

The virtuous circle...

You ask. You thank. You report.
You ask. You thank. You report.
You ask. You thank. You report.

Appeals, thanks, & newsletters work together.

The part the **charity** cares about

The part the **donor** cares about

THE VIRTUOUS CIRCLE...

Appeals, thanks, & newsletters work together.

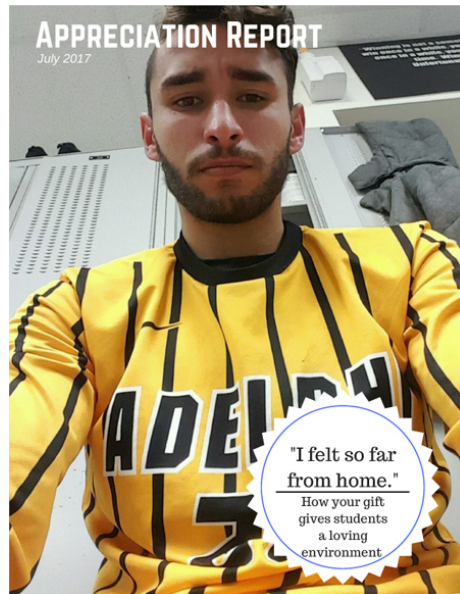
You ask. You thank. You report.
You ask. You thank. You report.
You ask. You thank. You report.



“Did my gift make any difference?”

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© TOM AHERN 2018

Source: Adelphi Chabad 6



This Coupon Entitles Bearer to
ONE FREE HUG
Redeemable Anytime

This Coupon Entitles Bearer to
ONE FREE HUG
Redeemable Anytime


HUG
Redeemable Anytime

HUG
Redeemable Anytime

HUG
Redeemable Anytime

Your thanks and your newsletters are **your TRUST HUGS!**

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And why do you want to hug them hard?

“Kiss 8 out of 10 goodbye.”

~ Tom Belford, commenting on the average (and deplorable) 2014 “first-time donor” retention rate.
Source: Fundraising Effectiveness Project, with 8,000 responding charities.

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A 10% improvement in your donor retention improves your LTV 50% immediately.

And that's just the beginning....

Source: Adrian Sargeant, 2010

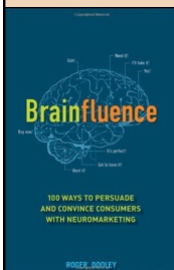
Your donor newsletter is how you report impact. It is also a **LOUD** thank you.

St. Jude's language

- “I can never thank you enough”
- “Because of you”
- “Thanks to your support”
- “Thanks to friends like you”
- “The support of friends like you”



Source: Pam Grow



“Mom was wrong. Research shows that even when people perceive that flattery is insincere, that flattery can still leave a lasting and positive impression of the flatterer.”

You ask. *And flatter!*
You thank. *And flatter!*
You report. *And flatter!*

**Why do I ALWAYS
open their emails?**

**Because they love
me silly ... up one
side and down the
other.**



You gave your donors a big job.

Save Angel
from a lifetime of hell

Angel, a rare albino dolphin calf, confined in a small tank, battered and traumatised from her capture.
Sign the petition to help free her.

Australia for Dolphins, SEA SHEPHERD AUSTRALIA, and the DOLPHIN PROJECT logos are displayed in the top right corner of the advertisement.

Pareto, Australia

Now what?

Dear Donor, Angelo has something he'd like to tell you...

“You saved us!”

Severe wounds made work nearly impossible for this discharged Iraq war vet. With a new baby coming and past-due bills piling up, Angelo turned to Operation Homefront for a little emergency help — and help you did!



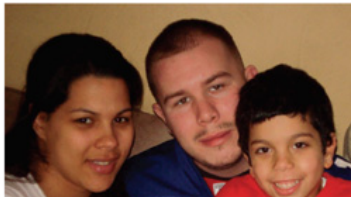
he problems began during Operation Iraqi Freedom. During an attack, Angelo's Humvee overturned into a canal. He was pulled from the wreck with a cracked skull and several fractured vertebrae. He needed both brain surgery and back surgery.

The back surgery led to eight months of paralysis and an infection in his spinal cord.

Angelo had worked hard all his life. He wanted to stay in the military. But his injuries were just too much, and he was discharged with a small disability severance.

More bad luck arrived. The National Guard informed Angelo that they had overpaid him by \$18,000 — and wanted


At that point, the VA referred Angelo to Operation Homefront Hampton Roads. Suddenly, there was daylight at the end of his long, dark tunnel. First, Operation Homefront helped Candy and Angelo get current with their bills. The family received donated prepaid gift cards to help with food, as well as new furniture for the kids' rooms and a crib, car seat and clothes for the infant.




The Family's future

Things are looking up again for Angelo and Candy. The VA has increased his medical disability to 70%, so the family has a little more income

Presbyterian Villages of Michigan Foundation SPRING 2018

Your **GIVING**  *matters*

They gave to you. Then what happened?



JOSIE HAD TO START ALL OVER
Because of you, she is **STILL SMILING**

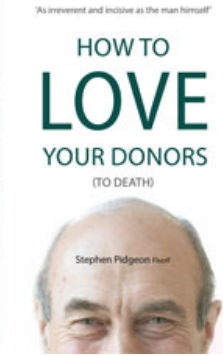
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“Me?” vision
enemy
hero
served

Stuff I've learned from great Brits

“As irreverent and inclusive as the man himself!”

HOW TO LOVE YOUR DONORS (TO DEATH)



Stephen Pidgeon

Source: Stephen Pidgeon and Tangible

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[a successful appeal...]

Enemy

It originates as a humble stream at a small woodland lake in our state. And it gets its first full taste of what humans can do to **abuse** a waterway when it hits the Twin Cities, where, for well over a century it served as an industrial sewer, made utterly devoid of life.

