

THE CHRONICLE OF
PHILANTHROPY

**How to Craft Direct-Response Appeals
That Inspire Donors to Give**

July 19, 2012

Sponsored by

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featuring

Greg Fox

Merkle

Lori O'Brien

Youth Villages

Holly Hall

The Chronicle of Philanthropy

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Webinar Host:

Holly Hall
Features Editor
The Chronicle of Philanthropy

We Welcome Your Questions

Please submit a question at any time during the presentation, using the box in the lower-left corner of your screen.

If you'd like to share a question anonymously, please indicate that at the beginning of your query.

Host:

Caroline Preston
Senior Reporter
The Chronicle of Philanthropy

Speakers:

Jane Hexter
President
Grants Champion
and Author of *The Art, Science, and Secrets of America's Top Grant Writers*

Jacob Harold
Program Officer, Philanthropy Program
William and Flora Hewlett Foundation

Submit Question

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Archive of Today's Webinar

Today's Webinar will be available to view on demand early next week.

Look for an e-mail from *The Chronicle* in three to five business days, notifying you that it is ready.

You can watch as often as you like for six months and permanently download the slides.



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Let's Continue the Conversation on LinkedIn



Our speakers will be available, and joining is easy

- 1 - Look for our e-mail invitation to join.**
- 2 - Follow the link and make a request to join.**

Questions?

Contact Margie Fleming Glennon
Webinar Content Manager
margie.glennon@philanthropy.com

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Panelist:

Lori O'Brien

**Director of National Development
Youth Villages**

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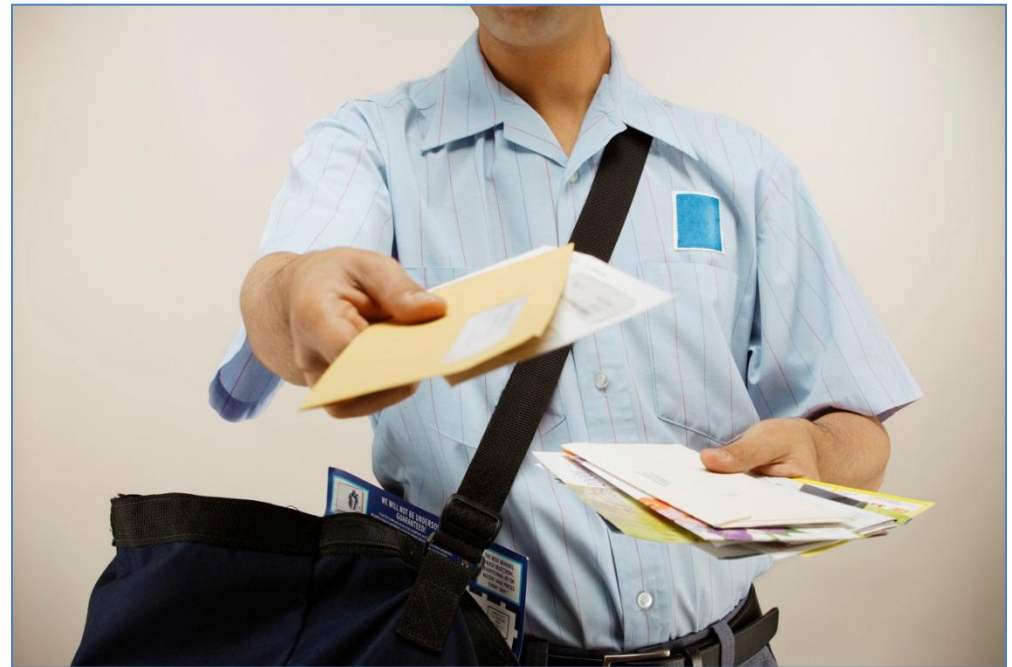


Panelist:
Greg Fox
Senior Vice President
and Chief Strategy Officer
Merkle

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75% of consumers are examining their mail more closely.

85% sort through and read their mail on a daily basis.



Source: 2008 DM News/Pitney Bowes Survey.

2011 DonorCentrics Internet and Multichannel Giving Report

- 15.6-million donors
- \$1.16-billion in contributions

Large numbers of donors make an initial gift online and switch to giving via direct mail.



Source: Blackbaud

2011 DonorCentrics Internet and Multichannel Giving Report

“Significant increases in multichannel *communications* may be occurring via email, Web sites, or social media, but not multichannel *giving*.”

Source: Blackbaud

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Panelist:

Lori O'Brien

**Director of National Development
Youth Villages**

Use Emotion to Overcome Inertia

Reignite your own passion to inspire action.

Robert Payton: The role of a nonprofit organization is to ease human suffering and enhance human potential.

- People give, through you, to effect change.
- Give your donors confidence that you are the absolute best choice to ensure this change happens.



Why do you exist?

- What does your organization do? How does it do it?
- Why does your organization do this?
- What problem does this action solve?
- How many people/animals/environments are helped because of you?
- At what are you First? Best? Only?
- What would happen if you weren't here to do what you do?



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Use Emotion to Overcome Inertia

Move away from your keyboard, phone, and desk and go to the frontline. Talk to:

- Program directors
- Volunteers
- Longtime employees
- Longtime donors and board members
- People your organization helps



Use Emotion to Overcome Inertia

- Listen to the words. Best wording comes from genuine sources.
- Understand the impact. See through fresh eyes.
- Re-inspire your own passion for your mission.
- Use your passion to *strengthen the link and the bond between the donor and your organization.*
 - ✓ Speak to shared values and identify opportunities for enhanced stewardship
 - ✓ Listen to donors to determine which programs/services they care about



Top 10 Characteristics of a Good Fundraising Package

- 1. A carrier you can't resist opening.**
- 2. An opening line or paragraph that hooks you right away.**
- 3. An engaging conversational style of writing that pulls you through the copy so easily that reading the letter is completely effortless.**
- 4. A straightforward request for a specific amount of money and an easy way for the reader to send in a donation. [Ask at least three times.]**
- 5. The reason why the money is needed and what the donation will pay for.**

Source: Jerry Huntsinger

Top 10 Characteristics of a Good Fundraising Package

- 6.** An example of how no other charity except this one can truly solve the problem at hand and how the donation will make a person's life better.
- 7.** Lots of "you" and "I" usage through the letter.
- 8.** An urgent and compelling reason why the reader should respond right away.
- 9.** A strong P.S. that repeats the ask and makes a case for the reader to respond.
- 10.** An overall letter that looks like you typed it on your computer, put in an envelope, and sent it with a stamp you had in your pocket.

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Anatomy of an Effective Appeal

1. Touch my heart.
2. Tell me what the problem is.
3. Tell me what you are doing about it.
4. Tell me how I can help.
5. Tell me what my donation will exactly do to help the people in need.

Source: *Beyond Fundraising*, Second Edition, by Kay Sprinkle Grace

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The Six Strongest Emotional Hooks

1. Anger: “I have to tell you -- I’m really angry today!”
2. Fear: “I’ve just come from our board meeting, and the news isn’t good . . .”
3. Self Interest: “Would you know it if you were having a heart attack?” “Your free gifts are enclosed.”
4. Exclusivity: “Because you are one of our most steadfast supporters, I would like to invite you . . .”
5. Curiosity: “Will a dolphin save your life?”
6. Validation: “Am I right about you?” “You and I have a lot in common.”

