

A Super Simple Year-End Campaign for Small Shops

PRESENTED BY CHAD BARGER, ACFRE, ACNP



TODAY'S GAME PLAN

- 1 FUNDRAISING APPEAL BEST PRACTICES**
- 2 A SIMPLIFIED END OF CALENDAR YEAR SMALL SHOP CAMPAIGN**
- 3 QUESTIONS & COMMENTS**
use the CHAT feature

2 Disclaimers Before We Get Started ...

IF YOU SOLICIT ME, I MAY SHARE YOUR APPEALS

Including the good, the bad & the ugly

PERSONAL PREFERENCE DOES NOT EQUAL FUNDRAISING BEST PRACTICE

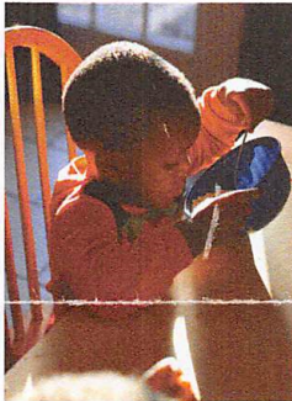
Despite what your boss, development committee, board, CFO, wife or dog think (their opinions don't matter)



Let's start by looking
at 2 appeals ...

What a year!

2016



Dear Chad,

This year will be one for the record books. So far in the 2016 Fiscal Year:

- We provided food and grocery products equivalent to more than 40 million meals to those facing hunger.
- We distributed nearly 50 million pounds of food to more than 900 soup kitchens, shelters and food pantries in 27 counties.
- The number of meals and snacks we provided to children in need through our Youth Programs increased 16%.
- The number of seniors we served increased for the 8th year in a row.

I have no doubt that in the upcoming year there will be just as many people in our community who are facing hunger and will need help getting food. But I also have the confidence that we can continue to provide the healthy, nutritious food that everyone deserves. But we can only do that with your continuing partnership. **It is your support that enables us to do all that we do. Thank you!**

As we approach the end of the year, we need your help one more time in 2016 to help families in our community who are facing hunger. As a loyal friend of [redacted] Food Bank, I know fighting hunger in [redacted] is important to you. **Please help us today so we can help supply food where it is needed most.** Remember, for every \$10 you give, the Food Bank can provide 60 nutritious meals to those in need. Your gift means so much, especially at this time of year. It means that thousands of our hungry neighbors can look forward to a new year of hope.

hunger in central Pennsylvania is important to you. Please help us today so we can help supply food where it is needed most. Remember, for every \$10 you give, the Food Bank can provide 60 nutritious meals to those in need. Your gift means so much, especially at this time of year. It means that thousands of our hungry neighbors can look forward to a new year of hope.

While the task of solving hunger is daunting, working together, we know we can ensure that no child, no parent and no senior goes hungry in our community. **Thank you again for your support!**

We wish you and yours a very happy and peaceful new year!



Executive Director

A member of
**FEEDING
AMERICA**



To ensure a tax benefit for 2016, be sure we receive your gift before Dec 31st!

24879

Food Bank

.org

Phone: _____

Yes

I want to help the Food Bank provide food to hungry children, seniors and families in our community. I'm enclosing a gift of:

- ☐ \$50 provides 300 nutritious meals.
- ☐ \$75 provides 450 nutritious meals.
- ☐ \$100 provides 600 nutritious meals.
- ☐ \$_____ to help out as much as possible.

To make a secure online donation, please visit



Chad Barger

90

I would like to receive email updates at: _____

35062 612T915

Big Brothers Big Sisters. OF YORK & ADAMS COUNTIES

11/19/18

Chad Barger
6106 Wallingford Way
Mechanicsburg, PA 17050

Dear Mr. Barger, *Chad*

Kohen was only 8, but he was already at a crossroads. He had lost his father at age two. With no father figure in his life, he could have looked for guidance in all the wrong places, latched on to bad people, and walked a path no one should go down. But, because of you, his life is different.



Without your support, Kohen's mother may have never called Big Brothers Big Sisters of York & Adams Counties to sign him up as a Little Brother and he may have never met his Big Brother, Jim. **Jim is a normal guy who just wants to make a difference in a kid's life.** He got his chance with Big Brothers Big Sisters and Kohen, thanks to you.