Hero

With your help, we can heal that abuse.

As a new Friend, you join a family of conservationists, anglers, kayakers, hikers, environmental worry-warts and futurists who share one big dream ...

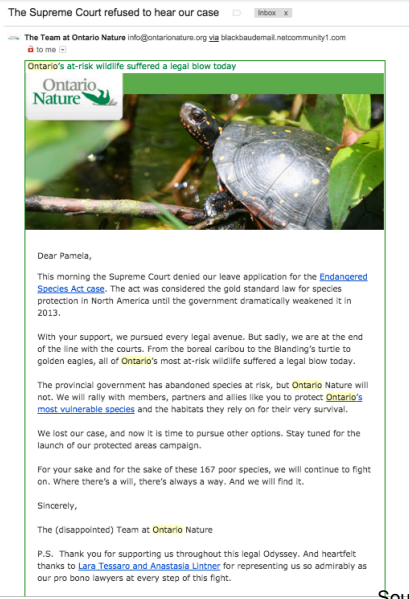
Served

... to **restore** the river to its original state, including its prairie and floodplain habitats. And to make it safe and accessible for recreation.

Vision

donors make sad happy

hero fights enemy (and
doesn't always win)



Source: Pam Grow, May 2017

If you don't already have an "enemy" for your donors to defeat, please get one.

LETTER FROM YOSSY GORDON



Shalom!

Your friendship warmed my soul. I hope your trips reading the appreciation newsletters, where you can see first-hand the impact you have on college students around the world. You help them powerfully engage and be more involved on campus.

Because of you they feel that they can proudly put a mezuzah on their dorms, participate in Israel advocacy programs, join exciting immersive Jewish experiences and feel the warmth of their Chabad on Campus family.

You give courage, strength and inspiration to young Jewish students. Thank you for caring.

Chavak!

Yossy Gordon

Yossi Yossy Gordon
Executive Vice President

SNATCHING MY JUDAISM

By Juliana Jackson, Western Washington University
November 1, December 2017



Hitler killed my Grandma's Judaism. He almost killed mine too.

You could say that my Grandma was one of the lucky ones. She was able to get out just before World War II settled in. Until recently, I thought that Hitler and his Nazi regime really won. When my grandma left Europe, you see, she left her Judaism behind.

She told that she was Jewish. She told no one. Not my mom. Not me, nor any of our family. On her deathbed she surprised us all and divulged her secret. She is Jewish. My mother is Jewish. I am Jewish. My sisters are Jewish. So while my grandma avoided the atrocities of the Holocaust, she missed out on so much. Hitler killed my grandma's Judaism, my mother's opportunity to grow up being Jewish and he stole my sister's connection to our heritage. For a large part of my life he killed mine too.

It wasn't until I was 18, I had recently graduated from high school, and on my first day in college I met a student who told me about Chabad on Campus. I went there for Rosh Hashana. The warmth, joy, passion and excitement for Judaism filled a void I didn't know I had. I fell in love with Chabad the first time I was there and I have been hooked ever since, and I take advantage of every single opportunity to learn more and experience Judaism.

I go every Friday night, every Jewish holiday. I have been to the NYC Shabbaton twice. I have joined the Chabad brautuks and now I have had the incredible opportunity to visit Poland on the Living Links trip.

No amount of words or any "thank you's" could suffice to explain how grateful I am. You have given me the opportunity to discover who I really am. You have snatched my Grandma's Judaism from Hitler and have lovingly given it to me.

Thank you, here I am, a proud Jew, connected to Israel and Ave Yisrael! Thank you from the bottom of my heart to all of you incredible people who gave this to me.



THE JEWISH MOBSTER

By Jared K.

Can you learn anything from a criminal?

Meet Myron Sugerman, the Jewish Mobster. Myron Sugerman was born in Newark, New Jersey, in 1938. At the age of twenty-one, Sugerman followed his father into the world of illegal gambling and wound up serving 19 months at the Federal Correctional Complex in Allenwood, Pa., after being convicted on gambling charges.

Yet with all this he inspired me to be a strong, proud Israel-loving Jew. Sugerman sees the Jewish mobsters who once dominated American cities as heroes, not villains — especially in their fight against anti-Semitism and for the birth of Israel.

He taught me no matter ones past, no matter the history, a Jew is a Jew. Myron strongly identified and expressed deep Jewish values. The history of the mob and the history of Jews in America are

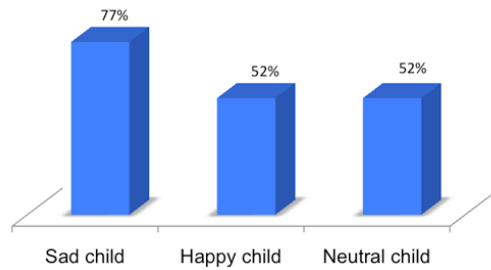
intertwined, and it's a history that Myron so eloquently elaborated on at the Pegasus Shabbaton.

In the 1930s when the Nazi Group (Bundist) would threaten Jewish gatherings, Jewish Mobsters would show up and protect the Jews... upon request of law enforcement!

His story and lessons will live with me always. As Jews we have a responsibility to stand up when we see something is wrong. This gives me strength and courage to stand up to hate and anti-Semitism. And to be proud of who I am and where I come from.

Thank you for giving us a Chabad House, our oasis on campus. Allowing us the opportunity to learn, grow and become bnei mitzvah, more confident supporters of Israel and the Jewish people.

Donations by image type



Source: Jeff Brooks reporting on AMA Journal of Marketing Research, 2011



Help Relieve GREAT SUFFERING

Thousands of uprooted victims of conflict are in desperate need. In Europe, the Middle East and beyond they eke out a pitiful existence. Clothing is needed quickly if great suffering is to be alleviated among children, old people, the sick, and the many families without a breadwinner. Even the little you can do may kindle fresh courage in despairing hearts.

