to feed our neighbors in need.

Hi *|Name|*,

I wouldn't normally send an email like this, but desperate times call for desperate measures. Covid-19 is having a huge impact on everyone.

But for those we serve, the consequences are already devastating. {Explain specific need of beneficiaries}.

Will you make an urgent gift of {Amount} today to provide {specific need that is met by that amount}?

{Name of beneficiary} called yesterday because {pronoun and relatives} have {specific problem caused by Covid-19}. {Further explanation of impact from that problem – one or two sentences to demonstrate urgency} {Pronoun + verb} {adjective}.

But {Name of beneficiary} was {data point – relative to this problem – how many others are having the same problem right now}. With Covid-19 restrictions expanding, {how is problem getting worse because of Covid-19}. **The calls keep coming.**

And to be honest, we didn't expect the increased demand for {service being provided and complications arising}. {Explain if your ability to deliver services is further impacted because of Covid-19}.

We need to {solution} as quickly as possible.

Your support today will ensure that {Name of beneficiary} and many more {group of people} will not {describe what happens if money is not raised – include tangible impact and intangible feeling that goes with it}.

Every dollar and everyday counts. Your gift today will have an immediate impact on a neighbor in a desperate situation.

Can they count on your emergency support today?

{Name of Executive Director}

Executive Director

P.S. Please consider a monthly donation of {Amount} to {solution} regularly during this crisis.

WHAT TOOLS DO YOU NEED FOR A FUNDRAISING APPEAL?

GATHER INFORMATION

DURING CRISIS: Act quickly with the resources you currently have available.

Ideally:

- Capture essential contact information
- Send surveys
- Confirm communication preferences and note in your database
- Collect ideas & celebrate achievements
- Create groups for special interests

DETERMINE AUDIENCES & PURPOSE

Acquisition: non-donor to donor

Conversion: donor to subscription donor

Retention: lapsed or annual renewal

Upgrade: increase in gift amount

CHOOSE THE RIGHT STORY

Direct services:

- Has the population your organization serves required immediate and increased support and resources since March 13th?
- Will your organization continue to provide essential or response services to communities in need regardless of shelter in place restrictions?
- Who needs services immediately?

Non-direct services:

- Is your organization making major structural changes to deliver on its mission as a result of COVID-19?
- Are your programs being canceled or shifted in a way that results in decreased revenue?
- Did you need to cancel a fundraising event which resulted in a loss of expected revenue?
- Does this crisis highlight an injustice that your mission addresses?
- Does this crisis highlight the importance of your services?

CREATE COLLATERALS

- Capture videos & photos
- Collect testimonials from participants or beneficiaries, families, volunteers, staff
- Brainstorm hashtags & taglines
- Write content: letters, emails, social posts, thank yous
- Prepare toolkit for ambassadors/champions to help fundraise

COORDINATE TIMING ACROSS CHANNELS

Non-crisis scenario: 7-8 days prior to appeal

- Impact and success stories

During crisis:

10-14 day appeal window:

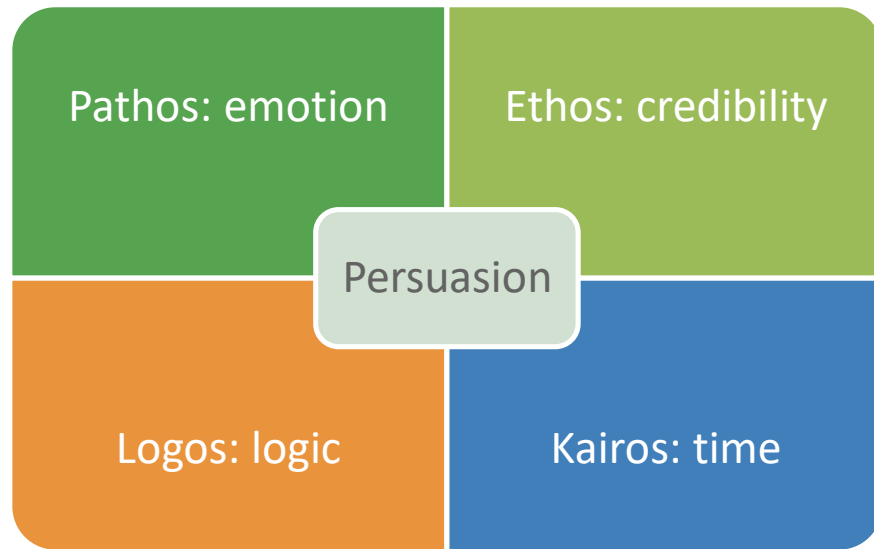
- Direct mail
- 3 emails
- 8-10 social media posts, at least
- 3 text messages (use video)
- 1 video thank you

