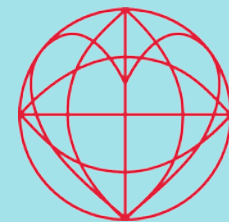


good afternoon



the **good**
partnership

✗ Generic

✗ Vague

✗ Lacked emotion

they didn't really understand
fundraising best practices



you're in the right place

- roadmap
- timelines
- best practices
- special tips

hi, I'm Cindy





hi, I'm Aine

www.thegoodpartnership.com/yearend

how would you **rate** your year-end fundraising and process?



what areas of year-end
fundraising do you feel like
you're **struggling** the most with?

you're not alone



32% of your year!
11% during the last 4 days

- year-end fundamentals
- extra ideas and practices
- micro-plan template



start where you are

theme

⚙️ mini-campaign

⚙️ repeat messaging

⚙️ tagline

⚙️ call to action

Margaret's - warmth

- During the holiday season we are fuelled and comforted by the warmth of our homes and loved ones
- With your support, Margaret's provides many sources of warmth for those living on the streets, or those living with mental health challenges
- Aligns with Margaret's programs & services
- The physical warmth provided by their housing projects/referrals as well as hot meals provided by the drop-in
- The emotional warmth provided by the drop-in staff

Margaret's - tagline

Give the gift of warmth.

Margaret's – call to action

Give the gift of warmth this holiday season and support someone like Greg who once needed a helping hand and a place to lay his head.

- Your gift of \$15/month will give warmth to 3 bellies this winter season with a hot drink and meal.
- Your gift of \$50/month will give warmth to 5 sets of weary bones with clean gloves, socks, and coats.
- Your gift of \$100/month will give the warmth of a new apartment and a friendly support staff to help with the process.

Theme	Tag Line	CTA

stories



2x as much
with stories

⚙️ one person

⚙️ problem and solution

⚙️ urgent

⚙️ easy and conversational

⚙️ evokes emotion



thestorytellingnonprofit.com/



buildingastorybrand.com/



agentsofgood.org/

before

My name is Lena, I'm 31 years old, and have been diagnosed with schizophrenia. Four years ago, I came to Toronto from Calgary to escape an abusive relationship. I had to leave my home and my job as an executive assistant I had no job, no income, and no support. I had stayed in a shelter for a week but ended up hospitalized for several months.

I was fortunate enough to be discharged into Margaret's transitional housing, where I found a safe haven to begin my recovery. The structure of the house helped me boost my sense of stability. I was able to continue my education and develop significant and important social supports in the community. Today, with the help of Margaret's I have moved into my own apartment and work part-time as an administrative assistant.

after

Greg's story is like many others who've set foot through Margaret's doors in search of warmth.

Greg's skin, weathered by the elements, had deep creases around his eyes and mouth. His tall frame, once solid and upright, was bent as he hunched towards the floor.

Approaching 60 years old, Greg had never had a place to call his own and struggled for years with mental illness. Over the last decade, Greg lived on the streets of Toronto and in tents in Western Canada.

With your support, Margaret's was able to help him find permanent, supportive housing.

This was a triumphant moment!

For Greg, who suffers from mental illness, feelings of hopelessness and isolation set in. Not to mention, Greg was in poor health. He would often forget about appointments due to memory loss and hadn't seen a doctor in over 20 years.

But that's exactly when your generosity and the work of Margaret's staff kicks in.

However, for people like Greg, this feeling of security was fleeting. Just as you and I would have an unimaginably hard time adjusting to living on the cold streets, when someone who was formerly homeless transitions into permanent housing, a lot of adjustments have to take place.

First, Greg and his caseworker addressed the eviction notice - Greg was connected to legal support, and given a court hearing date. His support worker made sure he attended. He also connected Greg to a local food bank and other supports to offer a sense of stability and warmth in his life.

Greg's transition is a work in progress that you are a part of building.

Small signs of progress are made everyday. Greg has jumped more hurdles with the support from Margaret's in a month, than in the 7 months he spent alone.