HELP A STRICKEN FAMILY

SEND US YOUR DISCARDED CLOTHES

Men's, women's and children's clothing and footwear are urgently needed—do not wait to repair. Kindly enclose your name and address to enable us to acknowledge. Please send to: Oxford/C.R., c/o Hayes, Turner & Co., 26, Bourne Street, London, S.W.1.

OXFORD COMMITTEE FOR FAMINE RELIEF

(Incl. 19th Charter Act, 1945)

SUPPORTERS INCLUDE:

Rev. Roland Brown Dr. Masude Boyden-Shaw
 Rev. Dr. N. Micklem Rev. H. R. Moxley (Chairman)

United Nations Relief and Agency Photo.

THE WIND OF CHANGE

Will you spare an hour a month to stop this?

It's heartbreaking to see little children with swollen bellies, pot bellies, swollen hands and feet covered with sores. "Often we have no bread..."

He asked the children to pray and all their prayers were for food.

"I'm an old Peter, weighing 16 lb., pot belly, swollen hands and feet covered with sores."

People want to help. They'll gladly give a regular 2'6. We need helpers to call for 2'6 a month from friends in every road, office and every factory in Britain. Show today's Mirror to your friends. Join in, give an hour a month. Help provide tools and tractors, to stop this terrible suffering.

OXFAM
PLEGDED GIFTS

ADVERTISMENT

WE ASK READERS...

At Home...

Crafters and Bankers

Housewives

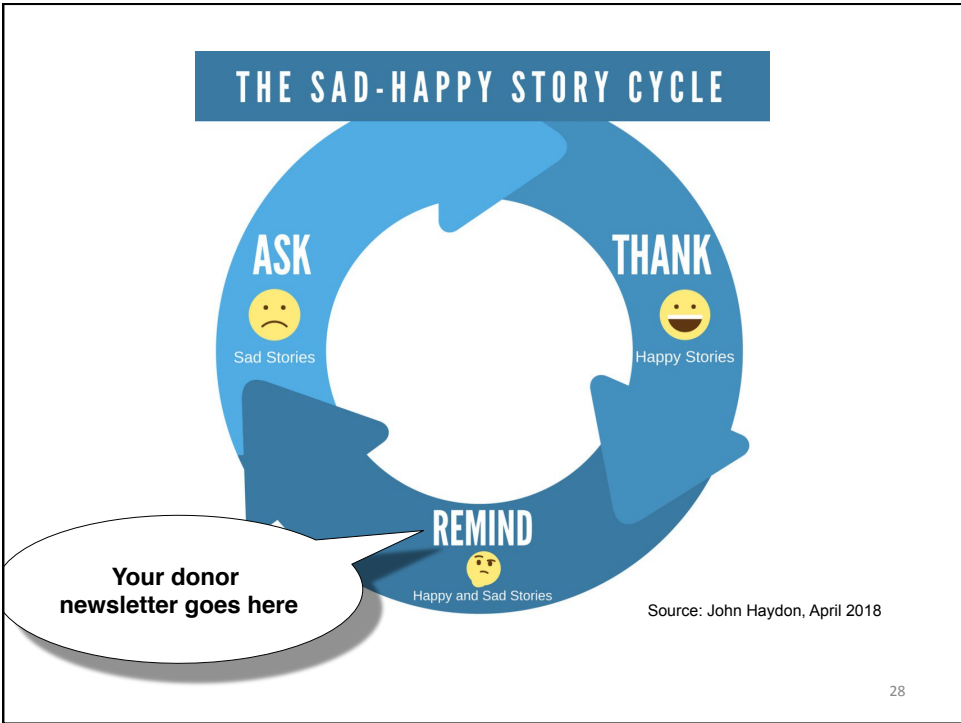
6 Babies

Hold it a day longer!

Thank you

Source: Mark Phillips on Pinterest, Old Charity Ads

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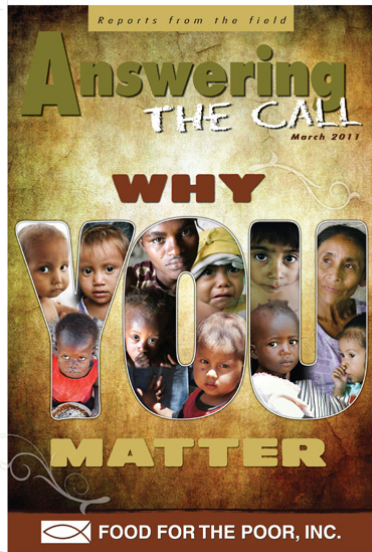


Angel Aloma, ED of Food for the Poor, a billion dollar charity, to Tom Ahern:

“...much of what we are doing now in regards to **donor centricity** was inspired by your wonderful presentation.... I am convinced that the reason why we have grown in the last years of tough economic conditions in the country is because of that wonderful switch that you inspired [in our communications].”

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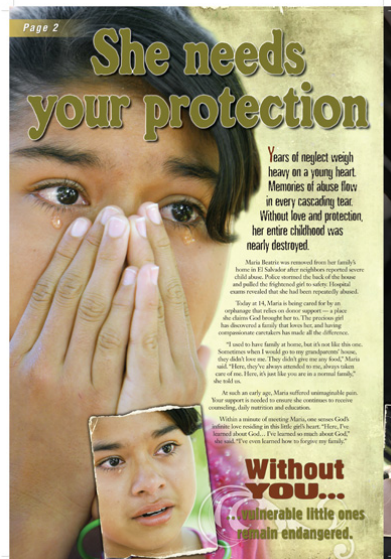


2012 gifts **via the newsletter:**

\$106 MILLION

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“Find a common enemy.”

[This was] some of the first feedback I received as a newbie copywriter, and I never forgot it.


