

“Tom Ahern ... is one of the country’s most sought-after creators of fund-raising messages.”

The New York Times, Nov. 2016

How to Apply Dr. Adrian Sargeant’s Essentials of Donor Loyalty

June 2018 | Tom Ahern

Harold Grinspoon Foundation
Jewish Federations of North America (JFNA)

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Adrian Sargeant’s loyalty factor #1 of 7

Your “service quality” is good

Do you anticipate questions, for instance? Do you acknowledge gifts promptly? Do you speak like a normal person?




“We have gut reactions
in three seconds or less.”

Dan Hill, *Emotionomics*

“Did they get my gift?”

Thank you for your support



Thomas --

Thank you for your support of NLC Rhode Island. Here is your receipt. We look forward to seeing you at Connecting For Change.

New Leaders Council Rhode Island Donation Receipt		CONFIRMATION # 820
DONOR	Thomas Ahern	AMOUNT \$100.00
ADDRESS	10 Johnson Rd, Foster, RI 02825, United States	DATE Apr 24 2018
PHONE	401-927-1104	TYPE Credit Card
EMAIL	tahern@nli.com	THIS DONATION IS TAX DEDUCTIBLE.
EMPLOYER		
OCCUPATION		

Boring. And my name's not Thomas, it's Tom.

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“Are they grateful?”

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THE NYAKA AIDS ORPHANS PROJECT
Working to free orphans from the cycle of poverty.

CNN HERO 2012
TWESIGYE JACKSON KAGAME

ABOUT STUDENTS COMMUNITY GRANDMOTHERS TAKE ACTION DONATE NOW

Thank You!

Thank You! You're our hero. You've changed the lives of our students, their grandmothers, and the communities we serve by investing in The Nyaka AIDS Orphans Project - thank you! Your contribution is moving the mountains of poverty and paving the way toward success for the most vulnerable children living in your lifetime. Thank you for supporting...

© 2018

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Hello from Nashville Rescue Mission ...

NASHVILLE RESCUE MISSION

WITH YOUR HELP, IN THE LAST YEAR ALONE ...

603,516 MEALS SERVED

8,277 UNITS SERVED

101 PROGRAMS

Hope Lives Here ...
Nashville Rescue Mission is family, and it's such an honor to have you here.

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This is gratitude

These are numbers



What's an extra "thanks" worth?

- 25,000 of highest donors received a simple EXTRA thank you at the beginning of the year, for their past generosity; no reply device included
- 25,000 did not

Both groups gave the same number of gifts during the year. But the group that received the simple thank you note was more generous: they gave **almost \$450,000 more that year.**

Source: from Angel Aloma, Food for the Poor, reported by The Agitator, May 2012

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First-time donors who receive a **personal thank you** within 48 hours are **4 times** more likely to give again.

Source: Damian O'Broin via Bluefrog presentation at IFC

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“A three-minute thank-you call will boost 1st year retention by 30%.”

Source: The Agitator, 2013

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Write your thank-you letter with the hope that the recipient will share it with others.

Simon Scriver, Cause Camp, March 2018; reported by Swaim Strategies

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Date

Ms Jen Love
71 Euclid Ave.
Waterloo, ON, N2L 1Z2

Dear <jen>,

Thank you!

We received your gift today and we are so grateful that you chose to support our work here at CAFKA. It's simply fantastic to have people like you helping us bring more contemporary art into our public spaces. You're amazing!

Your gift will help us as we gear up for CAFKA 16, our biennial exhibition in June. Right now, our volunteers are working with artists from our community and around the world to create projects and installations that will transform our buildings, city streets and parks.

And nothing we do is possible without the passion and commitment of our artists, volunteers and donors like you.

We would love if you would celebrate with us this New Year's Eve. CAFKA parties are notoriously awesome and this one is going to be our best ever! We're also planning other events and lectures and we hope you can join us.

I invite you to stay connected with us by joining our conversations about arts and culture on Facebook, Twitter and [Instagram](#). And you can always check out the latest updates on our website.

And if you have any questions about your support, or if you would like to join us and volunteer, I would be happy to connect with you anytime. You can reach me at...

Thank you again for your gift to CAFKA. We truly appreciate your support!

Yours for vibrant arts in our public spaces,

Gordon Hatt

personal, genuine thanks, #donorlove

what we're working on right now

more #donorlove

invitation to a party, promotes sense of community



let's continue the conversation

welcomes personal contact

more #donorlove

Source: Agents of Good

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Thank You Letter Template

Start your donor relationships off right! Send a stellar thank you message to all donors in a timely fashion.

Dear _____, (make sure donor's name is spelled correctly)

Start with a vivid image or short story of what the donor made possible.

Say thank you and give the donor credit for the impact of their donation. If the gift was to a campaign or fund, customize your letter to include specifics on what their donation accomplished.

Tell donors how they can be in touch with you. Include your phone number, email, and website.

Tell your donors thanks one more time and sign a real person's name.

Keep in mind: Receipts and thank yous are two separate pieces of donor communication.

Need More Help?
Download free fundraising eGuides, webinar recordings, and more at www.networkforgood.com/nps.

Source: Network for Good

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“What is this?”



Anticipate common questions and answer them in plain English.

Commonly asked questions regarding the Legacy Society for Hampton Roads

Q.
If I choose to join the Legacy Society for Hampton Roads, do I have to reveal the amount of my bequest?

A.
Absolutely not. We'd appreciate knowing, of course. But the choice to tell us the amount of your gift is entirely up to you.

Q.
How do I let you know I've made the bequest, so I can join the Legacy Society?

A.
It's easy. There are no forms to fill out. Once you've added the Hampton Roads Community Foundation to your estate plans, simply call us at (757) 622-7951. We'll make sure we have accurate contact information for you.

You can also let us know via email at bequests@hamptonroadscf.org.

Or you can drop us a note by mail:

Hampton Roads Community Foundation
One Commercial Place, Suite 1410
Norfolk, VA 23510-2103

Adrian Sargent's loyalty factor #2 of 7

They're aware of consequences

Believing

“Someone might be hurt if I don't give.”

Believing

“Someone will be helped if I *do* give.”

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The image shows an email from Pat Bradley to Tom Ahern. The email text is as follows:

THANK YOU
Pat Bradley to you
show details show image slideshow 17 mi

Hi Tom
I hope your Christmas was special because if anyone deserves it, you surely do. Thank you for sending your emails imparting your wisdom to so many people.

Thank you for your generosity. Your donation is greatly appreciated and was used to help one of the girls in our Refuge home in Ethiopia. You made it possible for her to move into her own apartment and start her life of independence. She came from the red light district and after one year in our home she graduated this month and will be moving into her own apartment early in Jan. This will be the first time in her life she has her own apartment.