Without you, Greg would likely be back on the cold, lonely streets right now, curling up his fingers in his tattered gloves, waiting for the frost to settle into his bones for a long, cold winter.

Interviewee	Interviewer	Date	Subject

Interview Questions Brainstorm:

goals

what to ask for

Please support our Back To Basics Campaign!

Posted on: August 26th, 2013 by Nellie's [0 Comments](#)



Families should feel happy, protected and safe – but the reality is that some mothers and children aren't so fortunate...

Because of what's happening in their home, some of them are living with the constant fear of violence and abuse. And often, when they come to Nellie's seeking help, they arrive with a hastily packed suitcase or bag with only a few personal possessions on hand.

Sometimes, they arrive with nothing at all.

You can help give these mothers and children the first things they need to start a new life:

- \$80 will help a children start this fall fully equipped with a 'Back-to-school' kit which includes items such as a backpack, pencils, and clothing.

– \$40 will provide a woman with a 'Basics' kit which includes essential items like soap, shampoo, and toothpaste.

- \$120 will allow you to support both programs.

They may seem like simple things – but they do so much to help women and children adjust as they move towards a life free from violence and abuse. It's amazing how resilient they can be, with just a little help from Nellie's and generous people like you. Please support our Back-To-Basics Campaign today!

[Donate now](#) and help make a difference in the lives of the women and children at Nellie's Shelter!