Lisa Sargent, Feb 2017


SECOND CHANCE BASE, BASTION

Joan Rebel Supporter
Norrath Galaxy
Talus
5th Floor of the Echo Base
Pod #19



**YOUR UPDATE ON THE WAR
AGAINST THE EMPIRE IS ENCLOSED**


Your gift at work in Dagobah
You are Helping Train

Creative: Rory Green & John Lepp, for Agents of Good

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Content

Deeper involvement

- Volunteering
- Events
- Advocacy
- Planned giving
- Prayer

Stories about donors

Why Susan gives to hospice
Touch a life

People saying "Thanks"

Bridget has a special message just for you!

"Dana-Farber is the only hospital that offers a program specifically tailored to the very special life of young women with breast cancer like me. And you have made it fully possible. I am living it fully because of you. Thank you for making my dream a reality."

Stories ... not statistics

Journeys

Hospice gives a beloved grandma the gift of dying at home

These gifts are helping a young grandmother with the care of her "second heart"

Janet Feltner was an amazing grandma. She helped raise her granddaughter, Mia, and was like a second parent to her. They lived spending time together, had very similar personalities, and were extremely close. Mia was a daughter.

These are all offers.

This is social information.

What DOES go into a donor newsletter

Stories take the reader on a journey.

These deliver proof that charity matters.

Source: Jeff Brooks, June 2013

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EastTexasFoodBank.org

Need

4

Hunger refuses to take a vacation

We're now entering our critical summer months

When you give your generous gift to help East Texans at risk of hunger, you help seniors who often must make the choice between buying food and purchasing medicine. Since so many seniors live on a fixed income, Senior Servings ensures our friends who depend on Meals on Wheels during the week have enough to eat through the week by providing them with nutritious food. Nearly 11,000 bags of Senior Servings were distributed last year.

Our Fresh Produce Program is one of the most exciting aspects of the work at the East Texas Food Bank...and your donations help us distribute fresh fruits and vegetables to needy East Texans. Since the program started, fresh produce distribution has grown from 700,000 pounds a year to over six million pounds a year. Thank you for helping us make this happen.

Your generosity also helps provide nutrition education classes and information to low-income families as we continue to expand our partnerships with community organizations.

"Thank you for reaching out to the working poor, seniors and children throughout East Texas who need food..."



can get involved in educational, recreational and social activities. We are now providing food to these same children through our summer feeding programs. All this...and so much more. We welcome you to come by and see your donations in action.

Joy!

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nutritious food. Nearly 11,000 bags of Senior Servings nutritious food were distributed last year.

Our Fresh Produce Program is one of the most exciting aspects of the work at the East Texas Food Bank...and your donations help us make this happen.

Your generosity also helps provide nutrition education classes and information to low-income families as we continue to expand our partnerships with community organizations.

Your gifts touch the lives of hungry children in East Texas

Our Kids Cafe and Afterschool Snack Programs provide free meals and snacks to needy children through a variety of locations such as Boys and Girls Clubs, churches and public schools. These programs also offer a safe place where a child can get involved in educational, recreational and social activities. We are now providing food to these same children through our summer feeding programs. All this...and so much more. We welcome you to come by and see your donations in action.

Joy!

Get connected

Visit us online at any of the following sites to see the work you support. And spread the word about East Texas Food Bank on your Facebook page!

Visit us at EastTexasFoodBank.org

My summertime donation

Need

YES, Dennis, you can count on my generous support of the East Texas Food Bank this summer season. Here's my gift of: \$150 \$100 \$50 \$25 Other

I commit to a monthly gift of \$_____. My first gift is enclosed. I prefer to give my gift on my credit card.

VISA MC AMEX DISC

NAME _____ CARD NUMBER _____ EXP. DATE _____

ADDRESS _____ NAME ON ACCOUNT _____ SECURITY # _____

CITY _____ STATE _____ ZIP _____ TELEPHONE NUMBER _____

Signature _____

Please make your check payable to:
EAST TEXAS FOOD BANK
 P.O. Box 6974, Tyler, TX 75711-6974
 903.597.5663 • 800.815.FOOD

Give online at EastTexasFoodBank.org/GiveSummer

East Texas Food Bank

8/10 21018

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GIVING FULL CIRCLE

What goes around comes around.

It's campaign day. We have just 24 short hours to reach our goal. The Chabad on Campus team is furiously working the phones. So many wonderful friends. So many supporters. So many happy voices, ringing, ringing. The excitement in the air is palpable. The phones are ringing off the hook. Something special is happening here. Galya is sitting by the front desk when a call comes in. **Ring, Ring.**

Hi, Chabad On Campus. Galya speaking. How may I help?

Hi, my name is David and I would like to contribute to the semester work Chabad does on campus.

Thank you. Welcome to the COCC family. We are so excited to have you on board. What inspired you to give today?

Well... actually, I'm... you should welcome me to the family...

I am actually a long-standing member of the COCC family, right from its inception. However, I like the NYC tradition in 2012 and I thought back long memories of when I came to NY from my country. At the time, I met a lot of different people with long shidducks, on a campus in California. My Chabad on Campus family invited me on a trip to NYC to come with Chabad headquarters and give an inspirational weekend. It changed my life. I have been so active ever since. I'd love to give as much as I can for your "making campaign!"

I see everything to you!

CROWDFUNDING MATCHING CAMPAIGN
Chabad on Campus generated crowdfunding campaign attracted over \$50 individual donors, from 9 countries around the world.
You joined and rose to the occasion, all of us together creating a giant wave of love and support. Thank you.

WHAT IS YOUR STORY?
How did you get involved with Chabad on Campus? We are collecting stories and would love to include yours.
Email: Misha Anquill at manquill@chabad.edu

"RABBI, IF YOU NEED ANYTHING, PLEASE LET ME KNOW"

Do you want to help? Consider joining our annual **Living Fellowship**. It's a week-long effort in June to make sure we are ready for the fall.