If video thank you is not sent, within the week:

- 1 acknowledgement letter (not receipt)

LAUNCH YOUR MULTI-CHANNEL APPEAL

ART OF PERSUASION



Kairos is timeliness, appropriateness, decorum, symmetry, balance—awareness of the rhetorical situation or “the circumstances that open moments of opportunity” (Kinneavy; Sipiora; Vatz; Bitzer; Hill 217).



COMMUNICATION CHANNELS

- Email
- Direct mail
- Social media
- Text
- Phone calls
- Video messaging
- Digital advertising
- Website banner
- Other?

VIRTUAL GIVING PAGES

VIRTUAL GIVING PAGES

DO:

- SYNCHRONIZE IMAGE AND VIDEO WITH YOUR EMAILS
- CUSTOMIZE GIVING FREQUENCY
- RECOGNIZE DONORS IN REAL TIME
- SHARE AND LINK ACROSS SOCIAL PLATFORMS
- KEEP YOUR AUDIENCE UPDATED ON PROGRESS TOWARD GOAL

SAMPLE GIVING PAGES

- Linked directly to your donate button
- Clear call to action (CTA)
- Compelling visuals
- Impact statements
- Small to large gift options
- Default to monthly w/ options

DONATE TO NCA TODAY!!!

Your generous gift to Novick Cardiac Alliance will allow NCA medical teams to perform life-saving, open-heart surgeries to children suffering from congenital heart disease worldwide.

Donation Amount

\$35
Join the NCA Community

\$100
Surgical Supplies

\$250
Life Saving Medicines

\$400
Heart-Lung Machine Supplies

\$1,500
NCA Team Member Travel Expenses

\$
Choose your own amount

Donation Frequency
One-time

Join us today to transform lives
Join our subscription giving program

Donation Amount

\$10 **\$25** **\$50**

\$75 **\$100** **\$**

Donation Frequency
Monthly

Ending (Optional)

Honor or remember someone with your gift?
No

Donate

SHARE: f t in

Join the fight for change!

33 Supporters

Donate

SHARE: f t in

Only one organization unites women's voices in strategic action for safety, equity and justice for Shelby County women and girls

EMAIL COMMUNICATION ESSENTIALS

- HYPER-PERSONALIZATION
- RECIPIENT SEGMENTATION
- ROTATE SENDER/FLEXIBLE “FROM”
- ABILITY TO FEATURE IMAGES & VIDEO
- SCHEDULE SEND IN ADVANCE



Little Ebo has been to too many doctors for such a little one. He was scared when he first came to Kindness but Doctor Phillips gave him great care and the best smile!

Dear "[FIRST_NAME]",

Because of your generous support, we provide care to little ones like Ebo. He had heart surgery before he was 4 months old. The time and money spent by his family for his care is crippling. Ebo is doing well and his doctors (that are a long commute away) agreed to transfer his ongoing routine care to Kindness where he is close to home and the cost of care is subsidized.

Thank you for your support and for making stories like Ebo's possible.

We have a generous match in effect specifically for our pediatric services. [Donations](#) made this month will be matched up to \$30,000!