Thanks for making this happen.

I was going to call and personally thank you but we do not have your number.

Please pass my gratitude to Simone and I pray 2017 is the best year for both of you, blessed with health, peace and prosperity beyond your wildest dreams.

Thank you for EVERYTHING!
Pat
P.S. This girl is 19 years old and spent 5 years trapped in the red light district

Pat Bradley
Crisis Aid
1-888-740-7779
www.crisisaid.org

Annotations on the email:

- Red circles highlight: "THANK YOU", "I hope your Christmas was special...", "Thank you for sending your emails...", "Thank you for your generosity...", "I was going to call...", "Please pass my gratitude...", "Thank you for EVERYTHING!", "P.S. This girl is 19 years old..."
- Yellow callout boxes with arrows pointing to the text:
 - "Gratitude/credit" (two instances)
 - "Personalization" (three instances)
 - "#4 of 7 thanks"
 - "What did my money do?"
 - "Take me on a journey"

© 2017 Tom Ahern | www.AHERNCOMM.com 20

Look up “cuteness” on Wikipedia.

Biology is your buddy.

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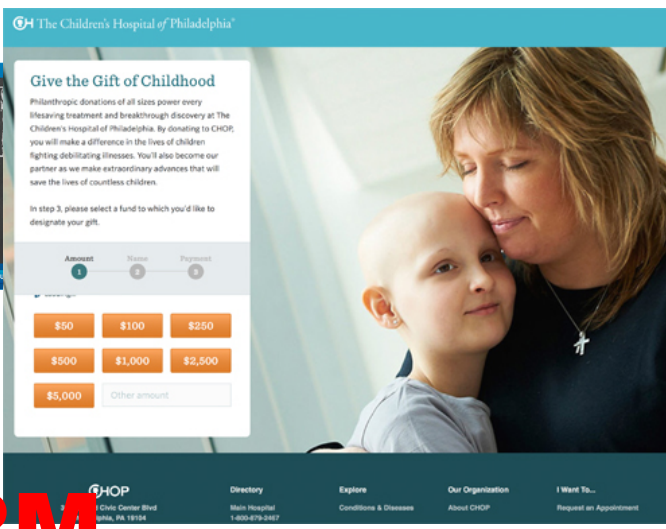
Source: SOFII, from book, Donors for Life

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Our donation page features an emotionally compelling image that captures our mission.

- True
- False



WARM

[SUBSCRIBE](#) Source: Network for Good

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You need them.

& you need to tell your donors that A LOT. They will never tire of hearing how useful they are.

You will. They won't.

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Adrian Sargent's loyalty factor #3 of 7

They share your beliefs

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Every Monday at 11:45 a.m., Bob Buck pulls out his Bible and says a prayer. Then, he reads a Scripture passage out loud. "Amen", he yells enthusiastically. "Amen!" they answer back.



Bob is not a priest or a deacon. He is not in a church when he does this. He's in an alley off of North 18th Street in North St. Louis, and he is surrounded by people who have come to St. Nicholas parish for food. The parish is surrounded by housing projects and, on this day, there was a neighbor who had just gotten out of prison and another who was a veteran. They nervously paced, muttering to themselves, often singing out loud, trying to exorcise the demons from within.

The men who run the food pantry are from the SVDP Conference in Chesterfield, nearly 30 miles away and, some may say, it might as well be halfway around the world. But not Ken Bertha, the coordinator of the food pantry. "You live in the moment and understand you are there to serve people. We are there to make this a positive experience from beginning to end. We serve our neighbors in need pastries and water, and give them a chair while they wait. We always try to create a welcoming environment for them and evangelize as much as possible. We find things like these take the edge off and, as Vincentine, we always have in the back of our mind: 'There by the grace of God go I.'"

For more than 35 years, the Ascension Conference has stocked and staffed the food pantry, and organized

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4 FACES of HOPE | FALL 2016

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GO FOR
MENTAL NODS
(Thank you, Siegfried Vögele)

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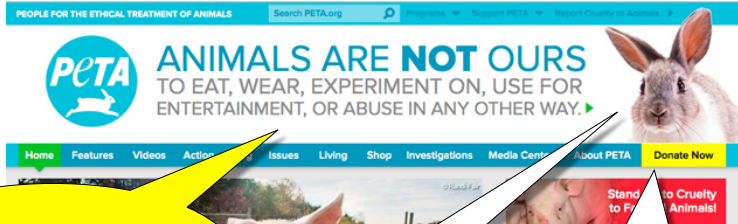
Secret to success.....

Say stuff the reader *might*
agree with ... like ... or
respond to emotionally.

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HOMEPAGE MENTAL NOD



Mental nod

Eye contact

"DONATE" in contrasting color

GIVING PAGE

This form only takes **will change a child's life forever.**

If you are having difficulty making your online donation, please call us at 1-800-932-9541.

Select your currency: [USD](#) [CAD](#) [GBP](#)

1. IS THIS A TRIBUTE GIFT?

Yes No

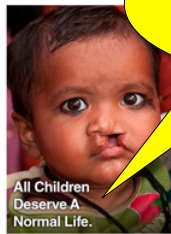
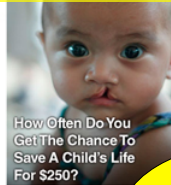
2. FREQUENT SMILER

Is this a monthly gift?

Yes No

3. CHOOSE A GIFT AMOUNT

- \$1,000**
can provide cleft surgery for 4 children.
- \$500**
can provide cleft surgery for 2 children.
- \$250**
can provide cleft surgery for 1 child.
- \$50**
can cover costs for an overnight hospital stay.



Mental nod


improving their physical and psychological health and providing them the best chances to live full, productive lives.

birth.

unrepaired cleft lip her entire life. Friends and family agree that the results are life-changing, and her new smile hardly leaves her face.

How Often Do You Get The Chance To Save A Child's Life For \$250?

[Donate Today](#)



«first» «last»
«address»
«city», «st», «zip»

YOU'RE A VITAL PART OF THE STORY
YOUR GIFT WILL GIVE THE STUDENTS A PLACE WHERE THEY CAN EXPERIENCE THE WARMTH AND PRIDE OF JUDAISM

YES RABBI YANKEL AND MUSHKIE! I WOULD LIKE MY GIFT TO SUPPORT:

<input type="checkbox"/> \$180 Will cover a Lunch'N'Learn	<input type="checkbox"/> \$1000 Will provide a Monthly Themed Shabbat
<input type="checkbox"/> \$360 Will provide a Shabbat Dinner Experience	<input type="checkbox"/> \$3,600 Mezuzah Dedication in the newly purchased Chabad house

OR \$ _____ for wherever the need is the greatest.