You choose where your gift goes...

- Professional Development - For the wonderful people in the field
- Immersive Jewish Programming - For our fantastic future, our students
- Social Programming - Because there are no good free times...
- Tech Campaign - Update and streamline our network of servers.
- Put my gift where it is needed most.

YES! Rabbi Gordon, I would love to join, please find enclosed my gift of:
 \$180 \$360 \$540 Other \$ _____

Card Number: _____ **Expiration Date:** _____

Name: _____

Signature: _____

Please mail this pledge card to:
Rabbi Yosef Gordon, 719 Eastern Parkway, Suite 1, Brooklyn NY 11213
chabad.edu/donate • 718.510.8181

Opera Ball 2011: My Fair Ladies...

WOULDN'T IT BE LOVELY (TO RAISE A MILLION DOLLARS)?

Mark your calendars for **April 9, 2011**. Rudy Avdele, HGO's "Dean of patron services," is chairing this season's Opera Ball. As would expect, Rudy's special touch promises to make "My Fair Ladies" a truly glorious evening.

A favorite part of the Ball is the annual silent auction, co-chaired this year by Anna Dean and Wade Wilson. It will feature a wide-ranging collection of luxury items: jewelry, clothing, vacations, spa services, artworks, and more. Proceeds benefit Houston Grand Opera and all its extraordinary programs.

Here are just a few ways that you can enhance this auction:

- Donate a bottle of your favorite wine.
- Underwrite dinner for four at a restaurant you love.
- Sponsor a spree at a special store you know your fellow opera lovers would enjoy.
- Offer tickets to an upcoming concert - show off Houston's magnificent performing arts scene!

You can dance all night...and you can help make Rudy's Opera Ball even more special. To purchase tickets or to donate to the silent auction, please call **Guyla Pircher at 713-546-0277**.



Rudy Avdele, this season's Opera Ball Chair.

DON'T BURY OFFERS

1st draft

Rudy invites you to make Opera Ball 2011 unforgettable


Mark your calendars for **April 9, 2011**. Rudy Avdele, HGO's "prince of patron services," is chairing this season's Opera Ball. As you'd expect, Rudy's special touch promises to make "My Fair Ladies" a truly glorious evening.

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Rudy Avdele, this season's Opera Ball Chair.

Improved

Headlines matter most of all



No headlines!

attending a similar director's session, these experiences are the only times I get to take a true break from the busy campus and get in some **real learning**.
-Jacob Bloch, W '19



Connecting to our Essence

Dear Friends,

When a student successfully **fasts the entire Yom Kippur for the first time** in her life or **hears the shofar blown** on Rosh Hashana even though he didn't make it to services, we are reminded that our work here at Penn is **tremendously impacting Jewish lives**, one mitzvah at a time.

The Baal HaTanya taught that every Jew possesses a divine spark within—a spark which is a part of G-d Himself—and that spark is in a constant state of yearning to reach its source. **Mitzvahs are conduits that enable our divine sparks to connect to their source.** And when we facilitate other Jews' con-

necting to their essence, we are following the words from the Ethics of our Fathers, "If I am **only for myself, what am I?**", compelling us to take responsibility for the spiritual welfare of others.

Your support for Chabad at Penn places you squarely in the position of **partner in our work**. Your partnership enables us to reach Jewish students on campus, and ensure that after they graduate, they are more connected to their source than when they arrived. **We thank you for collaborating with us.**

From all of the staff at Chabad at Penn, we wish you and yours only health, happiness and success.

Rabbi Levi & Nuchama Hasbolenich

Campus Rabbi, Directors of Learning

Beautiful thanks, but off-message headline makes it easy to miss

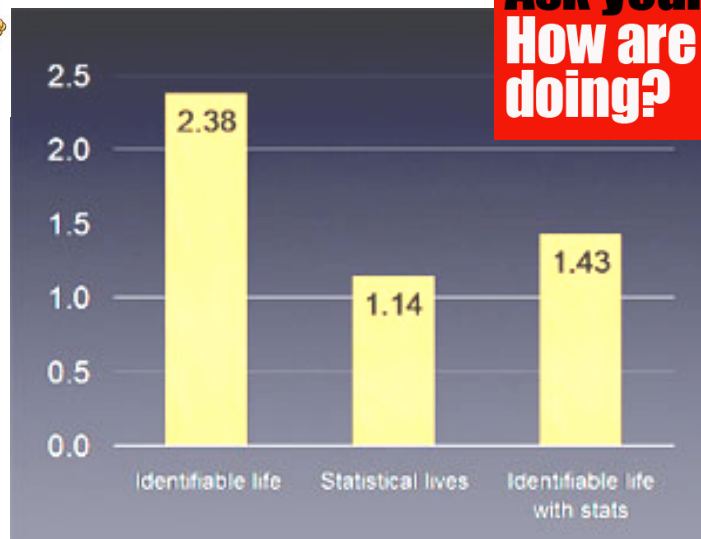
A good *donor* headline:

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

By the way:
Numbers are your
weakest evidence
when reporting to
individuals.



**Ask yourself
How are we
doing?**



Source: Dan Ariely, Duke U., 2010

RU telling **half** the story?

Remember: If there are **no** problems to solve, donors have **nothing** to do.

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Ratted out: Woman arrested on 69 counts of animal abuse

3 arrested; charged with animal cruelty

Nearly a dozen dogs were left in a hot trailer without food or water

Rochester Woman Faces Animal Cruelty Charges

By Alex Crisci

Deputies: Man charged with animal abuse after neutering attempt

Webster teen charged with animal cruelty

UPDATE: Brockport man accused of animal abuse will not receive custody of the dog

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Scenes From the Shelter

**No need,
no enemy**

If only the big type matters, what does this tell me at a glance?