The time they spend together every weekend is doing wonders for Kohen as he grows into a young man. Instead of slacking off in class and getting into trouble after school, Kohen is studying and playing games with Jim. You made it possible for them to

form this bond and **Kohen now has a strong mentor to show him the way.** His potential knows no limit thanks to his defenders: Jim and **YOU.**


Not all kids are as lucky as Kohen. When kids have no one to show them the way, they get lost. If nobody acts now, Julian, a 13-year-old young man on our waiting list, will be too old to be paired with a Big Brother. He needs you to step up and support Big Brothers Big Sisters so he can have his own mentor to steer him towards a bright future. Otherwise, he may very well go down the wrong path, appear in the headlines for all the wrong reasons, and never reach his full potential.

By training our staff, you, more than anyone else, have stepped up time and time again to make life-changing relationships like Kohen and Jim's possible. We hope that you will step up one more time by making another gift.

Your support makes a difference. **Please donate today.** Your donation makes relationships like Jim and Kohen's possible and can change the course of Julian's life. Thank you for your time and consideration.

Our life-changing mentoring relationships exist because of people like YOU.

Sincerely,




Linda Z. Gorter
Executive Director
Big Brothers Big Sisters of York & Adams Counties
(717) 810-7986
lgorter@bbbsyorkadams.org

P.S. There are over 100 kids like Julian on our waiting list who need Big Brothers or Big Sisters. Be their champion. Please donate TODAY.



Which one would you be more likely to lead you to donate?

FUNDRAISING APPEAL BEST PRACTICES



1

Begin with a story, that starts with an attention getting opening line.

ABC Nonprofit finished the year strong by meeting its fundraising goal and serving 300 additional children this year ...

Blah blah blah since
1958 blah blah blah our
founder's vision blah
blah cutting-edge blah
blah sustainable blah
blah we are so dang
awesome!

SOURCE: TOM AHERN



Facts and statistics tell,
but stories sell.

**Johnny didn't go to school last week
because something was wrong.**

**Just the other day, Marci walked into
our facility with a big problem.**

**Last week, I was walking down the hall
and stumbled upon something magical.**

Story Characteristics

COMPELLING STORY

About ONE person, place or thing

RICH DETAIL

Paint a vivid picture in the reader's mind

SOLVABLE PROBLEM

Something that my \$100 donation can help fix



STORY EXAMPLE

**And WHO (or what) is best
suited to tell this story?**

Dear Chad,

I thought my life was over. My family put me out in the trash. And I was sad. I was sad because I knew that there was so much more life left in me. I kept looking out for someone to save me! And person after person passed by me like I was invisible. Like I was trash.



And then you passed me. You hit the brakes and turned your car around. Before I knew it, you scooped me up because you wanted to make a difference.

You heard that The Common Wheel could use donated bikes for their programming. And when you saw me sitting sadly on the curb, you knew you could find someone who would love me once again.

You changed my life for the better. And because of you, I'm able to make a child's face light up with a smile. You are helping me make children and their parents happier, healthier, and wealthier.

But it's not just about picking out good bikes like me out of the trash. That's only the beginning! With a donation of \$200, you can help my friends at The Common Wheel find me a good home. Your donation will support programs like Bikes for All and Earn-a-Bike.

SEPTEMBER
IS FOR STORY
FINDING



Video

**REPEAT A STORY (OR STORIES)
YOU USED A FEW YEARS BACK**

MAYBE WITH A QUICK UPDATE (OR NOT)



2

Assure that your call to action is clear & specific.

OPTIMIZED CALLS TO ACTION ...

- **ASK THE READER TO DO ONE THING AND ONE THING ONLY ... DONATE**
- **ASK FOR A SPECIFIC AMOUNT FOR A SPECIFIC PURPOSE**
1.5x last gift amount > custom ask string > static (program specific) ask string > "Would you consider making a gift?"
- **ARE USED MORE THAN ONCE**
Repeat the call to action multiple times (using different words)

A white circle with a thin black outline, centered on a solid blue background. Inside the circle is a hand-drawn number '3' in black ink. The '3' has a slightly irregular, sketchy appearance with some internal hatching at the bottom.

3

Make it urgent.