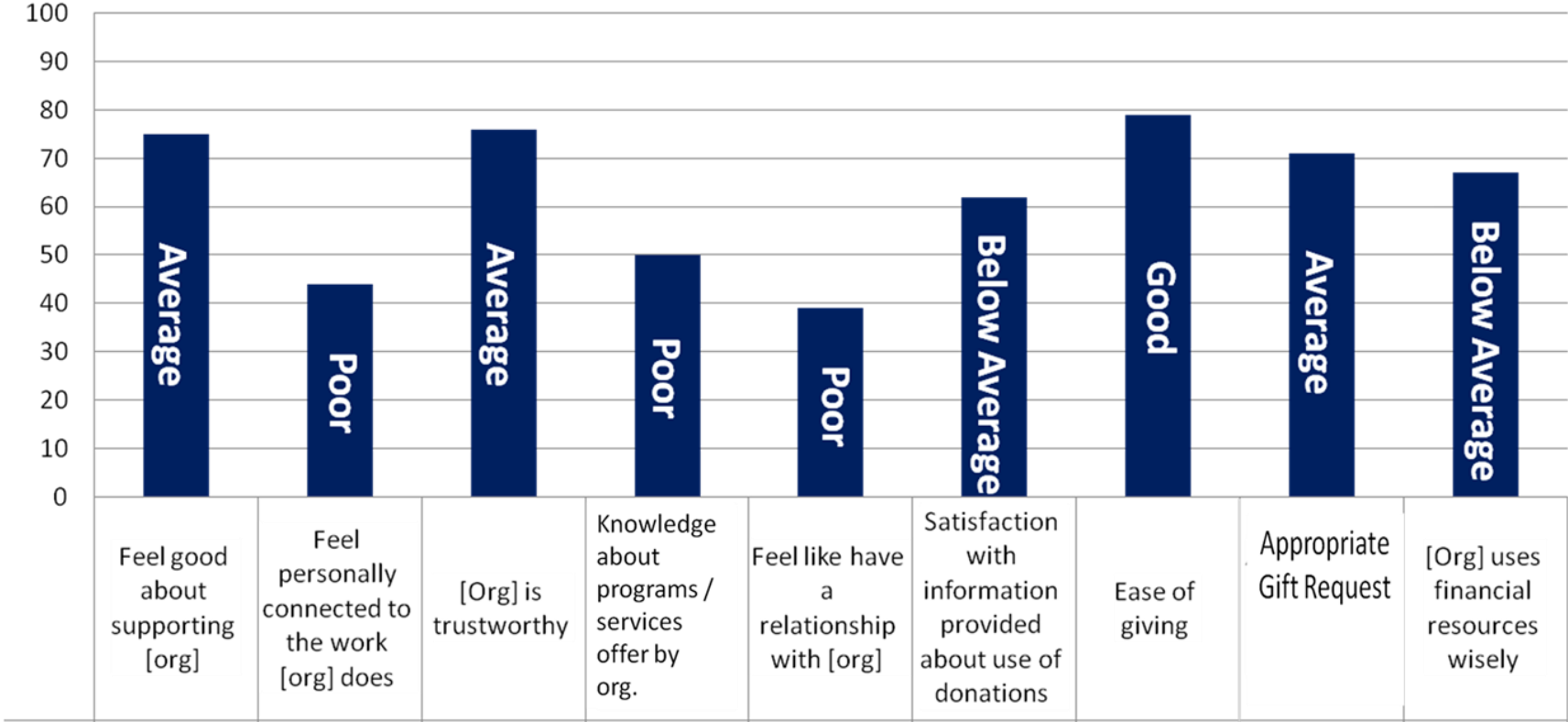
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Panelist:
Greg Fox
Senior Vice President
and Chief Strategy Officer
Merkle

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Nonprofits Receive “Below Average” Grade From Donors on “Experience Compared to Expectations”



Source: Merkle, Inc.

Opportunities and Challenges

With the continued growth of online channels and social media, nonprofits are eagerly seeking ways to become more engaged with their constituents.

- The more engaged a person is the greater their value to the organization.
- The greater the need for the organization to deliver a more satisfactory giving experience.

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It's essential that nonprofits evolve beyond thinking solely in terms of traditional "campaign" fundraising.

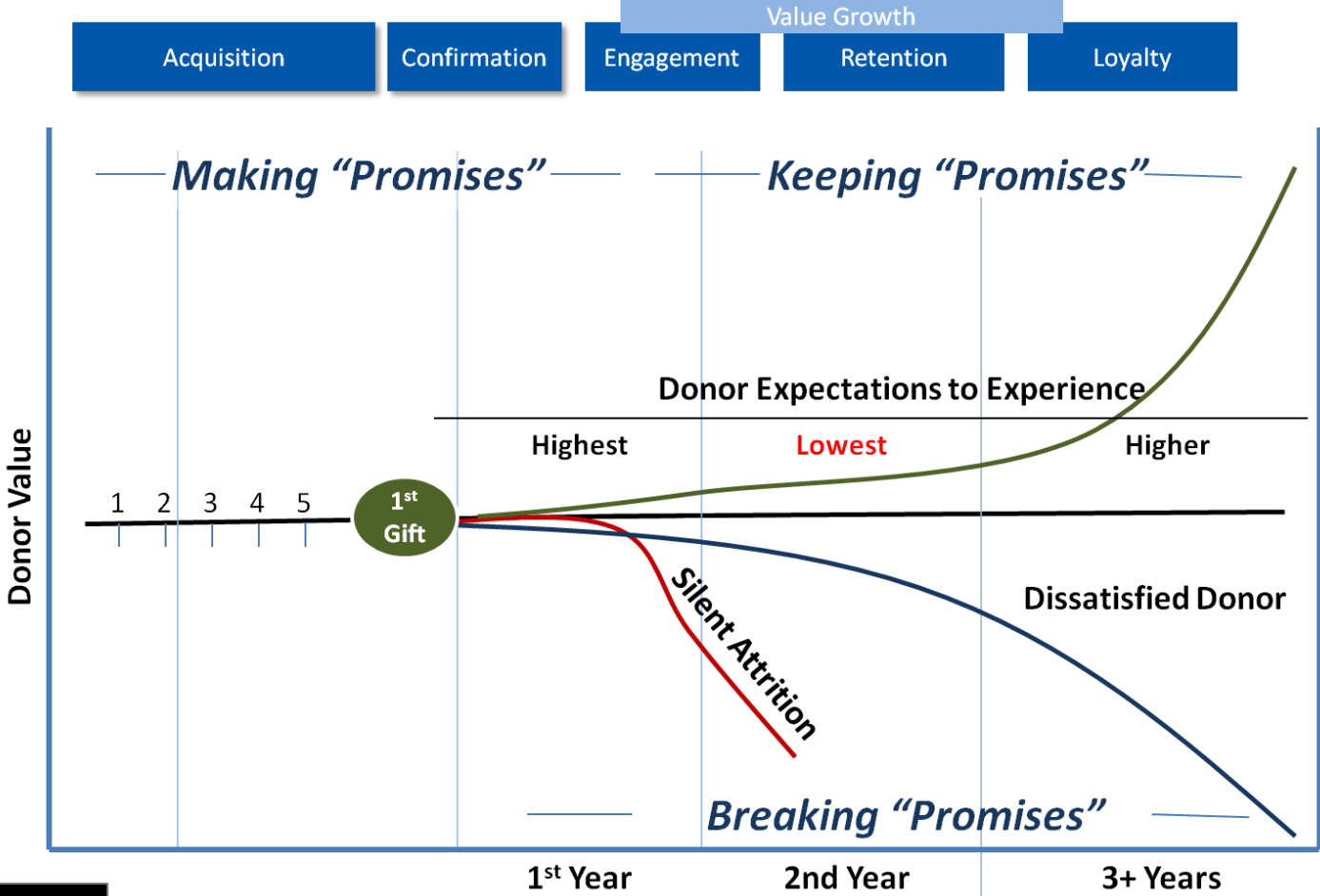
Nonprofits must create the most rewarding experience possible for prospects and donors.

What Works

- Budgets must be built and monitored based on the potential value of the organization's donor base.
- Active monitoring of changing donor behavior is more important than tracking campaign performance and response curves.
- Strategic planning at the donor/segment level becomes more important than creative package tests.

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Move From Transactions Toward User Experience



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Seek Feedback

- Increase knowledge of a person's attitudes and interests
- Prod non-responder engagement
- Cull from other "silent" donors

2011 SPRING DRIVE

Thank you for your past support!

Last gift date: [XX/XX/XX]
Last gift amount: \$[XX]

We hope you can make another gift today!

E-MAIL ADDRESS:

To receive communications from us via e-mail, please provide your e-mail address.

United States Olympic Committee
National Processing Center
P.O. Box 7010
Albert Lea, MN 56007-8010

COUNT ME IN! Here's my gift to support Team USA:


\$[XX] \$[XX] \$[XX] Other \$_____

Please send me ___ U.S. Olympic Watch(es). (You may receive one for every \$20)

Please don't send me the free gift. Use my entire donation to support our athletes.

Please send me information about including the USOC in my estate plans.

I would like to charge my donation. My information is on the back of this reply form.

 [Mr. and Mrs. John Q. Sample]
[MetLife Inc.]
[7001 Columbia Gateway Drive]
[Columbia, MD 21046-2289]

XXXX SCAN LINE XXXXXX

Share Your Fondest Olympic Moment?