With our thanks for all you have done for us,

Jane Smith
Executive Director

"[FNO_NAME]"
"[FNO_ADDRESS]"
Email not displaying correctly?
[View it in your browser](#)



EMAIL APPEAL OUTLINE:

- *Dear (FIRST NAME)*
- *Confirm shared commitment*
- *Tell story*
- *Introduce goal, desired outcomes*
- *What will gift accomplish?*
- *For donors: Last year, you contributed (\$amt)*
- *CTA – Will you consider a gift of \$_____ or more today?*
- *Thank you in advance*
- *Postscript EVERY single time*

I Want to Help

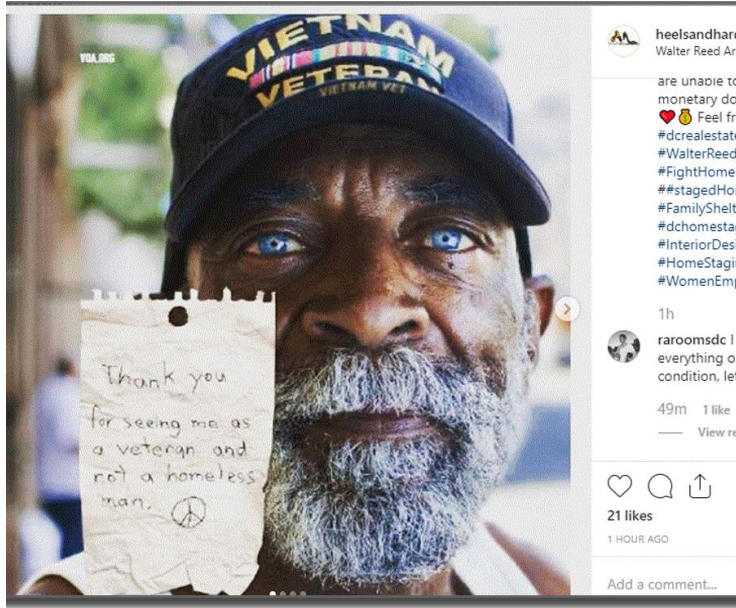
EMAIL APPEAL: DOUBLE-CHECK



How many clicks does it
take to donate?

- Write a compelling subject line
- Did you highlight any available match?
- Check all links to be sure they are working
- Count your clicks to donate
- Use a secure donation site