Goal	\$ needed	Specific ask 

real goals to measure



no goal

totally
unrealistic

Objective	Goal

tactics

send a special **thank you** to
your donors

✦ ✦ ✦ thank-a-thon

✦ ✦ ✦ card

✦ ✦ ✦ short report

✦ ✦ ✦ Giving Tuesday

ask = mail + email

✉ start with thanks

✉ donor as the hero

✉ conversational

✉ easily digestible

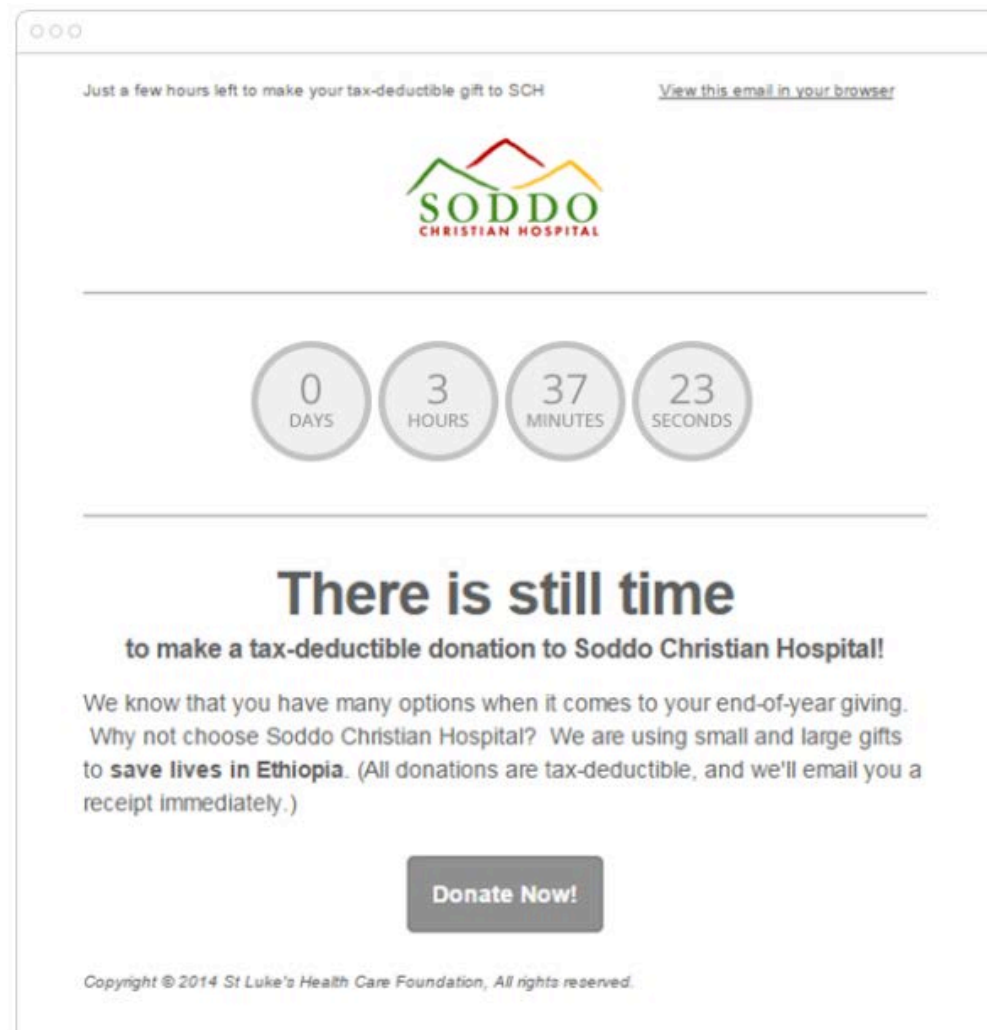
✉ clear and repeated CTAs

✉ personal

✉ 2 - 4 pages

follow up with emails

if you are receiving this note and
you've already made a donation,
THANK YOU! Your gift has been
processed and is being directed to
our [NAME OF] program.



<http://motionmailapp.com/>



thank you calls!



39%
increase!

commit **20 minutes** a day

Activity	When	Cost
Pull donor list of those who only have email addresses - craft/send appeal that emulates mailed appeal	Draft September - October Send November	\$0
Segment donor lists	September - October	\$0
Write follow-up content based on interviews previously conducted as well as the mailed appeal	September - October	\$0
Send first email	Early November (1-2 weeks after initial mailing)	\$0
Send second email	Mid-November	\$0
Giving Tuesday email	November 27	\$0
Send third email	Early-December	\$0
Send forth email	Mid-December	\$0
Send fifth email	End-December	\$0
Send sixth email	Early-January	\$0

does that feel like you can
accomplish that?

- grouping
- customization
- website takeover
- social media

group your donors together and
vary the letters

□ giving levels

□ monthly

□ “lapsed”



Sample Donation "Ask Letter"

Dear <ENTER NAME>,

On <ENTER DATE OF WALK> (Beaumont - date, Houston - date, Galveston - date, Corpus Christi - date, Harlingen - date), I will be participating in the Walk to End Lupus Now™ event to benefit the Lupus Foundation of America, Texas Gulf Coast Chapter. I am writing to ask you for your support in joining me in the fight against lupus.

<Write a sentence or two here on your personal reason for walking or running.>

Lupus is an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with, and a challenge to treat.

Lupus is a cruel mystery because it is hidden from view and undefined, has a range of symptoms, hits out of nowhere, and has no known cause and no known cure. Its health effects can range from a skin rash to a heart attack. Lupus is debilitating and destructive, and can be fatal, yet research on lupus remains underfunded relative to its scope and devastation.

More than 1.5 million Americans and 45,000 people in the Texas Gulf Coast region are living with lupus and yet, still few viable treatments and no known cure exists.

Your generous donation will go towards solving the cruel mystery of lupus while providing support, services, and education to those who suffer from its brutal impact.

You can help me reach my fundraising goal by making a secure online donation, following these short steps:

1. Go to www.LupusTexas.org.
2. Click on the <ENTER WALK CITY> Walk banner listed under Upcoming Events.
3. On the left-hand sidebar, click "Sponsor a Walker or Runner".
4. Enter in any part of my name in the search fields and click 'search'. Then click on my hyperlinked name which will take you to my donation page.
5. Click the green "Give Now" button and enter in your donation information.