Enclosed is a check made payable to Chabad Garden City
or
 I prefer to give with my credit card.
Please charge my American Express Discover VISA Master card
Credit card number: _____ Expiration: _____
Name on card: _____ Security: _____
Or online at Jewishlifeoncampus.com/donate

Information update:
My phone number is: _____ My e-mail address is: _____

THANK YOU SO MUCH FOR HELPING TO FIGHT FOR JEWISH LIFE ON CAMPUS!

Mental nod

Mental nod

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Connect with what's already in their heads!

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*Inside this envelope ...
What every Jew fears most....*

This touches self-identity.

**“Every” makes it a
“tribal” message, in the
Seth Godin sense...**

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Adrian Sargent's loyalty factor #4 of 7

You've established a personal link

You give the donor credit. You speak directly - and frequently - to the donor. You use the word “you” countless times.

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A lot of charities could
be mistaken for
egomaniacs.

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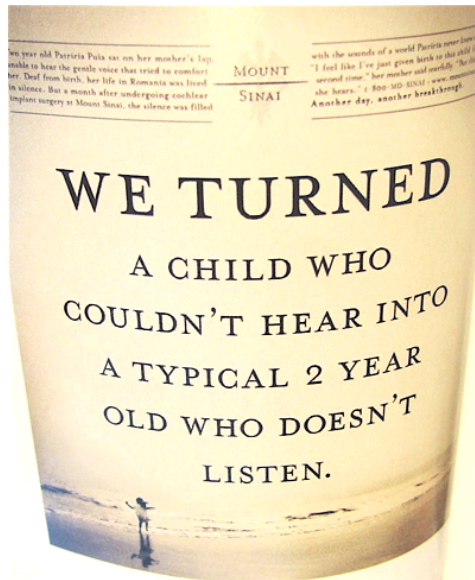
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CORPORATE communications are about how
great the **organization** is. Favorite pronoun:

we

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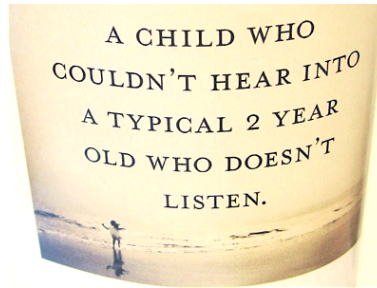
DONOR communications are about how **great** the **donor** is. Favorite pronoun:

you

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Thanks to you
and other generous donors like you,
we were able to turn...



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Beginning
of mail



Elapsed time:
1-3 seconds

End of mail

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IN THE
BIG
TYPE,
PLEASE

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The image shows the cover of a magazine titled "Heart of the Mission". At the top left is a logo of a heart with a cross inside. The title "Heart of the Mission" is in a serif font. Below the title, the text "from HOMELESS to HOME" is displayed, with "HOMELESS" in orange and "HOME" in blue, and a blue house icon above the "H" in "HOME". The word "to" is in a smaller, teal font. A close-up photo of a man with glasses is on the left. The date "AUGUST 2014" is in the top right. Below the main title, it says "Your gifts led Sylvain to a place of his own". A stopwatch icon is in the top right corner. A speech bubble points to the man's face with the text "The gift of joy".

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Fails the "you" test

Add "you" to the big type. "Introducing you to the Member of the Month..." would have made this impersonal headline personal.

This "Thank you!" is for the Club ... not for the donors who support the Club.

No "YOU"

No "YOU"

No "YOU"

When you invest in girls, you change the world.

LOCAL GIRL SCOUT RECOGNIZED FOR GLOBAL, SUSTAINABLE PROJECT



After a church mission trip to Haiti, Paige Young was inspired to take action and make a difference.

For her Girl Scout Gold Award project, Paige designed backpacks using material called blue sterile wrap that had been donated by Shawnee Mission Medical Center. With the help of fellow Girl Scouts, Paige created and filled 80 backpacks with school supplies for orphans in Haiti.

But Paige wanted to make a bigger impact. With plenty of blue sterile wrap and donated sewing machines,



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Why YOU are so integral to impacting Jewish lives

Without your generosity, we cannot be the wonderfully supportive Jewish community our college students so desperately need. Without you, our doors would close. Literally!

We have no other funding source outside of Parents, Alumnae/1 and friends

YOU....

- provide much needed Jewish involvement at Vassar, Marist, and CIA
- inspire an unaffiliated and disillusioned generation
- are transmitting Jewish values and practices to the Jewish future
- supply Challah and Kugel for all!!
- forge a link in the chain of Jewish Continuity
- allow students to have a space that is accepting and safe to express themselves
- give students an address to turn to against anti-Jewish and anti-Israeli bias
- are leading by example! You invest in relevant Jewish causes

What's good about a Rabbi writing? Unlike speeches, you can see where it'll end...
Rabbi Daniel's Vision

Who doesn't want to see a bright future for the Jewish people? But the Jewish world is confronted with the predicament of increasing global challenges at a time of declining involvement by Jewish young adults. Gone are the days of secular Jews who were proud to be Jewish and would stand up against anyone. Yet this generation no longer has a uniform approach to identity; it is no longer enough to be Jewish in one's heart. Jewish students are facing a complex and challenging environment - all of which raises the question of what can we each do to help them.

Four years ago, Dalia and I, inspired by the Lubavitcher Rebbe, had a great idea! Open a Chabad House for them! Provide them with a home away from home. Share with them the beauty and comfort of a Jewish lifestyle.

But then logistics started to impinge upon us... Dalia and I quickly learned that there is a lot more to running an organization than being welcoming and caring (Yes, we learned the hard way...).

Four years later, there is a lot to be proud of! From scratch, we fostered and cultivated a Jewish community that services over 150

students annually. We reached out to parents, alumni/ae, and friends for help funding our vision. And we've built a highly efficient and effective organizational structure.

But now, as we enter our fifth year, we need to grow our reach and increase our impact!

Over the last four years, Dalia and I have faced the constant challenge of not allowing the onslaught of small details to overwhelm our larger vision for our Chabad House. Our passion is engaging and interacting with students - whether

by gaining insight from our studying Jewish texts with students, schmoozing over coffee, opening our home for the holidays, being an adult in our students' lives, or being a warm, smiling friend during a tough finals season.

Jewish students are facing a complex and challenging environment - all of which raises the question of what can we each do to help them.

I always wonder, how much more could we achieve if I wasn't responsible for daily administrative tasks? How many more students could we inspire if I wasn't busy trying to cover our operating budget?