Thank you for your past support!

Last gift date: [XX/XX/XX]
Last gift amount: \$[XX]

We hope you can make another gift today!

E-MAIL ADDRESS:

To receive communications from us via e-mail, please provide your e-mail address.

United States Olympic Committee
National Processing Center
P.O. Box 7010
Albert Lea, MN 56007-8010

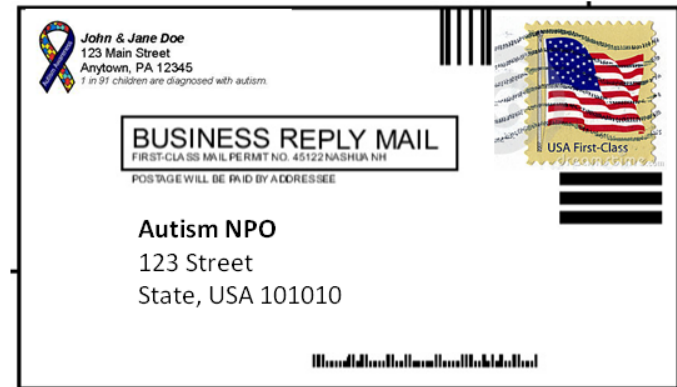
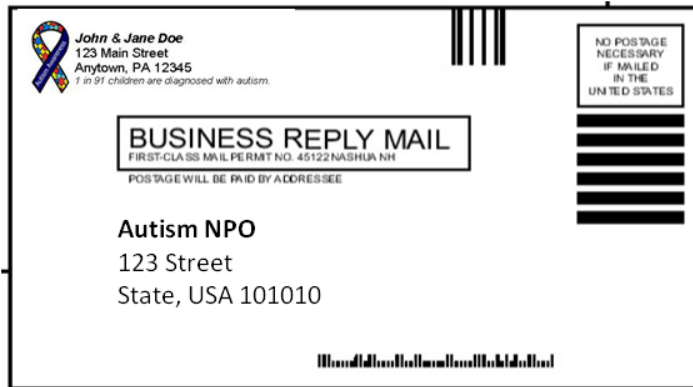
Please mail your tax-deductible gift to the USOC in the enclosed envelope today! Or you can call 888-222-2313 or log on to www.support.teamusa.org!

SCAN LINE XXXXXX

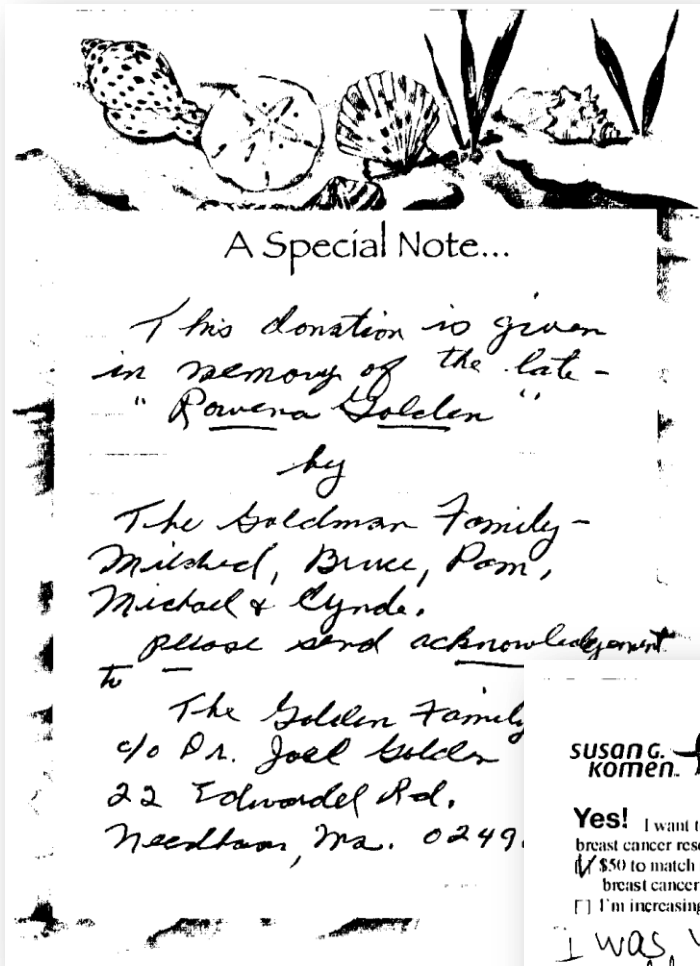
Comments:

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Spend More Time Listening to Your Donors by Leveraging Their Behavior and Transactions




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“Observe, analyze and connect seemingly random bits of information with personal history and behavior to better understand motivations.”

Phaedra Hise, Colloquy

com

susan g. komen.  You can count on me to keep fighting breast cancer!

Yes! I want to help end breast cancer forever. Use my gift to support breast cancer research and community programs. Enclosed is:
 \$50 to match my previous level of support to end breast cancer forever.
 I'm increasing my gift to: \$75 \$100 \$_____

I was wondering if you could send me self address stamps!

Komen Supporter
 Twice as Nice
 957 Maple St. Ste 1
 Carpinteria CA 93013 2063

4061777E 05 2 2 7C4 081640 00005000

Please send me a free Breast Self-Awareness card (see back).
 I have included Susan G. Komen™ in my estate plan.
 I would like information on how to include Komen in my estate plan.
 Yes! I'd like to be kept up-to date on important Komen programs and efforts by joining the email list. My email address is: _____

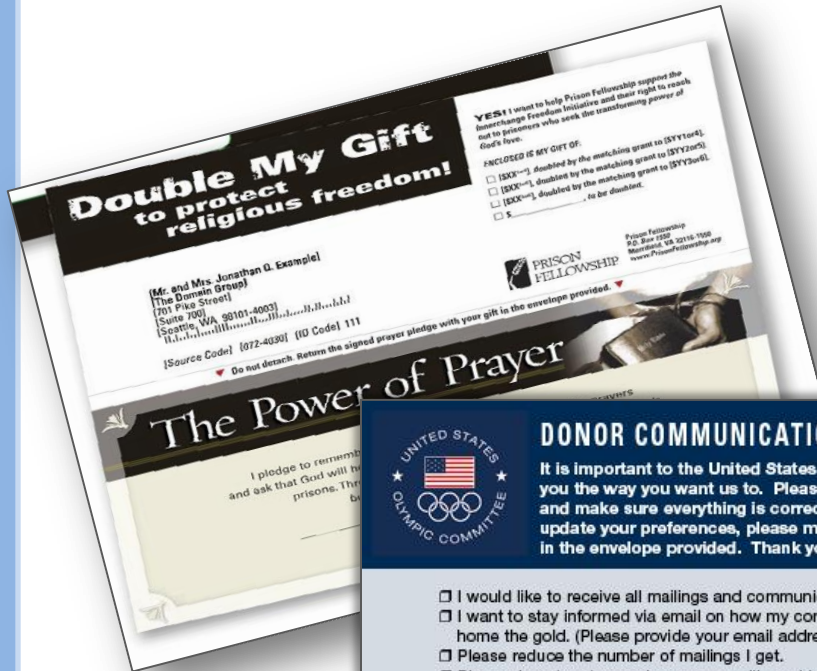
Enclosed is my check payable to "Susan G. Komen."
 Please charge my gift to my:
 Discover MasterCard Visa American Express

Credit Card Number _____ Expiration Date _____
 Signature _____ \$ _____
 QTY Amount _____

Please return this form with your contribution in the envelope provided. Contributions to Susan G. Komen™ may be tax deductible to the fullest extent permitted by law. Please check with your personal tax adviser regarding the deductibility of your gift. Thank you for your generous support!

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Use “Prod” Strategies to Observe Donor Behavior



UNITED STATES OLYMPIC COMMITTEE

DONOR COMMUNICATION CARD

It is important to the United States Olympic Committee that we communicate with you the way you want us to. Please review your communication preferences below and make sure everything is correct in our files. If you have changes or would like to update your preferences, please mark the revisions below. Be sure to return this form in the envelope provided. Thank you!

I would like to receive all mailings and communications.

I want to stay informed via email on how my contributions are helping America bring home the gold. (Please provide your email address below.)

Please reduce the number of mailings I get.