OR you can make a check out to the LFA, Texas Gulf Coast Chapter and mail it to their office address:

Attn: Walk To End Lupus Now
3701 Kirby Drive, Suite 700
Houston, Texas 77098

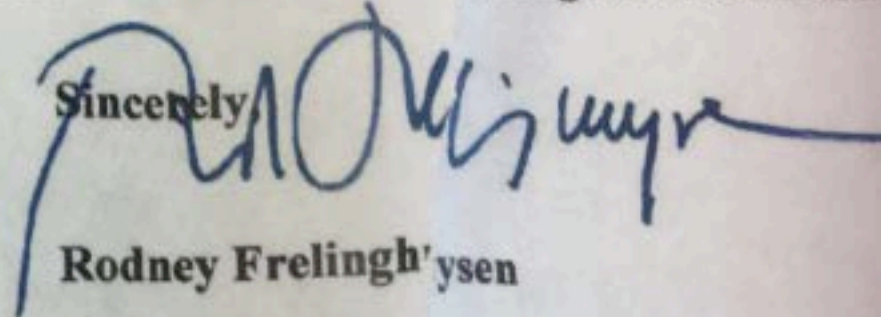
...more competitive than... same forces organizing protests across the country- could lead to a... Special interests
ulti-million dollar ca

We cannot let Washington-controlled liberal special interest
district. It does not matter who the competition is, I never have and I never will take my e
That is why I am counting on you. I need the resources to fend off any attack I might rec
season needs to be my strongest yet and I want to start it early.

I hope I can count on your early support. Please consider giving a donation tod
for your generous support.

Thank you!