**Why should I give today, rather
than wait three months?**

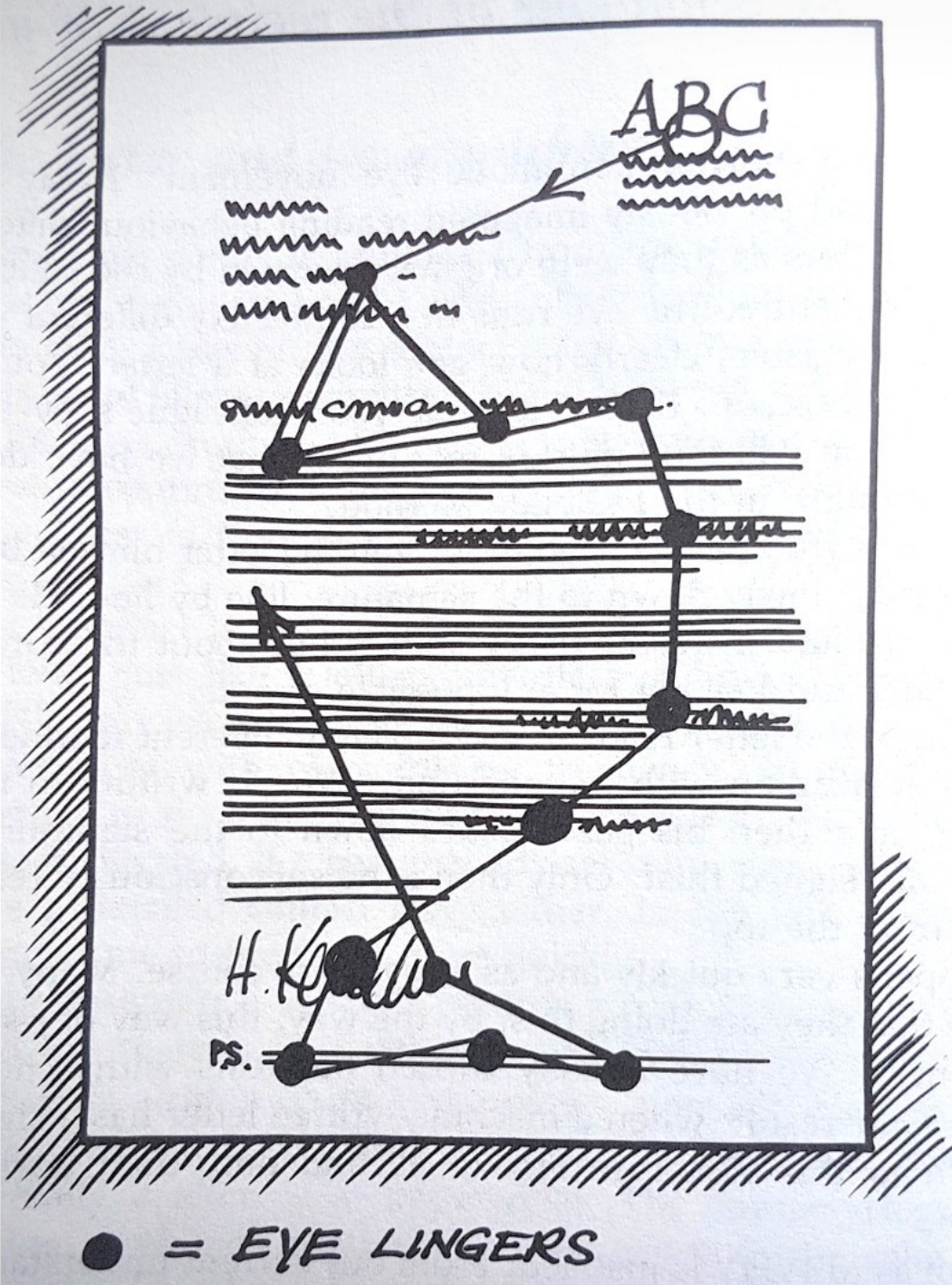
WAYS TO SHOW URGENCY

- **PEOPLE (OR ANIMALS) WON'T SURVIVE**
The 3 Cs: cancer, children & cute animals
- **A WINDOW OF OPPORTUNITY IS CLOSING**
Matching funds
- **CONDITIONS ARE GOING TO CHANGE / GET WORSE**
Tell them what will happen if they don't give TODAY



4

Don't forget the P.S.