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Calendar 2007 = 21,107 donors

Calendar 2008 = 21,994

Calendar 2009 = 21,261

Calendar 2010 = 21,887

Calendar 2011 = 21,846

Calendar 2012 = 21,017

Calendar 2013 = 19,872

Calendar 2014 = 17,508

Calendar 2015 = 16,893

Calendar 2016 = 15,484

Calendar 2017 = 16,549

**Donor newsletter
completely
overhauled**

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Donor who?

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Her!

And that's all she wants from **your** organization.

Source: Mark Phillips, Bluefrog

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Adrian Sargent's loyalty factor #2 of 7

Your “service quality” is good

Do you anticipate questions, for instance? Do you acknowledge gifts promptly?



For eyes over 60...

AIGA recommends 14 pt. for body copy.

CHABAD @ OBERLIN

"HOME AWAY FROM HOME"

Support our Work
Donate Now »

DID YOU KNOW YOU HAVE FAMILY HERE IN OBERLIN? WHETHER IT BE FOR SOME MATZO BALL SOUP WHEN YOU ARE FEELING UNDER THE WEATHER OR SOMEONE TO TALK ABOUT JEWISH AND SPIRITUAL ISSUES, OR JUST LOOKING FOR A GOOD CHAT, WE ARE HERE FOR YOU.



WITH RABBI SHLOMO AND DEVORAH ELKAN SERVING AS CO-DIRECTORS, CHABAD AT OBERLIN OPENED ITS DOORS IN THE FALL OF 2010 WITH SOCIAL, EDUCATIONAL, RECREATIONAL AND RELIGIOUS PROGRAMMING FOR STUDENTS AND FACULTY. SINCE OPENING, WE HAVE BECOME A MEETING GROUND FOR CONVERSATION THAT HIGHLIGHTS AND COMPLEMENTS THE DIVERSITY AT OBERLIN COLLEGE. CHABAD IS A HOME WHERE ALL JEWS ARE WELCOME NO MATTER WHAT AFFILIATION, DENOMINATION OR SEXUAL ORIENTATION. WE GIVE YOU THE OPPORTUNITY TO GAIN A DEEPER UNDERSTANDING AND APPRECIATION OF YOUR JEWISH HERITAGE. MOST IMPORTANTLY, CHABAD IS A PLACE WHERE BEING JEWISH IS FUN.

CHABAD AT OBERLIN STUDENT GROUP IS ALSO LED BY A GROUP OF STUDENTS WHO CONTINUE TO DEVOTE MANY HOURS TO BUILDING AND FOSTERING JEWISH COMMUNITY AT OBERLIN. LEARN MORE ABOUT OUR FABULOUS BOARD [HERE](#)

CHABAD IS A JEWISH MOVEMENT WITH A BOLD VISION AND A SIMPLE PHILOSOPHY. THE VISION IS TO BRING THE BEST OF JEWISH TRADITION AND MODERNITY TO THE COLLEGE CAMPUS. THE PHILOSOPHY IS TO BRING THE BEST OF MODERNITY AND COLLEGE LIFE TO THE JEWISH COMMUNITY. CHABAD IS A PLACE WHERE YOU CAN FIND A HOME AWAY FROM HOME.

NEVER USE ALL CAPS FOR BODY COPY. EVER.

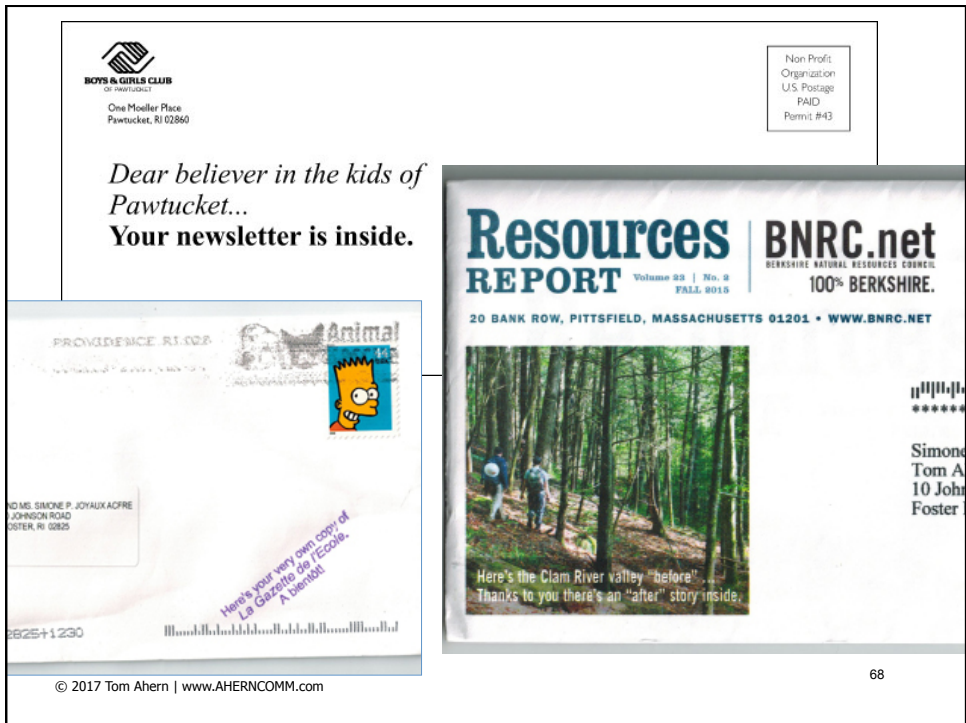
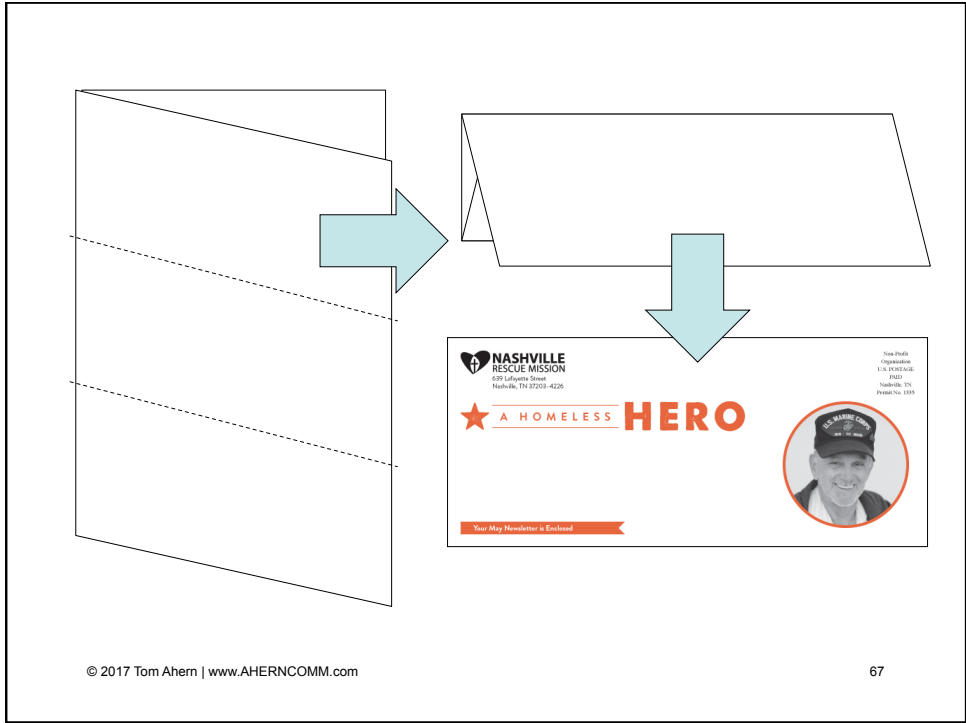
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“The Domain Formula”
for money-making print
newsletters