I know there is a lot of talk in the nonprofit world about overhead, but in my life, every hour I dedicate to the tedious but necessary back-end tasks is one less hour spent on campus with students. It is frustrating to be tied down to office work when young people are looking for support and guidance in their lives. Which brings me to my request. If we are to improve our outreach to students, we need donors to increase their giving. When you donate, some of those funds are used for running the operational aspects of our organization. That is not money wasted; that is the best money spent!

Why? That allows Dalia and me to have more time dedicated to students and their needs!

Many of our students need that breath of Judaism here on campus when they are away from home.

Additional funding would enable us to fulfill our shared vision for a joyous Jewish future. **But for all this to happen, we need YOU!**



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The story's about the donor

...every time someone donates to a good cause, they're buying a story, a story that's worth more than the amount they donated.

It might be the story of **doing the right thing**, or fitting in, or pleasing a friend or honoring a memory, but the story has value.

For many, it's the story of what it means **to be part of a community**.



Source: Seth Godin

2018, we're coming for ya!

Sarah Lucas (info@afd.org.au)
To: you Details

Thu, Jan 11, 2018 9

[View this email in your browser](#)



Dear Tom,

With another year over and a new one just begun, it's time to look back on the year that was, and all the ways your support has helped protect dolphins.

In 2017, you helped:

1. Take on Sea World

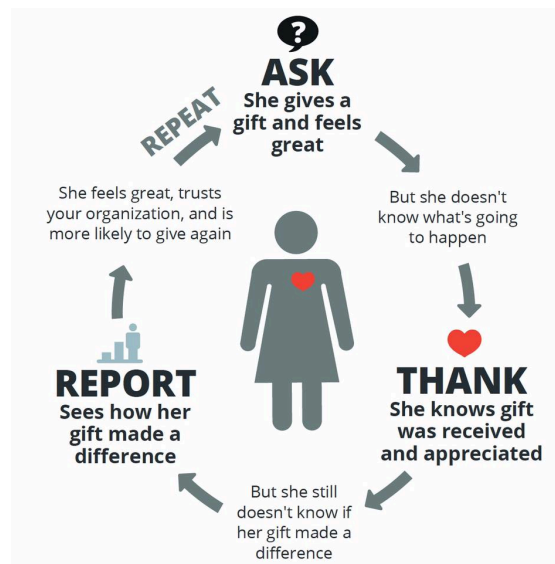
Thanks to kind animal advocates like you chipping in, we're excited to announce a fleet of taxi ads urging people to think twice about supporting dolphin captivity is hitting roads across the Gold Coast these summer holidays.



Most important secret to success **EVER!!!!!!!!!!**

Successful comms are **NOT** about how wonderful your organization is. (It's kind of a given that you're probably OK.)

Successful comms **ARE** about how wonderful the donor is.



Source: Steven Screen & Jim Shapiro, 2017



At Gillette, Medical Pioneers Set the Standards for Spine Care

Since 1947, doctors and specialists at Gillette Children's Specialty Healthcare have established principles that are still considered the higher standard of care for children and spine deformities. *Children and Donors* feature an article on the pioneers who set the standard for the high-quality programs you see reflected in the best care and dedication of Gillette's medical pioneers.

Kevin Belski is an expert, recognized 17-year-old spine surgeon. He is the first child spine surgeon in the world. He is the first child spine surgeon to be board certified and board eligible in the United States. He is the first child spine surgeon to be board certified and board eligible in the United States. He is the first child spine surgeon to be board certified and board eligible in the United States.

Both Kevin and I have been within a radius of contact of the spine that can step into a single case like the spine of a 10-year-old child. In the United States, there are only 200 of these children spine surgeons. There are currently 100 of these children spine surgeons in the United States.

Spinal Treatments
When Kevin was in the grade, his pediatrician was concerned about the curve of his spine, especially its height and its angle of rotation. Kevin's pediatrician did a series of x-rays. Kevin's pediatrician did a series of x-rays. Kevin's pediatrician did a series of x-rays.

Without treatment of Kevin, Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis.

As a result, Kevin began wearing a brace when he was 8. Because of the treatment, he barely showed the curve. He barely showed the curve. He barely showed the curve. He barely showed the curve.

Without treatment of Kevin, Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis. Kevin had a mild scoliosis.

INSIDE
2 Drawing Teams
3 Donor Profile
4 Children's Miracle Network Campaign
5 Children's Miracle Network Campaign
7 Profiles
8 Bennett Event

Gilette Children's
FOUNDATION

Bringing You Closer to the Love You Give Children

Connections

For 2007, we feature a collection of stories from our donors and patients.

Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an emphatic, "Thank you!" Before you can grasp why you deserve such adoration, you catch a mischievous glint in her eye. "No catch me!" she taunts, running in the opposite direction. Another game of tag has begun, and — just like that — you're it.

It's an idyllic scene, but Zawadi's story doesn't begin here. Before she could even dream of chasing about in girly sneakers, Zawadi needed feet on which to stand.

Her Community Believed She Was Cursed
Zawadi was born with two clubfeet in an impoverished village outside Arusha, Tanzania. Her community saw the disability as a curse, and local children threw stones at her.

Zawadi's father abandoned the family the day she was born, leaving her mother to care for three children alone. "Zawadi would have no future if something happened to me," says Zawadi's mother, Sofia, through an interpreter.

Few Could Help Her
Zawadi's fate changed when missionaries Tom and Polly Wiley spotted her. "She had huge brown eyes and a penetrating look," Tom Wiley recalls. "We knew we had to help her."

The Wileys discovered that Zawadi's case was too severe for treatment in Tanzania. She needed a surgeon trained in the Ilizarov method — a complex technique for reshaping bones, developed by Gavril Ilizarov, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

Because of You!
Zawadi swears weekly new shoes
Douglas can visit an imaging center without crying
Katie's memory continues to inspire
Grace can say, "I love you!"

© 2018 Tom Ahern

At Gillette, Medical Pioneers Set the Standards for Spine Care

CORPORATE communications different lives that of

Established principles that are still considered

How great the ORGANIZATION is = \$4,470 in gifts

Zawadi Says, "Thank You!"

You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

DONOR communications eshaping bones, M.D., in a remote Siberian hospital. It was a tall order, to be sure.

© 2018 Tom Ahern

1,000%

How great the ORGANIZATION is = \$4,470 in gifts

IMPROVEMENT!!!

Zawadi Says, "Thank You!"
You Helped a Tanzanian Girl Stand Tall on Her Own Two Feet

To meet Zawadi-Rajabu, 6, is to experience gratitude through the eyes of a child. She greets you with a warm hug, a bright smile, and an

needed a surgeon trained in the Ilizarov method — a complex technique for reshaping bones, developed by Gavril Ilizarov, M.D., in a remote

How great the DONOR is = \$49,600 in gifts



“Synthetic family”



Source: Russell James III, 2014

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Building a movement, according to Seth Godin

- Who are you upsetting?
- Who are you connecting?
- Who are you leading?