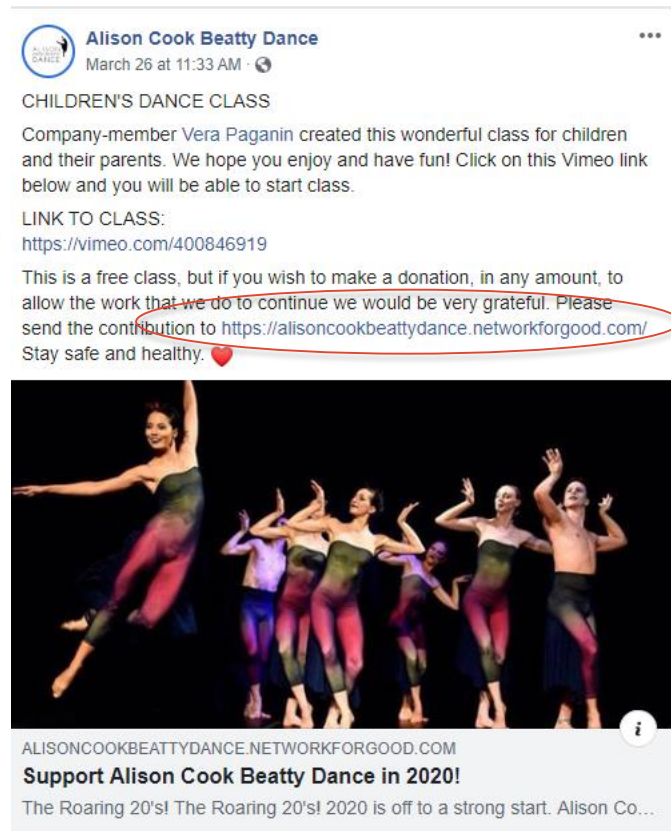
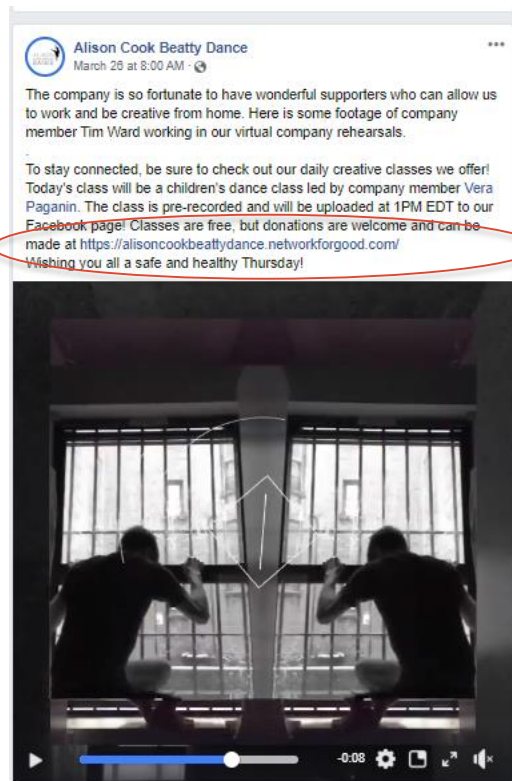
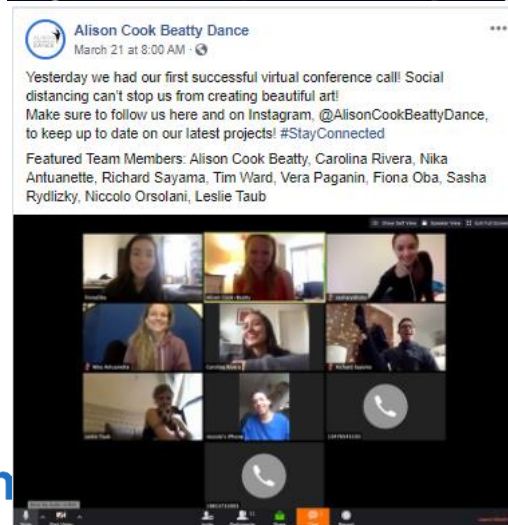
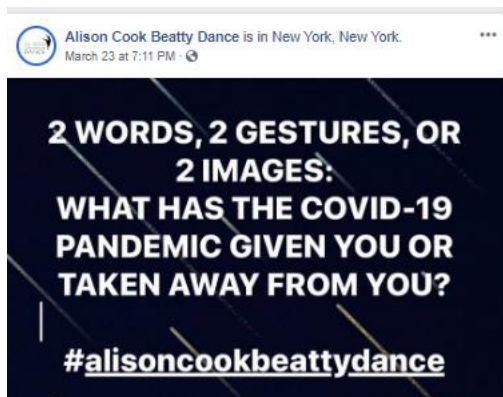
SOCIAL MEDIA APPEAL



- *Collect the BEST images to slow the scroll*
- *Create a fun and EASY to hashtag*
- *Introduce goal, desired outcomes*
- *Consider a gift of \$_____ or more, before (DATE)*
- *EVERY gift will make a difference*
- *ALL links point to Giving or Landing page for duration of campaign*
- *Maintain a consistent theme, color scheme, general look and feel throughout the campaign*

#communityfirst #everygiftcounts #veteransfirst

ONGOING ENGAGEMENT WITH SOFT ASKS



SHARING WAYS TO ENGAGE

 **Children's Cancer Cause**
@childrencancercause

Have you subscribed to the Children's Cancer Cause blog for the the latest information on childhood cancer legislation, research, resources, events, and more yet? Sign up today: buff.ly/2UvIN5k. #childhoodcancer #cancer #blog