Please do not rent or exchange my mailing address with other charities or companies.

I want to receive emails only.

Please take me off your mailing list.

I would like to receive important telephone calls from USOC. (Please provide your phone number below.)

Please do not call me.

I'm most interested in:
 Summer Games Winter Games All Games

My favorite sport is: _____

I'm an athlete myself, my sport is: _____

(_____) _____
 PHONE NUMBER

EMAIL ADDRESS _____
By providing my email address, I authorize USOC to communicate with me via email

Please correct any name/address errors below:
 [Mr. and Mrs. John Q. Sample]
 [Merkle Inc.]
 [7001 Columbia Gateway Drive]
 [Columbia, MD 21046-2289]

If you have any questions, call us at 1-800-xxx-xxxx. Or visit our website at www.teamusa.org.

Then “Cull”
 them into
 clusters

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Let Your Donors Know You Heard Them! (They Likely Will Forget)


“Solicit Me Only Once a Year”

- Remind donors that you honored their request to send only one solicitation because this is the only time of year they would consider a contribution to your organization.
- After three months, send a follow-up mailing to those who did not respond.

“Since this is the campaign you specifically requested we send you, I’m concerned that we haven’t heard from you and perhaps you never received the original mailing. So as a courtesy, I have enclosed a copy for this use.”

Response Rates have increased 5x over control levels!

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IF THIS CARD
MEANS NOTHING
TO YOU THEN I
SENT IT TO THE
WRONG PERSON

Strategy Across All Channels



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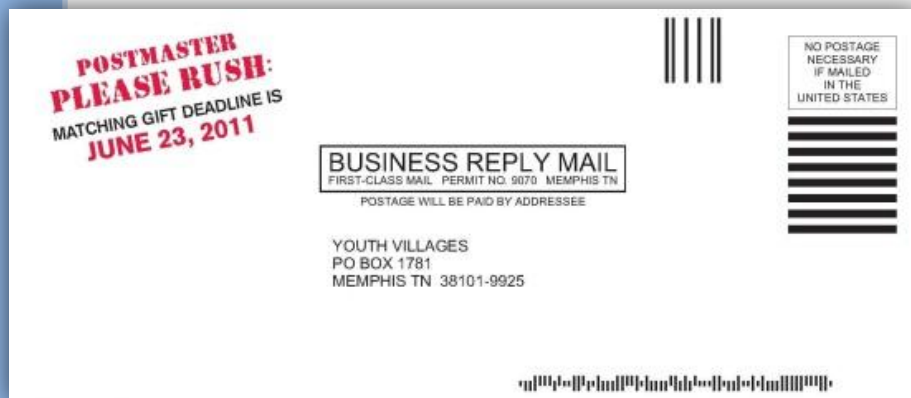


Panelist:

Lori O'Brien
Director of National Development
Youth Villages

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Proven campaign approach
enhanced by new channels



1. Launch campaign
with DM to announce
the matching gift.

Youth Villages Matching Gift Challenge May 9, 2011 2544
Date

Pay to the order of: Youth Villages \$ 1HPC

1HPC Amount Dollars

This facsimile check is only valid if accompanied by a gift of equal or greater value.

Mrs. John Q. Donor
123 Main Street
Apartment 12-G
Anytown, US 12345-6789

Send your personal gift along with this matching check and the enclosed reply form, and your gift will be matched by **AutoZone**
Deadline: June 23, 2011

SCAN LINE

Youth Villages Matching Gift Challenge May 9, 2011 2545
Date

Pay to the order of: Youth Villages \$ 2HPC

2HPC Amount Dollars

This facsimile check is only valid if accompanied by a gift of equal or greater value.

Mrs. John Q. Donor
123 Main Street
Apartment 12-G
Anytown, US 12345-6789

Send your personal gift along with this matching check and the enclosed reply form, and your gift will be matched by **AutoZone**
Deadline: June 23, 2011

SCAN LINE

Youth Villages Matching Gift Challenge May 9, 2011 2546
Date

Pay to the order of: Youth Villages \$

Dollars

This facsimile check is only valid if accompanied by a gift of equal or greater value.

Mrs. John Q. Donor
123 Main Street
Apartment 12-G
Anytown, US 12345-6789

Send your personal gift along with this matching check and the enclosed reply form, and your gift will be matched by **AutoZone**
Deadline: June 23, 2011

SCAN LINE

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2. Announce the campaign via your Facebook page, Twitter, Website, etc.



Youth Villages shared a link.
May 11, 2011

Make twice the impact with your gift today, thanks to our friends at AutoZone.



AutoZone will match your donation to Youth Villages
secure3.convio.net

If we reach our goal of \$20,000 by June 23, 2011 -- and we can do it, with your help -- AutoZone will

Like · Comment · Share



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3. Post updates to
continue momentum.

Youth Villages shared a link.
May 25, 2011

We're almost one quarter of the way to our \$20,000 goal.
Donate through this link and AutoZone will match!



Double the impact of your gift today
secure3.convio.net

If we reach our goal of \$20,000 by June 23, 2011 -- and we can do it, with your help -- AutoZone will match it, giving us a grand total of \$40,000 to support our life-

Like · Comment · Share



Dear John,

Time is running out; our **AutoZone Matching Gift** campaign ends in just 9 days!

Between now and June 23, AutoZone will match your donation dollar-for-dollar, up to our goal of \$20,000. So please donate now and don't miss this exciting chance to double your support for the life-changing work of Youth Villages.

We're almost halfway there and still need your help.

DONATE >



Thank you for supporting the children and families we serve!

Pat Lawler
Youth Villages CEO



Progress: 48%
Raised: \$9,663
Goal: \$20,000



Your \$25 gift can assist April with the help she needs to succeed.

5. Send an email 2 to 3 weeks out with a simple Call to Action and easy way to donate.

[Update email preferences](#) | [Unsubscribe](#) | [Forward to a friend](#) | [Visit our web site](#)



Youth Villages is a private, nonprofit organization dedicated to helping emotionally and behaviorally troubled children and their families live successfully. Founded in 1986, Youth Villages helps more than 17,000 children and families every year from more than 20 states and Washington, D.C., through a wide array of programs, including intensive in-home services, residential treatment, foster care and adoption, transitional living services, mentoring and crisis services. Youth Villages' focus on strengthening families consistently produces an 80 percent success rate of children living successfully at home even two years after completing a Youth Villages program.

Youth Villages | 3320 Brother Blvd. | Memphis, TN 38133
Copyright © 2011 All rights reserved.

6. Create a campaign landing page that supports the message and restates the need. Most important: Make donating easy.

Get Involved!

- DONATE
- EVENTS
- VOLUNTEER
- MENTOR
- FUNDRAISING

- 1 Gift & Payment Information
- 2 Review Gift

Donate to Youth Villages between now and June 23 and your gift will be matched dollar for dollar by AutoZone!

Give to Youth Villages today and our matching gift partner, AutoZone, will double its impact!

If we reach our goal of \$20,000 by June 23, 2011 -- and we can do it, with your help -- AutoZone will match it, giving us a grand total of \$40,000 to support our life-changing work.

Youth Villages has found a way to break the cycle of abuse, neglect and poverty, and to help heal the vulnerable children we serve. We give our boys and girls the tools they need to become confident adults who lead productive, independent lives. And, our programs are twice as successful as traditional child welfare programs, at about one-third of the cost.

Double your gift today through the secure form below...



Progress: 100%
Raised: \$20,000 Goal: \$20,000




- Total updated 6/23, 10:25 a.m.

Design your gift below

*Select Gift Amount:

- \$500.00
- \$250.00
- \$100.00
- \$75.00
- \$50.00
- \$25.00
- Enter an Amount:

What Youth Villages Can Do with \$40,000...

- Give 118 vulnerable boys and girls a full day of love, education, nutritious meals, medical attention and care in our safe and supportive residential facilities... 
- Help 800 young men and women transition into independent living by teaching them vital life skills such as creating a personal budget, writing resumes and interviewing for jobs... 
- Provide 396 families with intensive in-home counseling, with the goal of keeping the child at home and the family intact while the entire family works to create a positive, nurturing environment where everyone can thrive.



Your \$100 gift can cover the cost of one day of care in our treatment foster care program.

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Youth Villages shared a link.