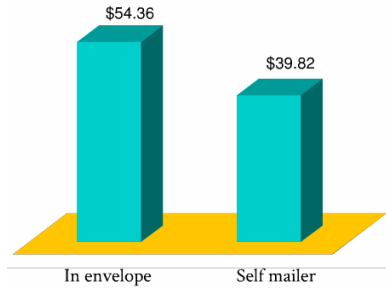
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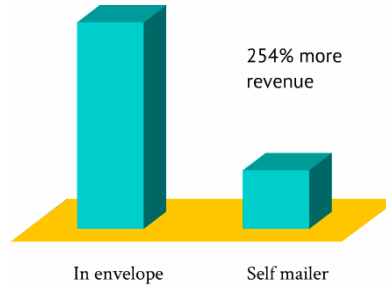




Average gift



Revenue



Source: Jeff Brooks, June 2013

Paper or digital?

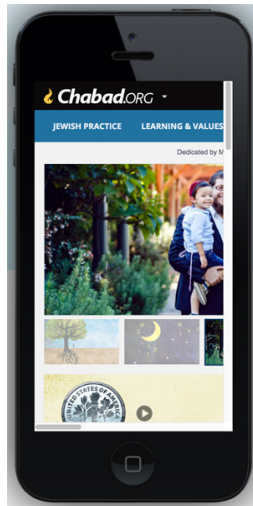


“65% of all emails are read on mobile”

Constant Contact March 2015

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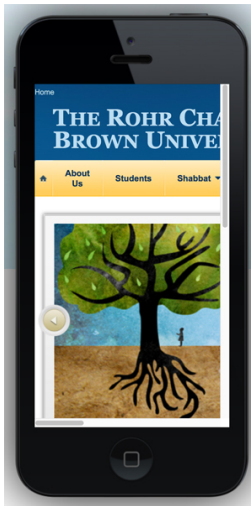
71



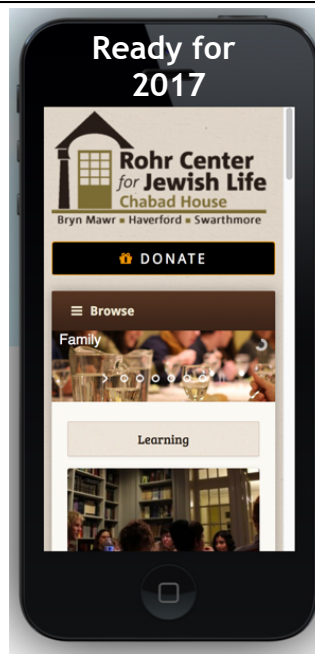
Ready for
2006

Source: Mobiletest.me

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Ready for
2006



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“For every 1,000 fundraising [emails] delivered to supporters, groups in our study **raised \$40.**”

2015 M+R: new metrics for new channels;
SORRY: 2016 was even worse

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“Online Giving Reaches Record High in 2016”

[at 7.2% of giving across US]

Blackbaud, Feb 22, 2017; it didn't improve much the next year

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Modes of Giving: Historical Trends (2010, 2014, 2017)

Year	Offline donors	Monthly donors	Online donors	Multichannel donors
2010	99.1%	0.1%	0.6%	0.2%
2014	94.5%	0.3%	4.2%	1.0%
2017	89.4%	0.6%	7.9%	2.1%

Source: Mark Phillips, April 2018

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Email Job #1: Get opened

Play around with your subject lines

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Constant Contact SM

12 Subject Line Tweaks to Improve Email Open Rates



- Cut it down
- Take out anything spammy
- Ask a question
- Include a deadline
- Try a teaser
- Give a command
- Add a list
- Make an announcement
- Be unique
- Tell a joke
- Say something unexpected
- Use multimedia