9:39 AM · Mar 19, 2020 · Buffer

 **Children's Cancer Cause**
@childrencancercause

Tell us more: we want to learn more about you so we can deliver the #ChildhoodCancer information you find most important -- childrencancercause.org/tellusmore



1:38 PM · Mar 28, 2020 · Buffer

 **Children's Cancer Cause**
@childrencancercause

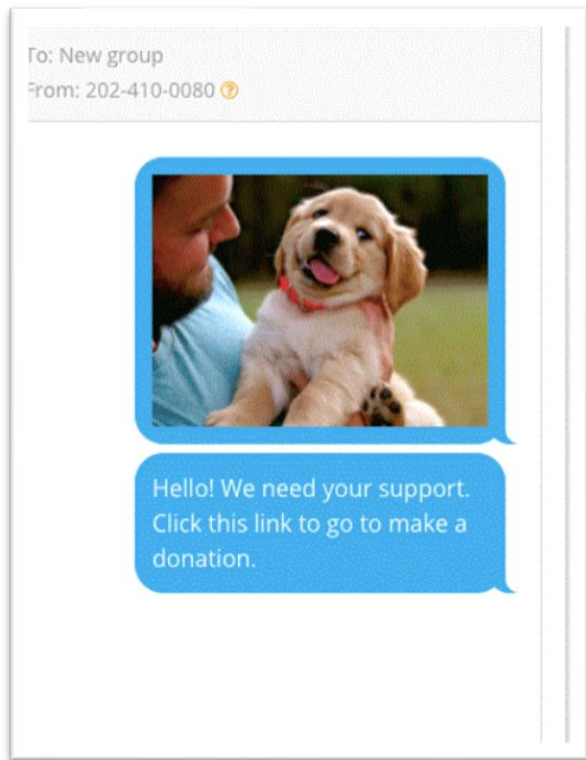
Because of social distancing restrictions, we can't meet in person with legislators & staff so we're counting on you to help us reach lawmakers virtually. Our Legislative Action Center has a number of issues you can take action on from home: buff.ly/33hMeOi



7:59 PM · Mar 26, 2020 · Buffer

2 Retweets 2 Likes

TEXT APPEAL

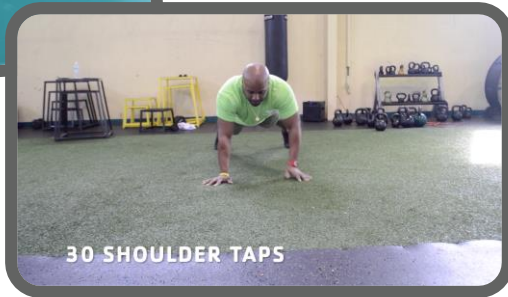


- *Include the fun and EASY to remember hashtag*
- *EVERY gift will make a difference*
- *Triple check link to giving page prior to send*
- *Messaging consistent with all appeals in series*
- *Minimum 3 messages per campaign*
- *Keep it simple – less is MORE*

PROGRESS vs. PERFECT



VS.

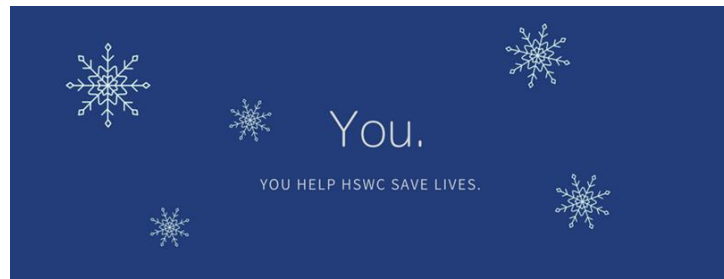


VS.