“Handbook of Direct Mail”
by Professor Siegfried Voegele

The P.S. is the one part of the letter that is almost guaranteed to be read & read word for word (90% of all readers)

SOURCE: "HANDBOOK OF DIRECT MAIL" BY PROF. SIEGFRIED VOEGELE

USE THE P.S. TO REPEAT YOUR CALL TO ACTION

- **“WON’T YOU JOIN ME AND HELP THE KIDS TODAY WITH A \$100 DONATION?”**
- **“YOUR VITAL DONATION OF \$1,000 WILL BE PUT TO WORK IMMEDIATELY AND WILL HAVE A HUGE IMPACT ON OUR LOCAL COMMUNITY.”**



4

Implement a QR Code



Chad, you can help a mother like Janaya and her children find a home and the sustainable income they need. For \$58 a day, you can end homelessness for a family. Will you prayerfully consider a gift of \$58 or \$116? Every dollar you give will help single mothers with children find safe and sustainable housing and will demonstrate Christ's love. If this is not a good time for you, we understand. Many people are stretched right now so if you are not able to make a financial gift, please continue to keep Janaya's family and others like her in your prayers. You can send a gift in the enclosed envelope or donate online at <https://bridgeofhopeinc.org/give/end-family-homelessness/>.



Will you help more families like Janaya's today?

With blessings and gratitude,

A handwritten signature in blue ink that reads "Edith Yoder".

Edith Yoder

Chief Executive Officer

P.S. Your gift today will help end homelessness for a family, and provide them with the support and resources they need.





5

Optimize the Package

THE REPLY CARD

I would like to support the **Annual Operating Fund** as follows:

___ One payment payable prior to December 31, 2016 or payment date _____ in the amount of _____

___ Two multi-year pledge payment payable in 2016 and 2017 in the amount of _____

___ Three multi-year pledge payment payable in 2016, 2017 and 2018 in the amount of _____

___ Invoice me and/or send reminder letter

Payable by (circle one) CHECK CREDIT CARD SEFA UNITED WAY

Does your company have a matching gift program? YES___ NO___

___ Please charge (circle one) MC VISA AMEX Card Number _____

Name on Card _____ Security Code _____ Exp. Date _____

Address _____ Email _____ Phone _____

I would like to support the  **Capital Campaign** as follows:

___ One payment payable prior to December 31, 2016 or payment date _____ in the amount of _____

___ Two multi-year pledge payment payable in 2016 and 2017 in the amount of _____

___ Three multi-year pledge payment payable in 2016, 2017 and 2018 in the amount of _____

___ Invoice me and/or send reminder letter

___ Please charge (circle one) MC VISA AMEX Card Number _____

Name on Card _____ Security Code _____ Exp. Date _____

Address _____ Email _____ Phone _____



DONATION REPLY CARD

FOR OFFICE USE ONLY
YE17

Contributor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____ [☐ home ☐ work ☐ mobile]

Email Address: _____ [☐ check here to be excluded from email updates]

Employer: _____ Title: _____

Donation Amount: ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ Other: \$ _____

☐ Please make this donation anonymous (contributor name will be omitted from any published donor listings)

[please complete payment information on reverse side]

PAYMENT INFORMATION:

Payment Method: ☐ Check enclosed (make checks payable to Panther Ram Foundation)

☐ Payment will come from ☐ The Foundation for Enhancing Communities ☐ United Way of the Capital Region ☐ Other: _____

☐ Please charge my ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express:

Card number _____ Expiration date _____ Security Code _____

Billing Zip Code _____ Name as it appears on card _____

Signature _____ Date _____

Please return this completed pledge form to the Panther Ram Foundation • 600 Rutherford Rd • Harrisburg, PA 17109

Questions? 717-460-5351 or admin@pantherram.org

All contributions are tax deductible to the extent permitted by law. The official registration and financial information of the Panther Ram Foundation / The Foundation for Central Dauphin School may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement.

THE RETURN ENVELOPE

The Foundation for the Central Dauphin Schools
600 Rutherford Road
Harrisburg, PA 17109

Enclosed is my gift for:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$_____

Surprise Us!

Many supporters
give at this level.

☐ Check enclosed, payable to Achieva.