“You know what people want more than anything? They want to be missed.”



Source: Seth Godin

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Adrian Sargent's loyalty factor #5 of 7

Multiple engagements

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OFFERS that Engage, Ask, Thank, Report, Repeat

Offers to get involved (such as a chance to volunteer)
Offers to participate in events (such as walks, rides, golf outings, galas)
Offers to take a tour (of a hospital, for instance)
Offers to watch a video
Offers to download an eBook or infographic
Offers to send a letter to Congress (for advocacy)
Offers that give supporters a chance to tell their story (so they can explain why they care)
Offers that give supporters a chance to give you their feedback (via a donor survey)
Offers that give supporters a chance to meet you, your staff, your volunteers, or your leadership (face-to-face, via a webinar or a Google Hangout)
And other offers... the list is endless

Greg Warner, Feb. 2015

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4 elements of a good offer

The problem is easy to understand.
The solution is easy to understand.
The cost is a good deal.
There's urgency to solve the problem now.

The story is not the offer. The story *supports* the offer.

Steven Screen, Nonprofit Storytelling Conference, November 2015

Easy problem to understand

Cost is good deal

Urgency

Easy solution to understand

CHABAD at KU
Impacting Lives Every Single Day

HIGH HOLIDAY MATCHING CAMPAIGN

As we are celebrating these days of awe, we are excited to invite you **TO INVEST IN THE JEWISH FUTURE** by making the holidays happen for hundreds who wouldn't be able to celebrate if not for your investment!

BIG NEWS

Thanks to a group of KU Parents **EVERY SINGLE DOLLAR DONATED WILL BE MATCHED UP TO \$10,000!!!**

FOR THIS WEEK ONLY!!! LET'S MAKE IT HAPPEN!!!

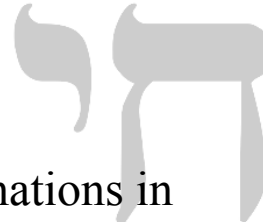
In the course of this month CHABAD at KU will ensure that...

- ...Over 1,500 delicious Holiday Dinners, lunch Kiddush Lunches, Hot Buffet Yom Kippur Break-Fast, Sederot, Shabbat Meals and Sukkah Celebrations will be served!
- ...Over 130 people in business Offices, Plazas, Hingstn and in numerous other places will have a chance to hear Shofar, make a Blessing on Lulav and Eruv, and join the spirit of the Holiday...
- ...Over 450 college students will engage in Holiday activities, bringing the joys of the holidays and making it relevant at this crucial period in their lives!
- ...All because of people investors... just like you who ensure that CHABAD can make this happen.
- ...Over 200 people will be joining Inspiring Services!

Join TODAY at www.jewishku.com/Donate

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Jews often give gifts and donations in multiples of 18, which is called “giving chai.” Mailings from Jewish charities usually suggest the amounts to give in multiples of chai (18, 36, 54, dollars, etc.) rather than the usual multiples of 25.

Easy problem to understand

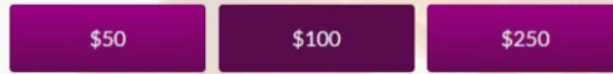
Urgency

Easy solution to understand

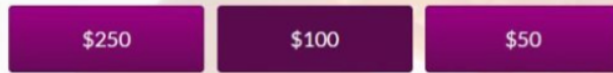
Cost is good deal???

Which array caused giving to fall 25%?

1. Choose Your Donation Amount



1. Choose Your Donation Amount

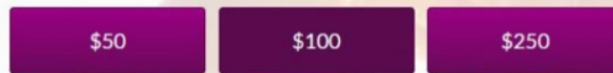


Source: npENGAGE, via Future Fundraising Now, May 2018

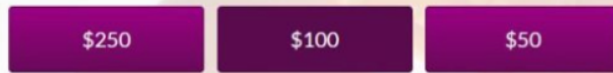
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1. Choose Your Donation Amount



1. Choose Your Donation Amount



The high-to-low test pulled 15.7% decrease in gifts and a 11.3% decrease in average gift, for a total 25.2% drop in revenue.

Source: npENGAGE, via Future Fundraising Now, May 2018

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The Golden Mantra of marketing

The **right** offer
in front of the **right** person
at the **right** time...

ELEMENTARY PTA
ALTERNATIVE FUNDRAISER

This fundraiser is in lieu of sending students home with the task of selling door-to-door, collecting money and delivering goods. Please help us avoid that by supporting our PTA with your donation, and helping achieve our goals to support our students and faculty.

Thank you in advance for your support!

___ \$10 I do not want to bake, so here is the money I would have spent on cupcakes.

___ \$25 I do not want to hit up friends, family and co-workers, so here is the money I would have spent on wrapping paper.

___ \$50 I do not want to walk, swim or run in any activity that has the word "thon" in it. Here is the money I would have spent on my child's "FREE" t-shirt.

___ \$100 I really wouldn't have helped anyway, so here is \$100 to forget my name.

___ \$ I am making this donation to express my appreciation for having nothing to buy, sell, or do except fill out this form.

Name _____ Phone _____

Student(s) _____ Grade _____

Offer

Source: Steven Shattuck, Bloomerang

Lucile Packard Foundation
for Children's Health

450 HAMILTON AVENUE, SUITE 340
PALO ALTO, CA 94301
(650) 497-8499
supportLPCF.org

Nonprofit
Organization
U.S. Postage
PAID
PALO ALTO, CA
Permit No. 1

Recycling symbol: 100% recycled paper

Come tour the new hospital!
See for yourself the difference you have made for children and families.

Thanks to donors like you, the new Lucile Packard Children's Hospital Stanford is the most technologically advanced, family-friendly, and environmentally sustainable children's hospital in the nation.

Contact
Sophie Emerson at
(650) 498-6168 or
Sophie.Emerson@lpcf.org
to schedule your
guided tour.

*"To say this place is extraordinary
would be an understatement."*
Inspired photos of 6-year-old cancer survivor Lily.