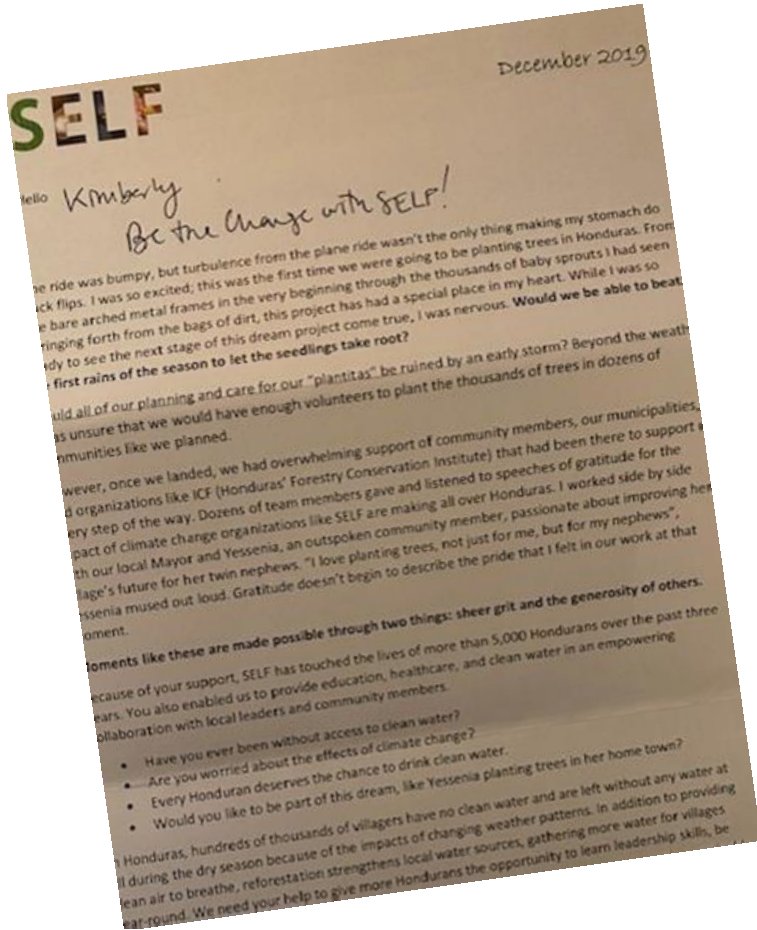
DIGITAL COMMUNICATIONS: DOUBLE CHECK

1. Make your campaign about the donors
2. Be brave. Test & learn.
3. Video. Video. Video.
4. Post daily on social media.
5. Tell stories. Lots of stories.
6. Ask questions. Engage. Take surveys. Mobilize.
7. Create dialogue not monologue.



DIRECT MAIL APPEAL OUTLINE:

- *Dear (FIRST NAME)*
- *Tell story*
- *If you have a match, mention early*
- *Introduce goal, desired outcomes*
- *For donors: Last year, you contributed (\$amt)*
- *CTA – Will you consider a gift of \$_____ or more, before (DATE)?*
- *INCLUDE something that cannot be conveyed otherwise (live signature, personal note)*
- *Postscript EVERY single time*



EFFECTIVE REPLY MATERIALS FOR DIRECT MAIL



Alison Cook-Beatty Dance



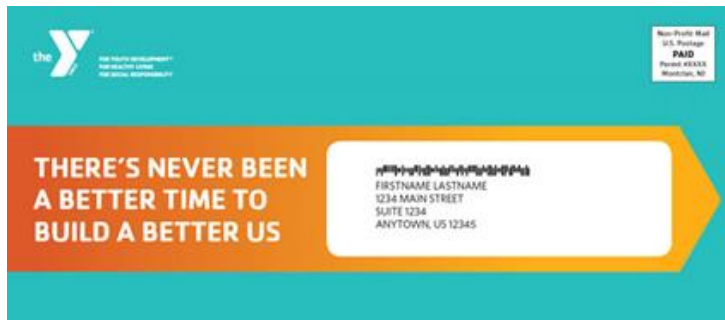
American Psychiatric Association Foundation