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card Number _____

Exp. Date _____

Security Code _____

Signature _____

☐ In honor of _____

☐ In memory of _____

☐ Please send a card to the following individuals, notifying them of my honor/ memorial gift:

Name

Address

City

State Zip

Donor Information

Name

Address

City

State

Zip

Phone Number

Email

☐ I wish to remain anonymous

☐ Please contact me to set up a monthly gift in the amount of \$_____

Monthly Gift
Option

Consider more than you normally would
by spreading your gift out over 12 months

☐ My company matches gifts, please contact me.

☐ I have/ am interested in including Achieva in my will.

To learn more about Achieva, or to donate
securely online, please visit: www.achieva.info

*The official registration and financial information of Achieva may be obtained from the Pennsylvania Department of State
by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.*

THE OUTER ENVELOPE

6106 Wallingford Way
Mechanicsburg, PA 17050



JOE DONOR
123 ANY WAY
ANYTOWN, PA 12345

The Top 4 Most Effective Outer Envelopes

- 1 PLAIN WHITE, STAMPED, HAND-WRITTEN, NO ORGANIZATION NAME
- 2 BRIGHTLY COLORED
- 3 OVERSIZED
- 4 STANDARD ORGANIZATION LOGO #10



A SIMPLIFIED END OF CALENDAR YEAR SMALL SHOP CAMPAIGN

A simplified end of calendar year small shop campaign



PRIMING EMAIL SERIES

A simplified end of calendar year small shop campaign



PRIMING EMAIL SERIES

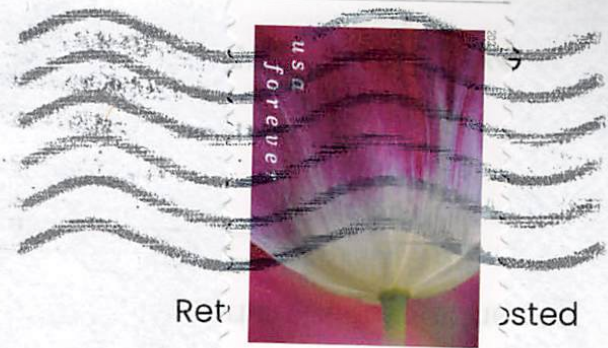


MAILED APPEAL LETTER

431 S. Boulevard
Edmond, OK 73034

OKLAHOMA CITY OK 730

26 MAR 2024 PM 4 L



Chad Barger
Productive Fundraising
6106 Wallingford Way
Mechanicsburg PA 17050

Hi! I'm Applesauce. I bet you've never gotten a letter from a horse before.

The museum director, Amy Stephens, asked me to write you because I know more about the museum than anybody or any horse. I've lived in the building since 1997. Before that, I lived at a different museum, but they put me out to pasture.

Luckily, I was needed in Edmond for the children's pioneer playroom—and I have the best retired life any horse could ask for! Every day, children, parents and grandparents come to visit me. They pet my nose, take my photo, and comment on my hats.

Did you know that I wear different hats all the time? I have everything from cowboy hats to prairie bonnets. When a new exhibit opens, I never know what new headpiece I'll get: a military beret, a clown hat, Martian ears or a wedding veil.

Who knows what hat the staff will invent for the upcoming Edmond radio stations exhibit, but I'm expecting something that looks like a satellite dish. Oh well, at least Easter is coming, and I hope to get a new Easter bonnet, with all the frills upon it!

You might be thinking that I'm like that dinosaur who comes to life in those Night at the Museum movies. Believe me, I do not run laps when the museum is closed. Neigh, I am no Secretariat!





But I've had some charming conversations with Happy the Blue Hippo. He's not sure how he, a water animal, landed in Oklahoma, but he takes consolation in the in the fact that Edmond's

writer, Milton "Kicking Bird" Reynolds, convinced people to move to Oklahoma Territory by describing the prairie as a "sea of grass."

Happy is a little jealous that he doesn't get as many hats as I do—but, as you know, his head is quite large. This Christmas, he got his first Santa hat, so things are looking up in his world.

What's more important than hats, however, is that I hear things in the museum. No, I'm not talking about spooky ghosts, because Sergeant Henry isn't spooky, and he only visits during full moons. But what I hear are the comments visitors make when as they walk around.

Grandparents talk about the good ol' days when there was no indoor plumbing. They reminisce about living in a small college town, surviving wartime rationing or buying their first television set.

Parents come into the museum and say, "Hold on, let me take this call," and "No, you can have screen time when you get home." Then their children magically transform from modern tech geniuses into farmers and grocery store owners and bank tellers.