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Offer

Print Name _____

+ Tip: _____

Total: _____

X _____

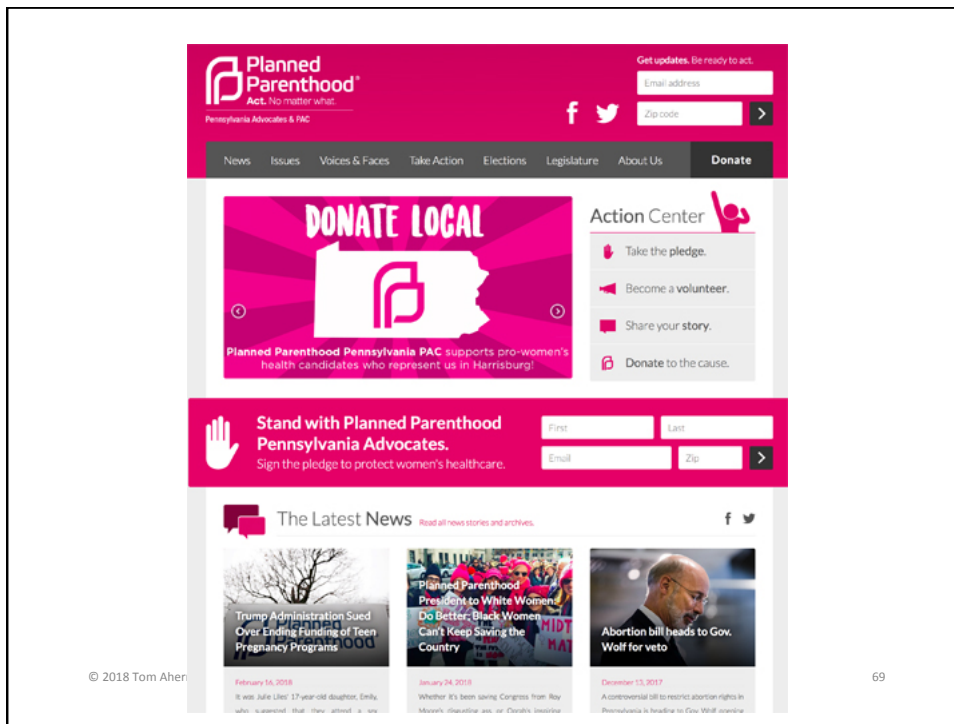
Care to the donate to the
Better Than Ezra Foundation?
Please check below:
[] \$2 Donation
[] \$3 Donation
[] \$5 Donation

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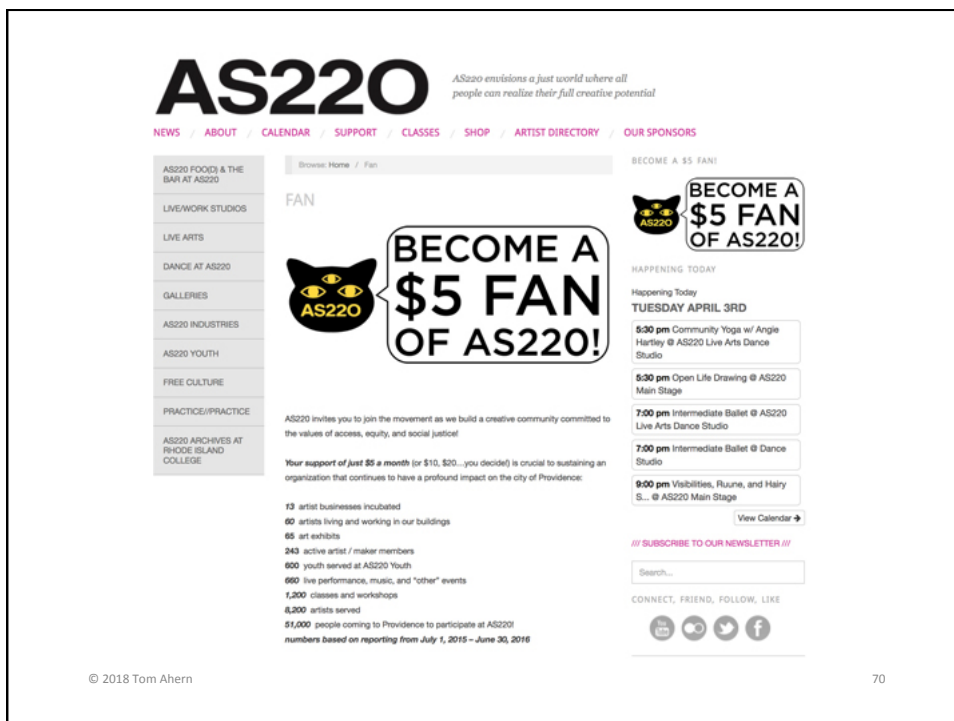
Offer

Source: Steven Shattuck, Bloomerang



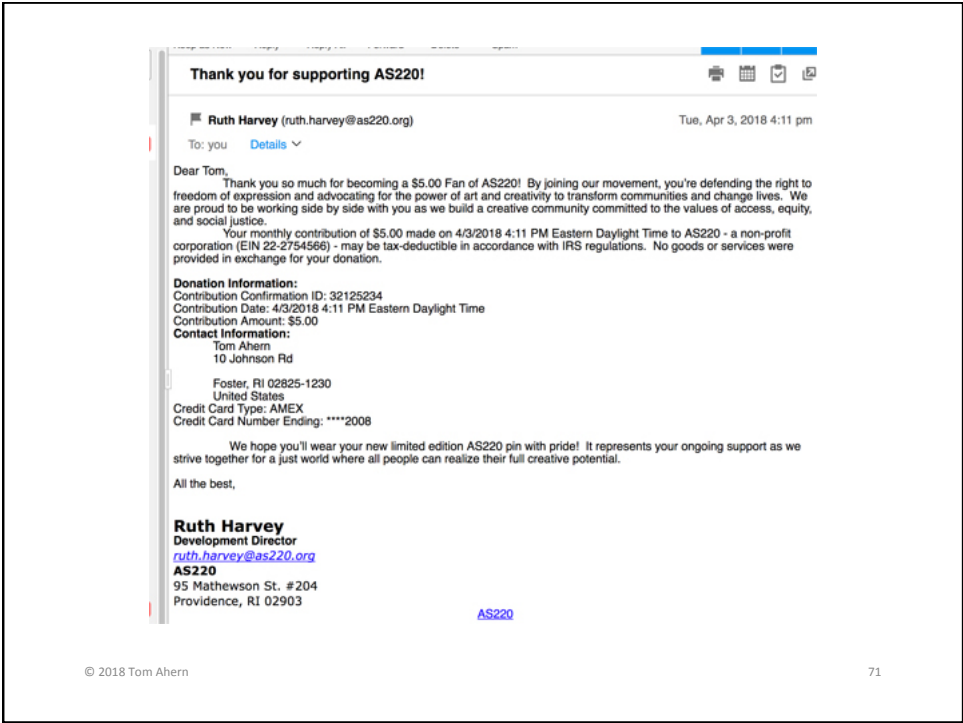
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Adrian Sargent's loyalty factor #6 of 7

They're learning

Are you taking them on a journey?