June 23, 2011 

Great news: we met our fundraising goal! Thanks everyone for your support!



donors, we have met and exceeded our goal, raising \$24,353! With the matching gift of \$20,000 by our partner AutoZone, our grand total of \$44,353 will benefit the children and families we serve. Thank you for being a force for families!

Like · Comment · Share

7. Share your results via all channels including written acknowledgments and newsletters.

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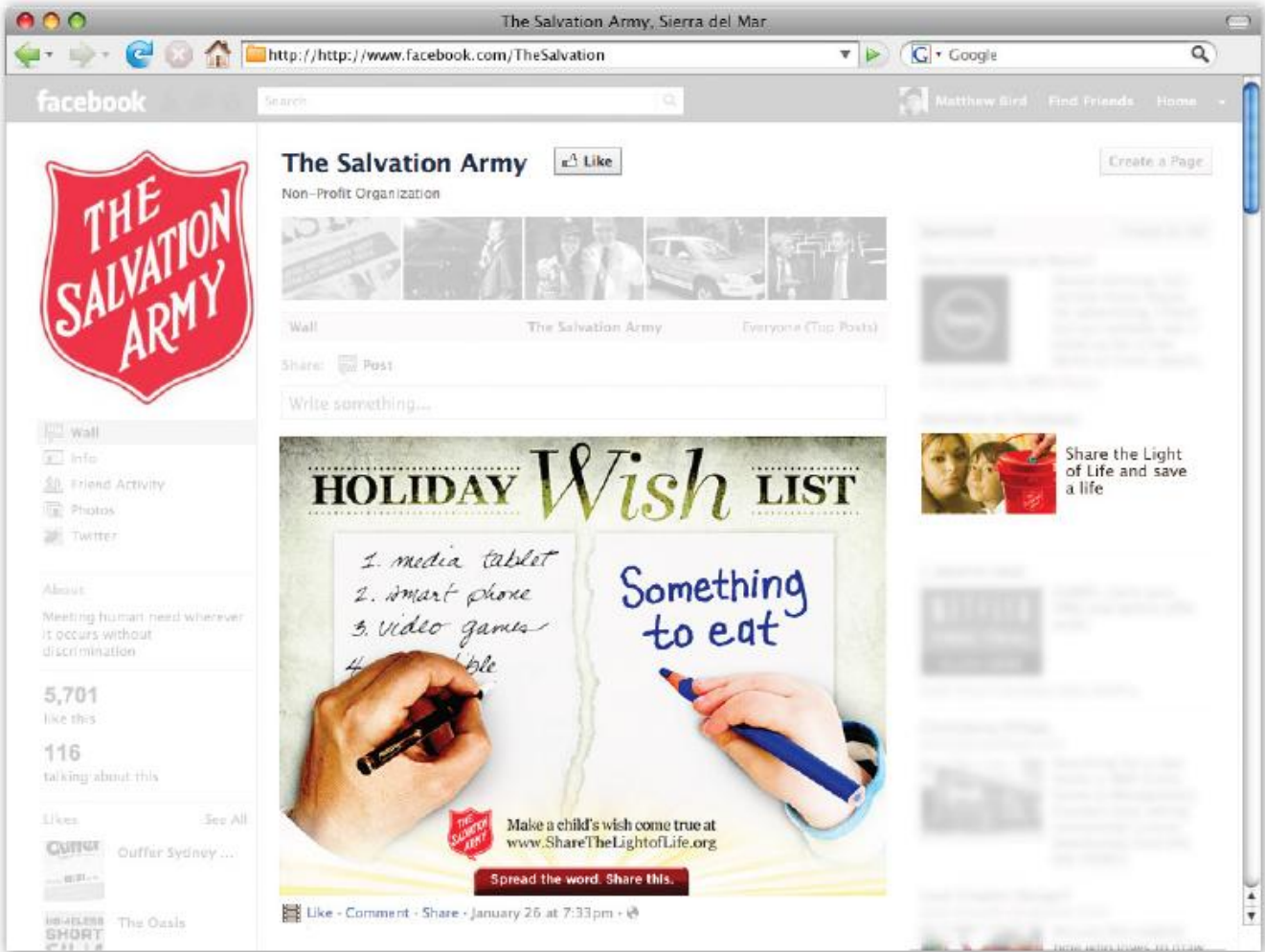


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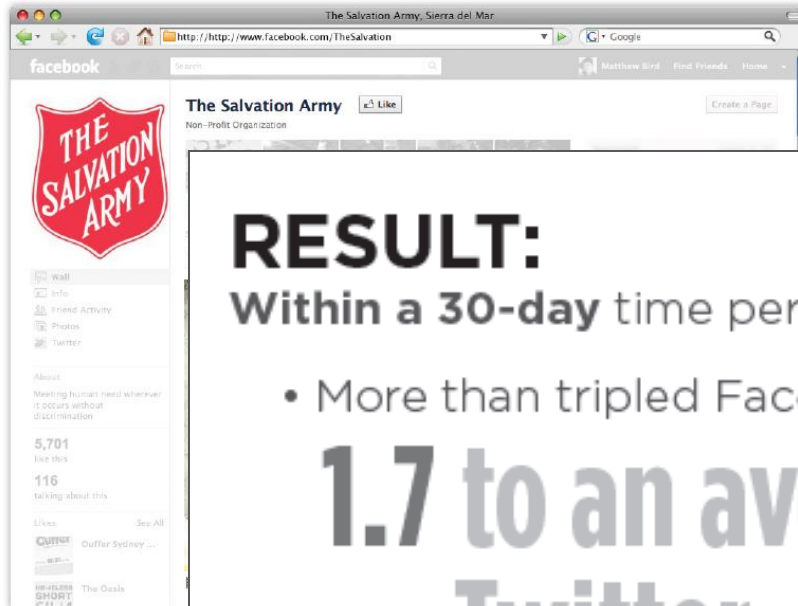
How Nonprofits Are Incorporating Social Media Into Fundraising

1. The event fundraising space sees a lot of success with integrated applications for peer-to-peer fundraising.
2. Social networks are a great way to keep constituents and participants engaged.
3. Facebook helps donors find nonprofits. It is critical for a nonprofit to be *searchable* and to have content that is *relevant*.
4. Finding donors on Facebook and investing in communicating with them to foster conversation and keep a group's brand top of mind.
5. Social media is becoming a good place to think about optimizing acquisition, like an integrated e-mail capture device.

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RESULT:

Within a 30-day time period ...

- More than tripled Facebook daily actions from

1.7 to an average of 11

- Grew **Twitter** following by **13%**

- Grew **Facebook** fan base by **5%**

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If you can't view this email, [click here](#)

ACHIEVE WITHOUT LIMITS

MELISSA STOCKWELL, SWIMMING
U.S. Paralympian



 = \$1

For every Like on Facebook,
The Hartford donates \$1
to U.S. Paralympics.

[Support Us On Facebook](#)



One "Like" Click = \$1

"Like" our founding
partners at
The Hartford on Facebook
and they'll donate \$1
to U.S. Paralympics.

[LIKE THE HARTFORD](#)

Share this:



Dear [Name],

Our founding partners at The Hartford have teamed up with the U.S. Olympic Committee to help U.S. Paralympics bring home the gold.

It's never been easier for YOU to show YOUR support. All you have to do is [visit The Hartford on Facebook](#) and click the "like" button. When you do, they'll donate \$1 to the U.S. Paralympic Team. It's that easy!

Be sure to watch the inspiring videos there about a few of our Paralympians – and share them on your own page. **Our goal is to raise \$XXX,XXX through this campaign and we need your help!**

The Hartford is committed to helping our U.S. Paralympic athletes Achieve Without Limits, and we know you are too. If you'd like to support U.S. Paralympics directly, you can also choose to [give a gift now](#). Thank you!

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RESULT:

400,000 USO constituents; 2,000 visits to The Hartford page; 5,000 emails forwarded to their friends; 109,000 fans to The Hartford Paralympics page.

If you can't view this email, [click here](#)

ACHIEVE WITHOUT LIMITS

MELISSA STOCKWELL, SWIMMING
U.S. Paralympian

👍 = \$1

For every Like on Facebook, The Hartford donates \$1 to U.S. Paralympics.

[Support Us On Facebook](#)

UNITED STATES OLYMPIC COMMITTEE

Dear [Name],

Our founding partners at The Hartford have teamed up with the U.S. Olympic Committee to help U.S. Paralympics bring home the gold.