And when it's time to leave the museum, they cry, because they don't want to leave. They wish they could stay "back in time."

That is my typical day, but I've also witnessed some powerful moments in people's lives: Quilt of Valor presentations, weddings and golden wedding anniversaries, award ceremonies for accomplished historians and for 5th grade artists.



This museum is a community gathering place. In the last 27 years, I've heard a lot of applause, a lot of laughter, a lot of happy children, and I've even heard opera! (I'm a yodeler, myself).

If I could get serious for a moment, not all visitors come for the fun and games. Life-changing moments happen in this museum:

- The daughter who brought her sick mother in a wheelchair to see her wedding dress on display one last time;
- The woman who cried her way through the WWII exhibit as she grieved the death of her Rosie the Riveter grandmother;
- The Veteran who came to reminisce his feelings about mobilizing from this armory building to fight in the Korean War;
- The sisters who came in hopes of finding family photos after theirs burned up in a fire—and found some!

Important moments happen here, and not by accident.

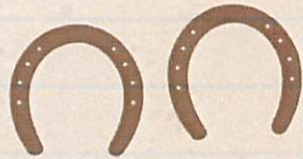
Every day I watch this museum's volunteers and staff at work. They share history, create moments and foster relationships. Lately, I hear them talking about the need to replace hand-me-down exhibit cases, refresh the aging children's area, and expand bathrooms.

They want to create even better experiences for you---whether you come here to learn, play, celebrate or cry.

It does my old heart good to see the increasing number of people and events here at the museum. I humbly ask that if you have the means and the heart, please support their efforts financially.

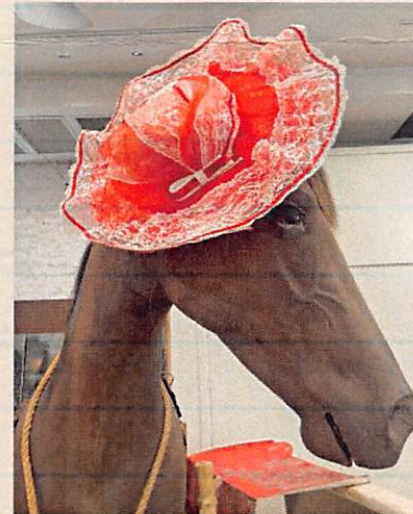
I hope you enjoyed my story, and I hope this letter will stirrup some donations.

Until we meet again,
I tip one of my hats to you!
Sincerely,



Applesauce the Horse

P.S. Come by for a chat! I'd love to hear your favorite family story or the name of your dog (children often tell me about their pets). And if you could add an extra \$10 to your donation, I'd like to get Happy the Hippo an Easter hat this year.





Donate Here

____ Monthly (at EdmondHistory.org/donate)

____ One time

☐ \$250 ☐ \$100 ☐ \$75 ☐ \$50

☐ \$35 ☐ \$20 ☐ _____ (surprise us!)

☐ Yes, I am adding an extra \$10 to my
donation amount for an Easter Hat!

Please use my donation for:

☐ General Operations

☐ Quimby Enterline Endowment at the
Oklahoma City Community Foundation

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email _____

.....
All gifts are tax deductible to the extent allowed by law.
Edmond History Museum is a registered charitable
organization (Tax ID 731329354)