Journey to another country

Mali cover story

Donkeys working on the rubbish tips of Bamako, Mali, face very dangerous conditions. The new system for collecting rubbish means they are carrying heavier weights in the boiling heat for longer periods of time.

Thanks to your support, SPANA is working to ease their suffering – and with your help, we will continue to be there for the working animals of Bamako in 2010.

More from Mali

- Capital city: Bamako
- Population: 13 million
- Languages: French, Bambara, Berber, Arabic
- Major religions: Islam, indigenous beliefs
- Local cuisine: Cofite, injera, fesenjou

Turn over to find out more about a new threat that donkeys in Bamako face and how you are helping us to combat it.



Weighed down and weary



A heavy load to bear

Day in day out, thousands of donkeys perform a vital service for the people of Bamako, Mali. They collect tonnes of rubbish from the city streets, carrying the waste on low-released carts pulled high, straggling on the muddy roads, only a few of which have barriers. It's a hard, punishing job – and a dangerous one, now more than ever before.



A distressing sight

On a visit to one of the collection points in Bamako, we found a long line of exhausted donkeys waiting for rubbish to be loaded onto the carts. The donkeys' owners knew they had not gone until the rubbish arrived, so they kept their animals waiting. It was very distressing to see the animals in such a state.



Thankfully, on this occasion, the donkey was not injured. We advised the owner to get the animal some water, shade and a good rest.



With your help, SPANA's veterinary clinic and mobile clinic, together with our regular veterinary treatment and pastoral programmes, we can help to improve the health of the city's working donkeys.

What you can do today

The animals would not survive this the way they work without your support. If you donate the minimum amount to SPANA, we can help to improve the lives of the animals in Bamako. Your donation will help to fund our work to improve the lives of the animals in Bamako.

Thank you

Turn over to find out more about a new threat that donkeys in Bamako face.

Journey to street level, to witness the animal's plight

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Boys & Girls Clubs of America
Sponsored · 🌐

Like Page

Left alone after school, Mona was afraid with no place to go. Until the day a hero like you opened the door to her future.



Become a monthly hero

Help another child find safety and security at a Boys & Girls Club for just \$19 each month. Give now.

BGCA.ORG

Not affiliated with Facebook

Donate Now

👍 104

Like

💬 1 Comment

Comment

🔗 32 Shares


Share

👁 82K Views

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Step Up for Students
Achievement Stories 

Dear William,

Thanks to you, students like Wesley Hamilton, a 6-year-old scholar on the autism spectrum, is receiving an education and therapies that work best for him. And he's thriving.



Wesley Hamilton, 6, is thriving at Miami Shores Presbyterian Church School, a private school he attends through help from the Gardiner Scholarship for students with certain special needs.

[Click here](#) to read how the Gardiner Scholarship for students with certain special needs has benefited Wesley and his family.

[Click here](#) to learn how an innovative new program will simplify the lives of Step Up families.

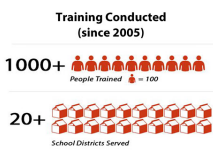
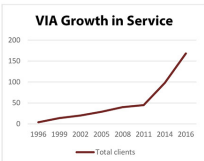
Please enjoy,

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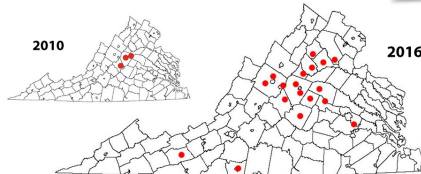


Your Generosity at Work

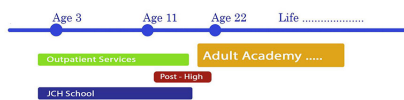


Get credit for the growth...

Our reach has grown, thanks to you.

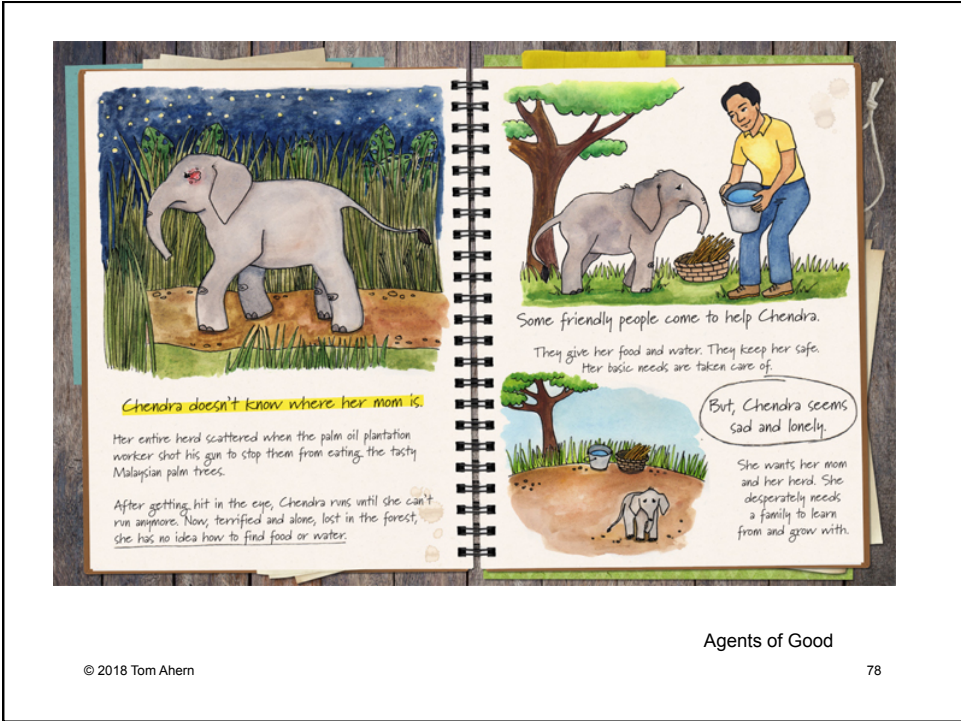
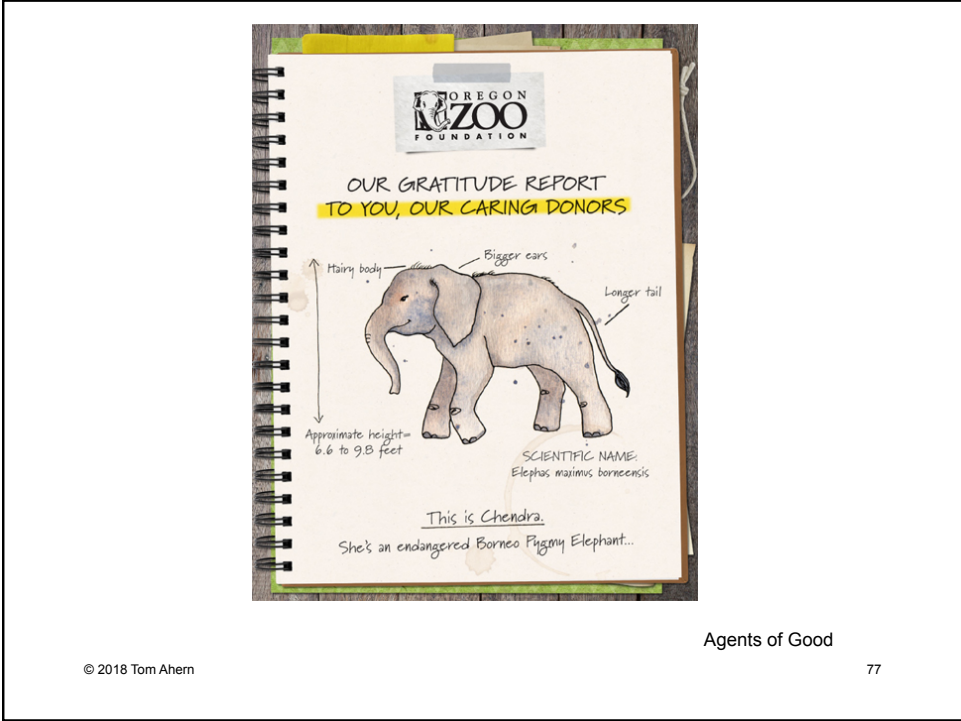