It's never been easier for YOU to show YOUR support. All you have to do is visit [The Hartford on Facebook](#) and click the "like" button. When you do, they'll donate \$1 to the U.S. Paralympic Team. It's that easy!

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The Hartford is committed to helping our U.S. Paralympic athletes Achieve Without Limits, and we know you are too. If you'd like to support U.S. Paralympics directly, you can also choose to [give a gift now](#). Thank you!

One "Like" Click = \$1

"Like" our founding partners at The Hartford on Facebook and they'll donate \$1 to U.S. Paralympics.

[LIKE THE HARTFORD](#)

Share this:

[facebook](#) [YouTube](#) [@](#) [t](#)

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The screenshot shows the Facebook page for PetSmart Charities. The browser address bar displays the URL: http://www.facebook.com/savehomelesspets?sk=app_260637597293477. The page header includes the Facebook logo, a search bar, and the user's name "Matthew Bird".

PetSmart Charities (Non-Profit Organization) [Like](#) [Create a Page](#)

PetSmart Charities - A Lifelong, Loving Home for Every Pet

PetSmart Charities - A lifelong, loving home for every pet. [Donate Now >](#)

LIKE PETS M A R T CHARITIES FOR NEWS & UPDATES

Get in shape | Eat healthy | Run a marathon | Get organized | Read u

A New Year's resolution that's easy to keep:

DONATE TODAY!

Save more pets in 2012!

OTHER WAYS TO GIVE

- MONTHLY GIVING** - Save more lives through automatic monthly gifts. [Give](#)
- PLANNED GIVING** - Make a difference now and in the future. [Give](#)
- TRIBUTE PAGES** - A meaningful gift for any occasion. [Give](#)

SHARE & SPREAD THE WORD ABOUT PETS M A R T CHARITIES

Support PetSmart Charities by getting and sharing your badge today! Choose from the available badges and share on your...

PET ADOPTION of the Month February 2012

Tucker, Tator, Tot and Kenzie

Wall | Info | Friend Activity | PetSmart Charities | House Rules | Give Today | PeopleSavingPets | YouTube | Events | MORE -

Done

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RESULT:

In the first six weeks since launching the new Facebook functionality, more than **60 constituents have posted badges on their Facebook site** to show their support of PetSmart Charities. With the average Facebook user having more than 130 friends in their network, **that reach provides exposure to nearly 8,000 possible new supporters for PetSmart Charities.** Furthermore, **140 of their Facebook page visitors** have also **clicked** on one of the **new donate buttons** to become financial supporters of the organization. **Today PetSmart Charities has more than 16,000 fans on Facebook.**

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Mid-Level Donors

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Mid-Level Donor Appeal Techniques

- Exclusive naming opportunities, e.g. brick pavers or honor walls
 - ✓ Will inspire stretch and transformational gifts
 - ✓ Lends well to an unveiling reception, which brings donors to you
- Giving Societies that offer recognition and access to decision makers
- Year-end summaries that highlight previous year's achievements and plans for the coming year
 - ✓ When “more expensive” = “more relevant,” you can increase net revenue and reduce CTRAD
 - ✓ Weave in language that restates donor's exclusivity:
 - Transformational giving, social investor, distinguished friend, thought leader, visionary

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Tribute Brick Inscription Sample Layouts

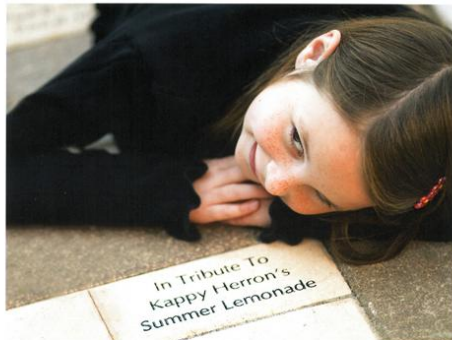
In Honor Of
St. Jude, Thank You!
John & Mary Smith
SMALL (8" x 4")

In Tribute To
The Children
Of St. Jude
LARGE (8" x 8")

Mid-level appeals that reinforce exclusivity cost more but can increase net. This brick paver appeal let donors see exactly where their bricks would be laid on campus.



Eight-year-old Kappy sold lemonade all summer long so she could contribute a brick to St. Jude Children's Research Hospital.



Here she is, admiring the fruits of her labor -- a brick commemorating her \$1,000 gift to children fighting for their lives against cancer.

We salute Kappy's determination and generosity, supported by her parents and by all the people who drove from miles around to visit Kappy's lemonade stand.

Please, if you can, find a way to contribute your own brick to St. Jude this year.

Appeals That Inspire

PATHWAY TO HOPE 2010
ST. JUDE CHILDREN'S RESEARCH HOSPITAL

501 ST. JUDE PLACE MEMPHIS, TN 38105 1-800-822-6344 WWW.STJUDE.ORG



THE CHRONICLE OF PHILANTHROPY

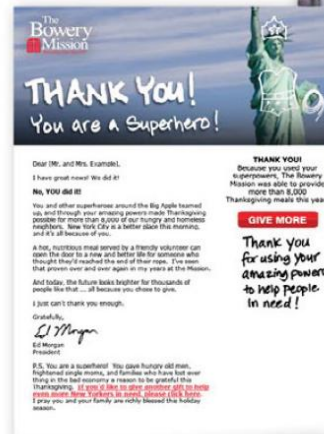
Make Your Donors the Heroes

Two Types of Mid-Level Donors Programs

1. Revenue Model
2. Investment Model

And Two Types of Mid-Level Approaches

1. Inclusive
2. Opt-In



Defining Success

Programs that provide donors an opportunity to “opt in” are far more successful than those that place a donor into the program based on predetermined giving performance.

Success metrics must be aligned around organizational objectives and long-term impacts on contributor performance.



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Donor Engagement

Anatomy of a Strategic Annual Program

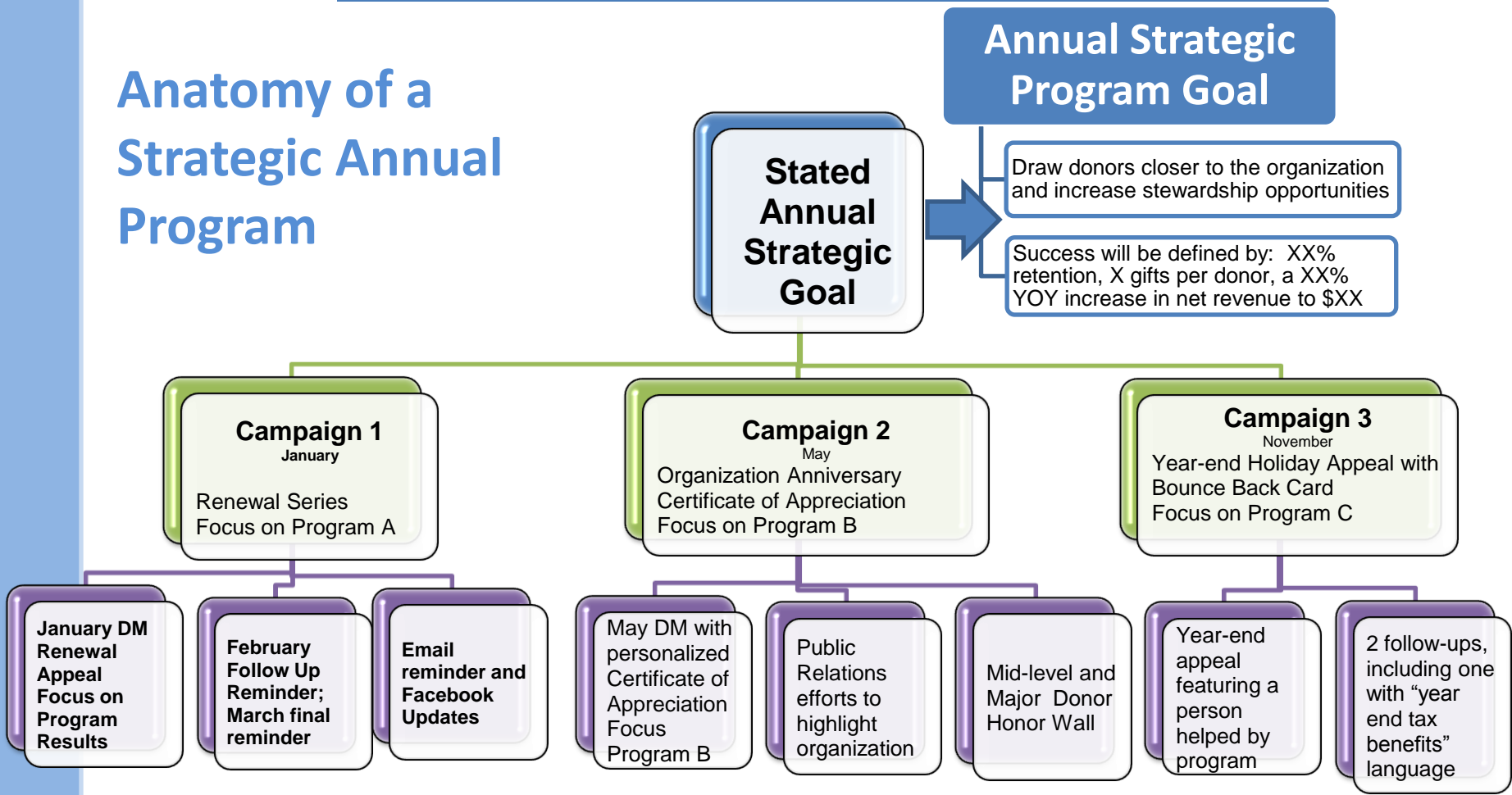
Plan annually to ensure fidelity of goals:

- Highlight programs and services your donors care about
- Restate core-value proposition throughout the year. Avoid one-off techniques that stray from your core.
- Use prior-year results and lessons to refine messages.
- Capitalize on seasonality to maintain relevance:
 - ✓ November-December = Christmas giving
 - ✓ December = year-end giving for tax purposes
 - ✓ January = renewal series captures freshness of New Year goals
 - ✓ February = Valentines for Vets
- Allow for breaking news and special campaigns.
- Assess your donor file realistically to set goals and manage expectations.
 - ✓ 60% of program success rides with your file, not your creative.



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Anatomy of a Strategic Annual Program



Does each appeal support your strategic goal?

Annual Program = a Series of Coordinated Campaigns

- Each campaign:
 - Supports your annual strategic goal of **donor engagement**
 - Has SAM results: **Strategic, Actionable, Measurable** and rolls up to the strategic projections for the year
 - Creates urgency and excitement with an immediate **call to action** and realistic deadline
 - Lends itself to follow-ups and **reminders**
 - Can use **multiple communication channels**, including written appeals, email, social media, and frontline staff
 - ✓ **Intraoffice** communications will pay off
 - \$25 first gift = \$100 gift = \$5,000 gift in a six-month span
- Effective campaigns use timely **acknowledgments and updates** to create the opportunity for **additional giving**

Proven Techniques You Can Test Right Away

Matching Gift appeal

- Use symbolic gift asks to tie donation back to your mission
- Simplifies your message and call to action

Certificates of appreciation

- Tie to organizational milestone (anniversary) or donor milestone (anniversary of first gift) and talk about the progress of organization since then; ask for further commitment

Involvement devices such as bounce-back cards allow donor to send thoughts and encouragement to someone you are helping

- Incorporate testimonials and thank-you's from people helped

THE CHRONICLE OF PHILANTHROPY

Symbolic Ask: "What will my donation pay for?"



Please help Anna, and the thousands like her, with your gift to Youth Villages.

- **\$75** buys holiday gifts for a child
- **\$100** buys clean new clothes, toiletries, shoes, socks, and hygiene products for 2 children
- **\$250** buys crutches, leg braces, hearing aids and other medical and therapy devices for our children with special needs
- **\$650** buys Christmas gifts for every child in one of our residential cottages
- **\$1,250** gives 4 vulnerable boys and girls a full day of love, education, nutritious meals, medical attention and care in our safe and supportive residential facilities
- **\$2,500** gives 25 children and their families a full day of intensive in-home counseling, with the goal of keeping the child at home and the family intact in a healthy, nurturing environment
- **\$5,000** helps 100 young men and women transition into independent living by teaching them vital life skills such as creating a personal budget, writing resumes, interviewing for jobs, opening a bank account and finding safe, affordable housing

You can also make your gift online at
www.youthvillages.org.

Thank you!



Anna (who finds comfort in her stuffed penguin, Wally) is working hard with her Youth Villages counselors to overcome the trauma of her abuse. Thank you for helping us do everything possible to make sure Anna and our other Youth Villages children have a Merry Christmas.

Patrick



Please charge my contribution to my:

VISA MasterCard

Credit Card Number _____

CCV Number _____ Expiration Date _____ Amount \$ _____

Name on Card _____

Signature _____

Send your tax-deductible gift in the enclosed return envelope to:
Youth Villages • P.O. Box 1781 • Memphis, TN 38101
1-888-923-GIVE

YouthVILLAGES.
The Force for Families

Youth Villages is a private nonprofit organization dedicated to helping emotionally and behaviorally troubled children and their families live successfully. Founded in 1986, Youth Villages helps more than 17,000 children and families each year in 21 states and Washington, D.C., through a wide array of programs, including intensive in-home services, residential treatment, foster care and adoption, transitional living services, mentoring and crisis services. Youth Villages' focus on strengthening families consistently produces an 80% success rate of children living successfully at home even two years after completing a Youth Villages program.

Page Two

Our program really works for our children and works for America, but I must have your help to reach more families in more communities -- and I hope you'll take advantage of this chance to double your donation. You would be amazed at what we can do with \$40,000 . . .

- give 118 vulnerable boys and girls a full day of love, education, nutritious meals, medical attention and care in our safe and supportive residential facilities -- complete with individual and group therapy to help these children and their families achieve their dreams of reuniting for good . . . or --
- help 800 young men and women transition into independent living by teaching them vital life skills such as creating a personal budget, writing resumes, interviewing for jobs, opening a bank account and finding safe, affordable housing . . . or --
- provide 296 families with intensive in-home counseling, with the goal of keeping the child at home and the family intact while the entire family works to create a healthy, positive and nurturing environment where everyone -- parent and child alike -- can stop the downward spiral of chaos and destruction, and begin to thrive.

The list of what Youth Villages can do with this Matching Gift Challenge total of \$40,000 goes on and on . . . so I urge you to please take this moment to help us reach our goal.

Doubling your gift is as easy as 1 - 2 - 3 . . . simply:

1. Select an enclosed Matching Gift check in the amount you'd like to send today. If you would like to send more or less, fill in the blank Matching Gift check with the amount that's right for you -- then
2. Complete your own check or credit card gift for the Matching Gift amount, and then --
3. Return your gift along with the Matching Gift check, plus the enclosed reply document, to us in the postage-paid envelope we've provided.

It's that easy, and a wonderful way to make your generous donation go twice as far for the children of Youth Villages. Please don't hesitate, this Matching Gift Challenge ends June 23, 2011 -- just 45 days from now. So please, while you've got this information right in front of you, won't you send your gift of support today?

Thank you for being a force for families,

Patrick

Patrick W. Lawler
CEO/Youth Villages

P.S. I want our first-ever Matching Gift Challenge to be a resounding success -- so won't you please help? Our Matching Gift Challenge ends in just 45 days, which means until June 23, 2011, your donation will be matched dollar for dollar by our generous friends at AutoZone. Please don't miss out on this exciting opportunity -- send your gift right away.

Hidden Appeals: Acknowledgments

1. Acknowledge quickly – 2- to 3-day turnaround
2. Use the acknowledgment to reaffirm the donor’s decision to donate
 - Explain what their gift will provide
 - Use story telling to demonstrate the broader need
 - Restate why your organization is best suited to provide the solution.
3. Include a Business Reply Envelope and also consider a “soft ask” reply device, which restates the core of what you do
4. Acknowledgments can be your second-most profitable program aside from sustainers, with response rates double or triple that of your appeal program.



June 14, 2011



Acknowledge within 24 to 36 hours of gift



Personalize

Dear Ms. Dam,

I just received the great news that you have become the newest member of our Youth Villages family, and I want to be the first to welcome you.

Genuine thank you & affirm exclusivity

With your generous gift of [redacted] to Youth Villages, you've become part of a select group of influential people in California and across the nation who are working to end the cycle of child abuse and neglect in our country.