A simplified end of calendar year small shop campaign

1

PRIMING EMAIL SERIES

2

MAILED APPEAL LETTER

3

EMAIL APPEAL

A simplified end of calendar year small shop campaign

1

PRIMING EMAIL SERIES

2

MAILED APPEAL LETTER

3

EMAIL APPEAL

4

LYBUNT CALLS

A simplified end of calendar year small shop campaign

1

PRIMING EMAIL SERIES

2

MAILED APPEAL LETTER

3

EMAIL APPEAL

4

LYBUNT CALLS

5

END OF YEAR EMAILS

**The Key to Success:
START NOW & BLOCK
1 HOUR PER WEEK**



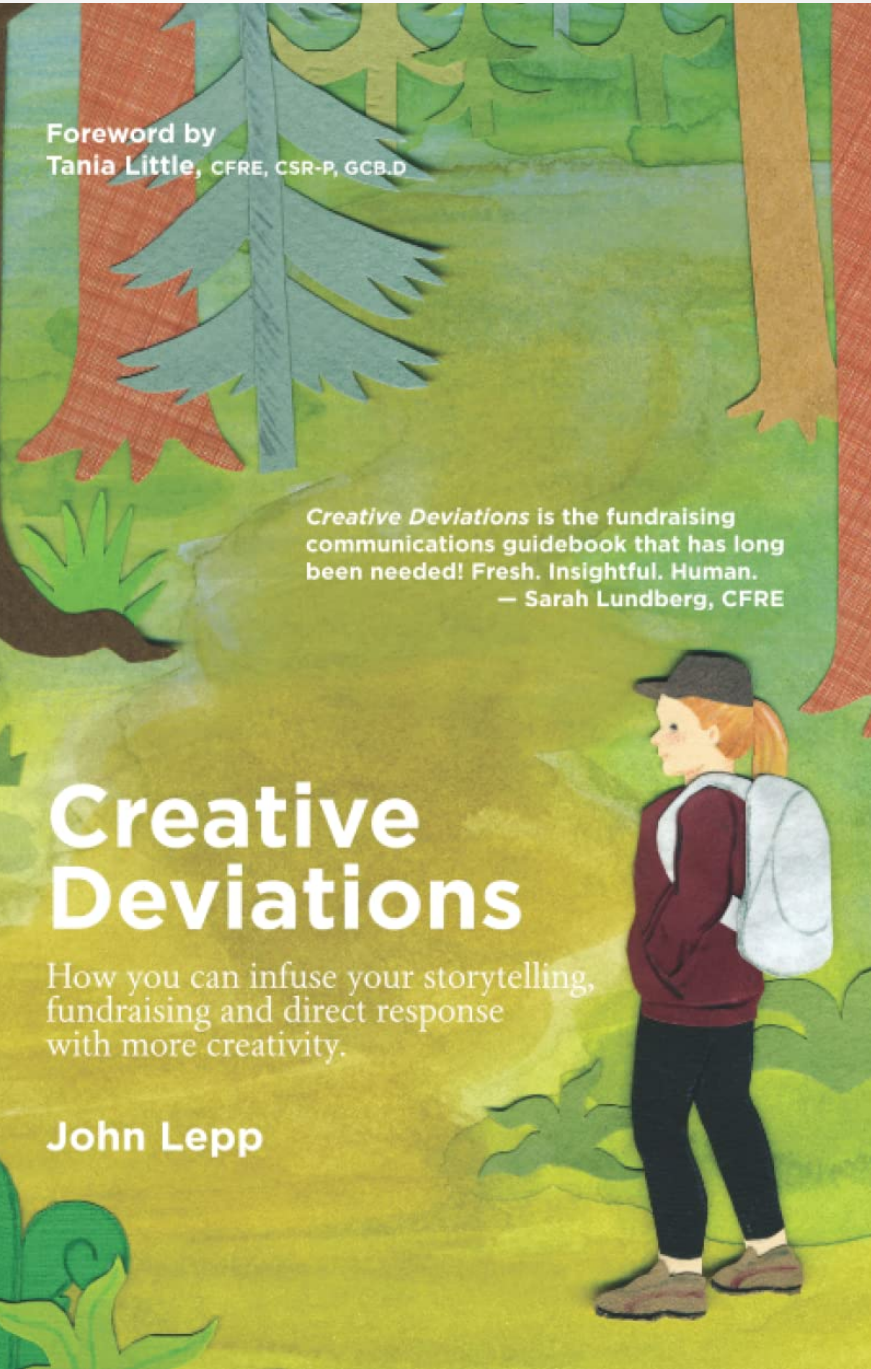
Additional Fundraising Resources

THE

*
* FUNDRAISER'S *
* GUIDE *
* to Irresistible *
* **Communications** *
*

→ ((Real-World))
Field-Tested
Strategies for
Raising More **MONEY**





Foreword by
Tania Little, CFRE, CSR-P, GCB.D

Creative Deviations is the fundraising
communications guidebook that has long
been needed! Fresh. Insightful. Human.
— Sarah Lundberg, CFRE

Creative Deviations

How you can infuse your storytelling,
fundraising and direct response
with more creativity.

John Lepp

@fundraiserchad





7/30 @ 1PM EASTERN



Questions & Comments