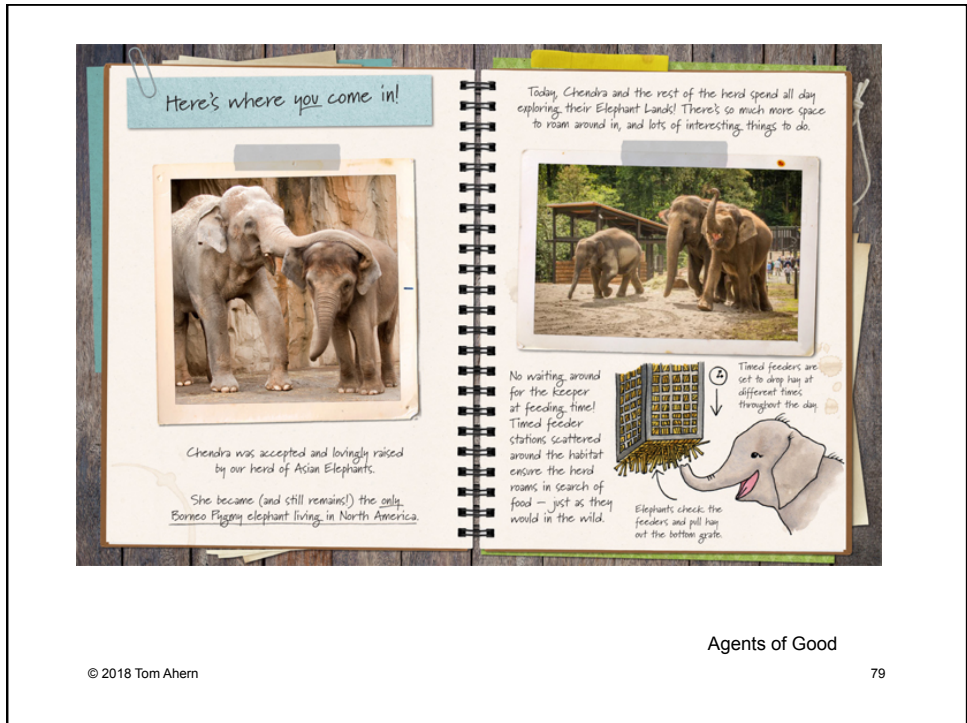
Programs for a lifetime.



943 Glenwood Station Lane, Suite 201, Charlottesville, VA 22901 www.viaschool.org
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A good *donor* headline:

- (1) captures the gist of the story
- (2) has a hook (anything new)
- (3) applauds the donor (“you”)



The gift of joy



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Anything New

Will Grab My Attention
(including the word “new”)

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Planned Parenthood launches chic new condom brand

- Released for Valentine's Day under the trade name *Proper Attire*™
- New "fashion statement" condoms come in choice of styles
- Waiting for a man to provide the condom? That's so "last season," says PPFA

PLANNED PARENTHOOD HAS SOMETHING NEW to offer women who are sexually active, stylish, and want to protect their health: a line of attractively packaged condoms called *Proper Attire*,™ FDA-approved and rigorously tested for quality assurance. The new condom brand has a remind-your-man subtitle: *Required for Entry.*™

"From the chic packaging to the playful brand




Neuroscience says...



“Coming across new information triggers a chemical reaction that makes us feel good, which in turns causes us to seek out even more of it.”

Source: Wall Street Journal article by Lee Gomes, on USC neuroscientist, Dr. Irving Biederman; published March 12, 2008


Julie Seymour Edwards shared Humane Society of Northeast Georgia's video. 1 hr
Just because. #nationalpeanutbutterday



947 Views
Humane Society of Northeast Georgia 6 hrs
It's #NationalPeanutButterDay! Wiggle and Woddle got to celebrate with some peanut butter today! 🐾 HSNEGA uses peanut butter all the time to fill Kong's for our rescues and is always accepting donations. Visit our wishlist at bit.ly/HSNEGAWishList

Like Page Love Comment

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Like Page Love Comment

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A DONATE button is not enough

“Now” implies some urgency; not much, but at least a little

DONATE NOW

“Open the door” is great. It gives the donor an important job to do.

Boys & Girls Clubs of Maury County

Your support will provide a safe place and a helping hand to our community's kids. Especially those who need us most.

Donate now, and open the door for ALL of the kids who need us in 2018.

Open the door!



LAST CHANCE!

2017 Year-End Campaign

Adrian Sargent's loyalty factor #7 of 7

They trust you

Get the other 6 loyalty factors right,
and this one takes care of itself.

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INTERNATIONAL
FUNDRISING
CONFERENCE NEW ORLEANS, LA
APRIL 15-17, 2018

Trusting you is my decision.
Proving me right is your choice.

- YOUR DONOR

Source: Tammy Zonker, April 2018

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Give me a story to tell

I save a polar bear every month!

I sent thousands of dollars worth of medicine to sick people!

I'm a decent person.

Make me feel special

I'm following the Scriptures.



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Sources: Jeff Brooks, Mark Phillips

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My
free
how-to
e-newsletter...

I subscribe!



www.aherncomm.com

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