US Lacrosse Foundation

Envelopes are the first impression –
the subject line that draws readers in

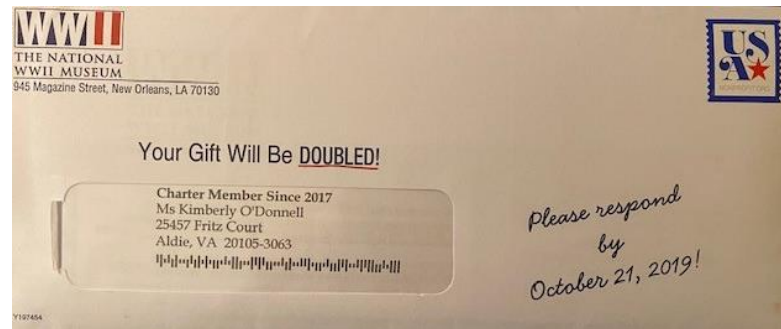
- Size #11
- Windows – no need to print or label
- Add color or script
- Choose your nonprofit stamps
- Segment your mailing list



YMCA



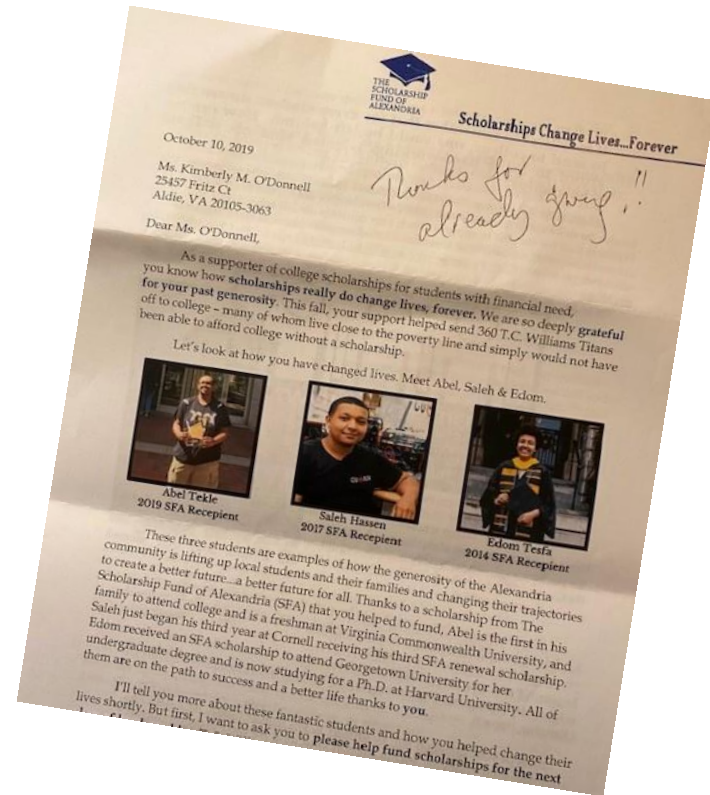
Samaritan's Purse



Match gift offer
National WWII Museum

DIRECT MAIL APPEAL: DOUBLE-CHECK

- Personalized & personal
- Short paragraphs
- Short email but double-sided letter
- Comfortable font size
- Bold, italics, underline
- White space
- P.S.
- Remittance Card (vs envelope)



TAKE YOUR APPEAL TO THE NEXT LEVEL

Match Or Unlock Challenge

Peer To Peer

Banner/Pop Up Message On Website

Kick Off Or Wrap Up Virtual Event

Video Thank You Messages

Share Other Ways To Give



HOMEWORK: DRAFT YOUR APPEAL

HOMEWORK: WRITE AN APPEAL

Email #1

Email Subject Line: Covid-19 wreaks havoc: emergency funds needed

Preview Text: We need your emergency gift to feed our neighbors in need.