Sincerely,



Rodney Frelinghuysen

NOT PAID FOR AT TAXPAYERS' EXPENSE

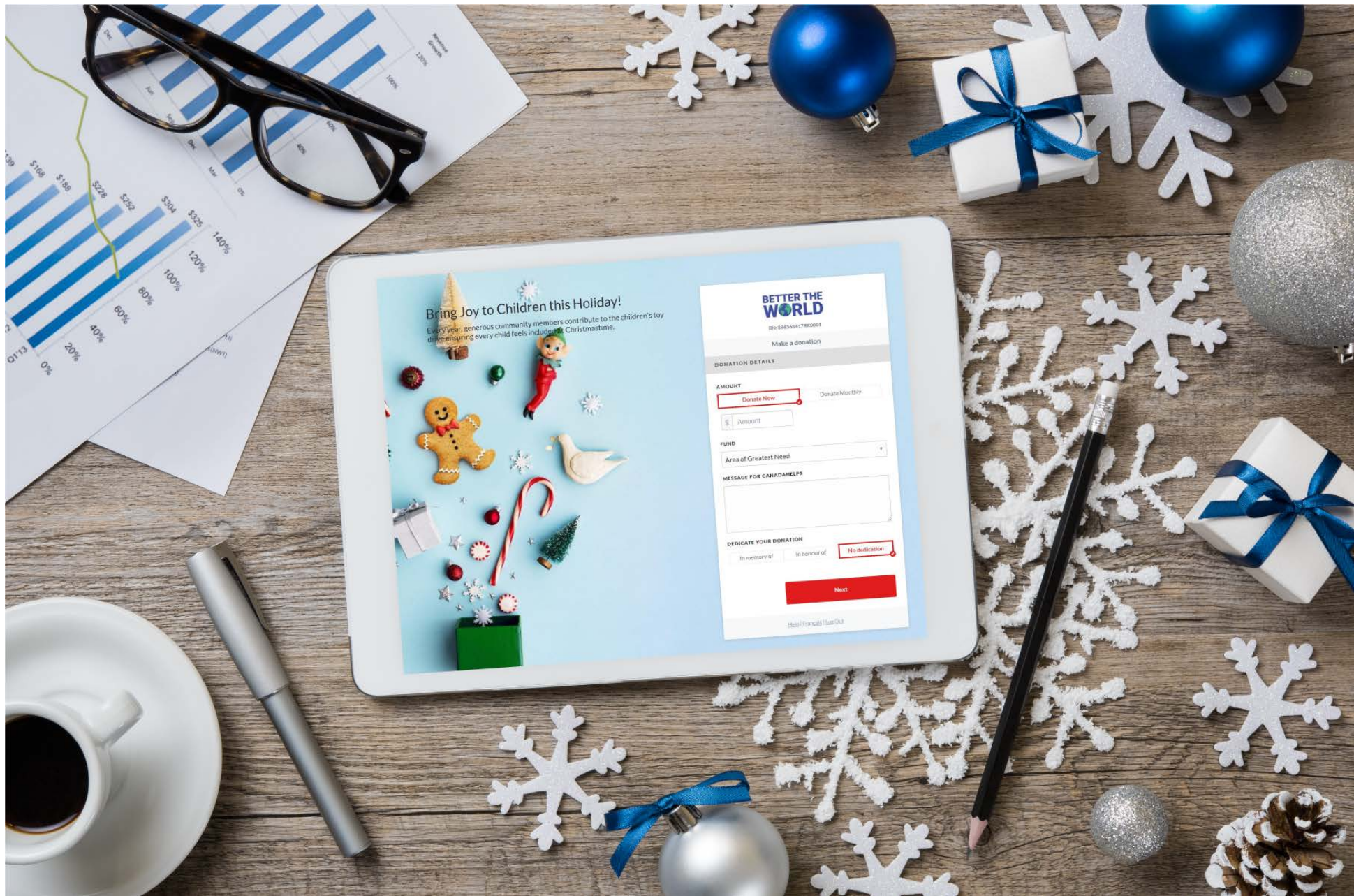
PAID FOR BY FRELINGHUYSEN FOR CONGRESS, WARREN LESHNER, TREASURER

P.S. Meet the ring leaders with 1/2 your bank!



HERO POSE CHALLENGE

<https://www.childhoodcancer.ca/>





Meet 3 month old Ego and Yondu.

These two adorable kittens came to the Toronto Humane Society at the beginning of May when they were just a few days old with two of their siblings. The four kittens came into our care as orphans. The four kittens were so tiny, and not healthy. Ego and Yondu had swollen paws and the others were covered in red inflamed skin.

Ego and Yondu's swollen paws had bad infections. So bad, that despite our best efforts, they were going to lose their feet. **Ego lost both of her back feet and Yondu lost a larger portion of her lower right hind leg.** Despite their losses, these two resilient kittens are driven to move forward with their new life.



Toronto Humane Soc. @THS_tweet · Aug 1

Ego and Yondu came to us when they were only days old. They had such bad infections they lost their back paws. They are now working with our medical and rehabilitation teams to try out prosthetics. Will you help us help these adorable kitties recover? torontohumanesociety.akaraisin.com/Donation/Event...



Toronto Humane Society

July 31 at 7:00 PM · 🌐

Meet 3 month old Ego and Yondu.

These two adorable kittens came to the Toronto Humane Society at the beginning of May when they were just a few days old with two of their siblings. The four kittens came into our care as orphans. The four kittens were so tiny, and not healthy. Ego and Yondu had swollen paws and the others were covered in red inflamed skin.

Ego and Yondu's swollen paws had bad infections. So bad, that despite our best efforts, they were going to lose their fe... [See More](#)



👍❤️👉 1K

91 Comments 254 Shares

Month	Activity
September	Brainstorm year-end appeal messaging, access previous year's year-end giving results Complete this plan
October	Use database to review donor segments Draft and revise year end appeals, segment donors First thank-you
November	Send out direct mail and first batch of email appeals
December	Send out second batch of emails, promote year-end giving on social media Thank donors for their gifts, generate year-end giving reports
January	Continue with donor stewardship Follow up communications (email, phone call) of campaign success to all participating donors Track results in your spreadsheets/database (compare results to your predicted goals)

accountability pledge

65% more likely if we tell
someone and
95% with an accountability
appointment

www.thegoodpartnership.com/pledge

happy fundraising!

questions?