Restate the problem the donor cares about

Do you know what the success rate is for abused and neglected children who go into traditional child welfare programs? An abysmal 40 percent. This means for the 400,000 children currently in state's care in America, fewer than half have a decent chance of living a successful, independent life as an adult.

For most of these boys and girls, the future doesn't hold much hope. Once a child "ages out" of the system at 18, they're on their own. A few have families or friends they can fall back on, but most will wind up in prison before their 21st birthday. All paid for with your tax dollars.

Restate how you are best suited to solve the problem

But at Youth Villages, we've found a better way . . .

We believe that children are best raised by their families, so we bring our expertise into their homes, giving each child the support he or she needs to be successful - - and giving the entire family the life skills they need to lead productive lives.

Restate success, vision for the desired state, quantify continued need, soft ask

Best of all, our innovative programs work - - we have an astounding 80 percent success rate. Which means our kids are far less likely to wind up in prisons or institutions when they grow up.

It's my vision and dream that one day, we can be there for every child who needs us - - and we can break this cycle of abuse, neglect and poverty in our nation once and for all. The change is already happening, but I absolutely must have your help to expand our programs to more families and more communities. Thank you for your generous support and for being a true leader. Together, we will do great things.

Very truly yours,

Patrick W. Lawler
CEO/Youth Villages

Make it easy for the donor to reach you

P.S. I am so grateful for your help. Our program really works for our children and works for America, but we must do more to reach all the children who need us. Thank you for supporting our life-changing work.

PO Box 1781

Memphis, TN 38101

www.youthvillages.org

1.888.923.GIVE

My Special Gift to Youth Villages

To: Patrick Lawler
From: Nina Dam

Personalize



Reply document clearly states the core of what you do.

Yes Pat, I want to help abused and neglected children. Please accept this special extra gift today to further the life-changing work of Youth Villages.

Enclosed is my gift of: _____

Youth Villages
c/o Patrick Lawler
PO Box 1781
Memphis, TN 38101-1781

Please detach and return with your gift

Taylor



You don't know me, but you helped save my life. I know you think I'm making this up, but I'm not.

When I was little, my family was pretty normal, but then things got really messed up. My Mama got hurt doing her job, and got hooked on pain pills. Then my Daddy lost his job as a plumber and started drinking a lot.

Suddenly it was like Mama and Daddy couldn't take care of us. Sometimes we didn't have enough money for food, and we didn't always go to school. And when we did go to school, we started hanging with a bad crowd, and got suspended a lot.

Pretty soon, my brothers and I started breaking into buildings for fun. In just two months, we racked up 47 charges against us, mainly for vandalism.

When we missed 61 days of school, the school reported us to the authorities, and I was really mad that somebody was getting involved in our personal business. My Mama and Daddy both went to jail, and then to rehab. My brothers and I got turned over to the state and they wouldn't let us stay together. They put me in three different places to live. I was still a little kid and all I wanted was for everything to go back to the way it was. I wanted to be with my brothers and play with my GI Joes.

I'm not lying to you, I pretty much thought that was it for my family. A judge was going to take us away from Mama and Daddy forever. But somebody from the state wanted to give us one last chance. So, they sent a family intervention specialist from Youth Villages named Miss Bailey.

Testimonial from real person helped by your organization

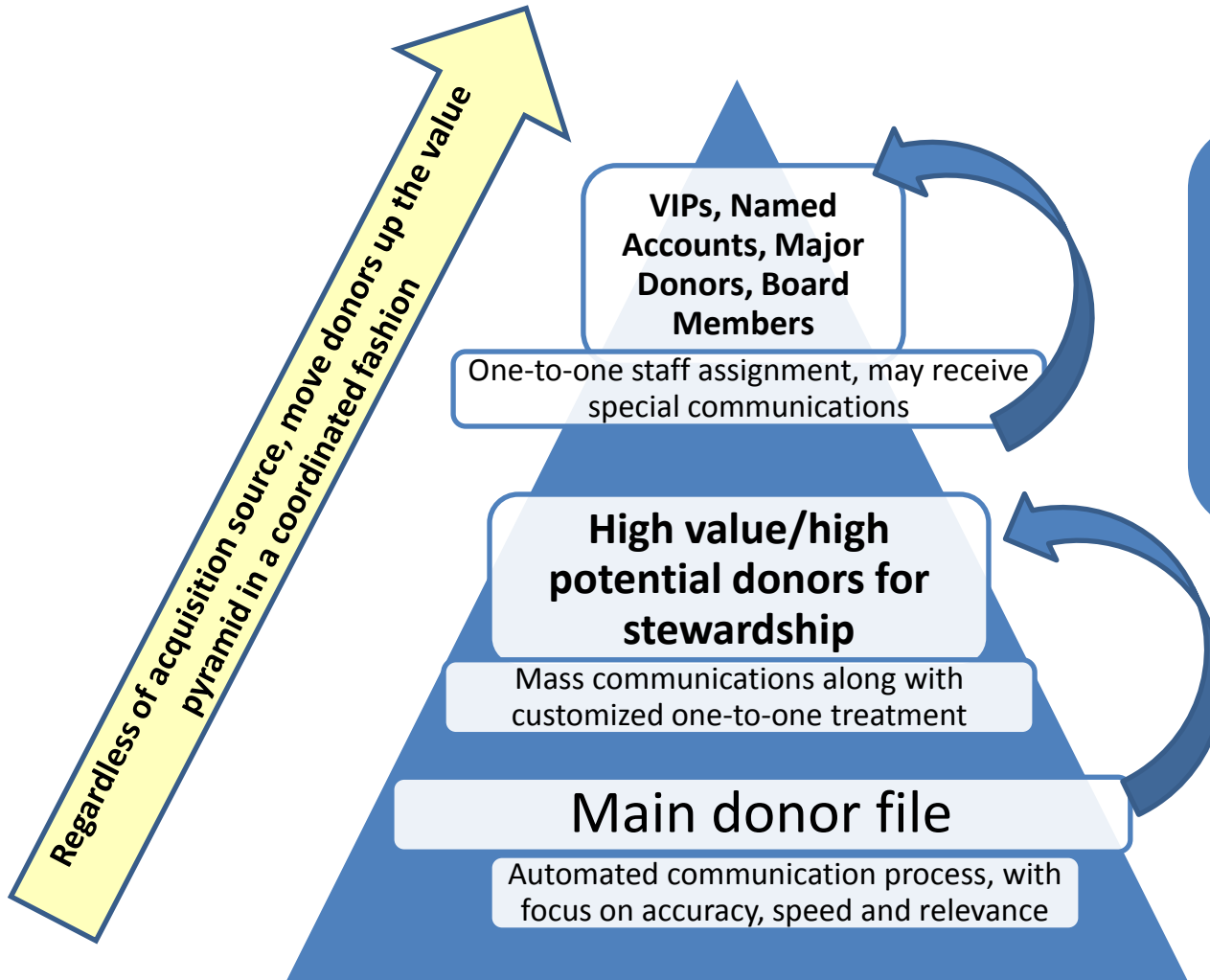
Compelling open that hooks the reader

Genuine language you heard from program directors, frontline staff, service recipients, passionate volunteers

Storytelling to illustrate the problem in real-world terms that stir emotion



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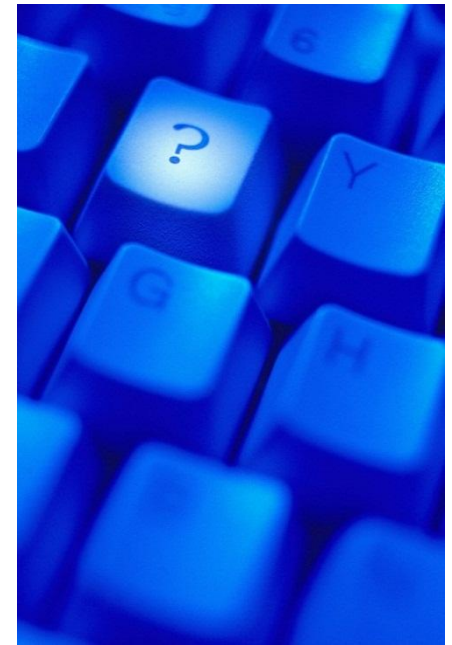
Coordination and communication among all development teams is vital to donor stewardship.

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Questions?

Send us your questions, using the box in the lower left-hand corner of your screen. We will answer as many as time permits.

Campbell & Company



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