Hi *|Name|*,

I wouldn't normally send an email like this, but desperate times call for desperate measures. Covid-19 is having a huge impact on everyone.

But for those we serve, the consequences are already devastating. {Explain specific need of beneficiaries}.

Will you make an urgent gift of {Amount} today to provide {specific need that is met by that amount}?

{Name of beneficiary} called yesterday because {pronoun and relatives} have {specific problem caused by Covid-19}. {Further explanation of impact from that problem – one or two sentences to demonstrate urgency} {Pronoun + verb} {adjective}.

But {Name of beneficiary} was {data point – relative to this problem – how many others are having the same problem right now}. With Covid-19 restrictions expanding, {how is problem getting worse because of Covid-19}. **The calls keep coming.**

And to be honest, we didn't expect the increased demand for {service being provided and complications arising}. {Explain if your ability to deliver services is further impacted because of Covid-19}.

We need to {solution} as quickly as possible.

Your support today will ensure that {Name of beneficiary} and many more {group of people} will not {describe what happens if money is not raised – include tangible impact and intangible feeling that goes with it}.

Every dollar and everyday counts. Your gift today will have an immediate impact on a neighbor in a desperate situation.

Can they count on your emergency support today?

{Name of Executive Director}

Executive Director

P.S. Please consider a monthly donation of {Amount} to {solution} regularly during this crisis.

CRAFTING EMAIL AND DIRECT MAIL

WRITE *DRUNK*



EDIT *SOBER*



DO:

- Segment
- Draw attention with visuals
- Begin with "I am writing to you today because..."
- Keep it simple. Avoid choice paralysis
- Thank
- Send mixed messages – have one purpose

DON'T:

- Thank
- Send mixed messages

DEVELOPING THE NARRATIVE

In Normal Times

- Who is the protagonist (a beneficiary)?
- What problem do they face?
- How will the problem be solved?
- How does the prospect/donor relate?
- Make the personal experience universal
- How will a donation solve the problem?
- What do you want the reader to do?
- What is your call to action?

In Crisis Times

- Acknowledge the uniqueness of circumstances with compassion
- What problem are beneficiaries or the organization facing?
- Ask for support to address the problem?
- Offer details of how gift will provide a solution – specificity works here!
- What do you want the reader to do?
- What is your call to action?
- Offer message of hope at the other end of the crisis.

SHOW THE DONOR LOVE

- Make it all about them
- Elicit emotion
- Don't dump data
- Be conversational



USE EFFECTIVE PHRASES

- Through your generosity and kindness, {Beneficiary} will...
- With your support,
- When you contribute, YOU give
- Please consider a gift of \$\$ (specific amount) to
- Our work is not yet done
- Your contribution will
- Together, we can and will
- Join us to
- A gift from you would make all the difference!
- Can I count on your gift of (specific amount) today?

P.S. When you & 10 friends commit to \$10/month for one year, {solution} happens.
Click [here](#) to make a monthly gift.

PROVEN TACTICS



Use pictures!



Use (brand) color!



Use storytelling



Be dramatic: **Bold.**
Underline. *Italics*



Use a header to
highlight your theme



White space is your
friend



Always, always,
always have a call
to action (CTA)



Rotate the author



Use contact names,
not “Dear Friend”



Use first-person
pronouns when talking
about your organization



Talk to one person –
YOU



Always have a P.S.

HOMEWORK: WRITE AN APPEAL

Email #1

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Can they count on your emergency support today?

{Name of Executive Director}

Executive Director

P.S. Please consider a monthly donation of {Amount} to {solution} regularly during this crisis.

QUESTIONS



Help! Coronavirus Might Force Me to Cancel My Fundraising Event.

Help! A Coronavirus Special Edition



NAVIGATING THROUGH A CRISIS Q+A SERIES

Lead fundraising coach, Kimberly O'Donnell, leads a Q&A session to answer questions about weathering the COVID-19

THANK YOU FOR JOINING!