Include the word "you"

You did it! 🎉

Animal Rescue League of Boston to you [show details](#) ▼

January 22, 2015 DONATE

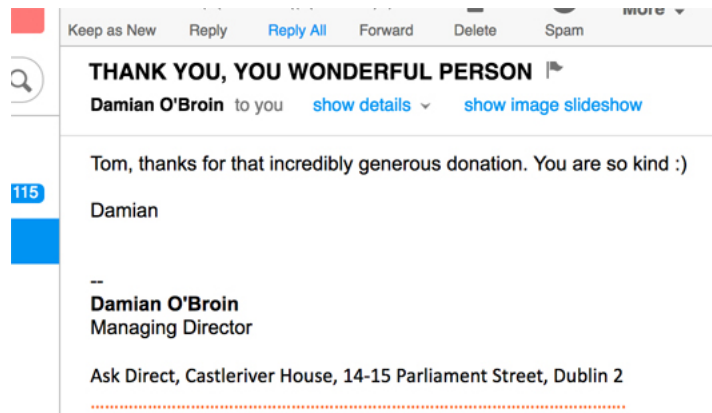


You Put the Smile on Rocco's Face!

Thanks to you, Rocco - the fuzzy man in the picture above - can't stop smiling! Why? Because he's as happy as we are to say that we hit our fundraising goal in the final days of 2014! Your support has an important impact on animals in our community. Last year, your donations helped....

- Find permanent homes for over 4,000 cats, dogs, birds, and livestock
- Spay or neuter more than 3,900 cats and dogs on the ARL's Spay Waggin'
- Deliver rehabilitative care to animals recovering from neglect, like Rugby and Madeline

ABUNDANT THANKS punches through for sure



PERSONALIZATION also helps

[subject line that worked]

A goat named Tom Ahern

AARP E-News Formula

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One interesting photo...

Micro-story: the conflict...

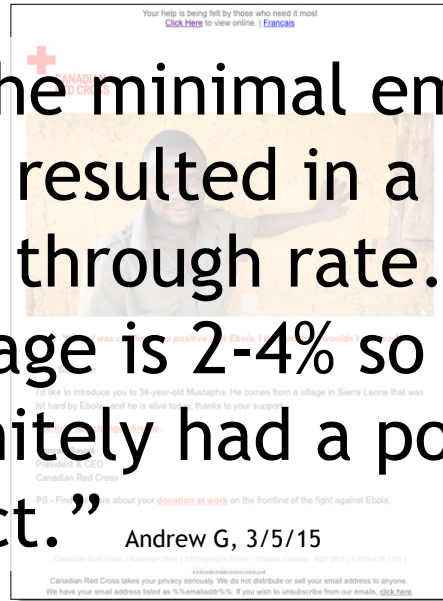
Micro-story: the happy ending...

Something to click on (i.e., an offer)

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“...the minimal email copy resulted in a 6.5% click through rate. Average is 2-4% so definitely had a positive effect.” Andrew G, 3/5/15



The purpose of email (or Facebook, for that matter)?

It's a welcome mat to your website or giving page, where people can DO stuff.

DO stuff like *what...?*

- Explore deeper: "For more information"
- Join an exclusive society such as the Chancellor's Inner Circle
- Accept an invitation to an event
- Obtain a free, informative brochure
- Sign up for a special interest group ("If you're a butterfly lover, don't miss...")
- Take advantage of a special offer such as a discount "for a limited time only, early-bird special"
- Subscribe to your electronic or printed newsletter
- "See more"
- Browse a calendar of upcoming events
- Traipse through a full gallery of event or documentary photos
- See the progress on a new building
- Take advantage of a matching gift campaign
- "Buy a brick"
- Take a virtual tour
- Learn more about volunteering
- Watch a short, fascinating video
- Get thanked
- Make noise (send a letter to Congress)
- Tell their own personal story
- Answer a survey
- Gift a cow to a poor family (Heifer)
- Enter a contest

So, paper or digital?

!Both!

Print is for money. Both are for love.

A lucrative makeover

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“You” is in the small type, at the end of an article few will read

“You” in the BIG type

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IN Charity AND TRUTH
VOLUME 3 ISSUE 3 FALL 2016

DEAR FELLOW VINCENTIANS AND FRIENDS,
G. K. Chesterton once wrote, "We make our friends; we make our enemies; but God makes our next-door neighbors." I believe God truly blessed me in 1995 when I moved in across the street from Jeanne.

Jeanne took the role of neighbor to a whole new level. In fact, she turned "neighbor" into a verb. She brought me and others on our street delicious meals and kept a fully-stocked refrigerator out back just so she could invite neighbors over for a drink. Every night at least one person dropped by to visit because Jeanne opened her heart and her home.

She bestowed the same blessings upon another man who lived alone down the street and was paralyzed. Home healthcare aides monitored his general care, but his really good meals came from Jeanne.

Did my generous neighbor ask to have two disabled people move into her neighborhood and her life? No, God brought us within shouting distance of Jeanne's kitchen, and she chose to bless us in the way she knew how.

Like Jeanne, our Vincentian volunteers open their eyes and hearts to those who God has brought into their lives, neighboring with those in need. Like Orlando and his family,



After Orlando lost his job, he and his family were afraid that neighbors they had never met before could provide the life-saving help they needed to get back on their feet through SVSP's new Bridges Program.

Small faces have no magnetism

It began when he started passing out at work and was forced to give up the job he loved. That same month, the family's air conditioner and water heater broke down, and the furnace needed replacing. Orlando's wife Mary found a job as a caretaker, but that income combined only with disability payments was not enough to keep the family afloat.

John P. Papp, Ph.D. (he/his)
Executive Director

continued on page 2

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VOLUME 4 ISSUE 3 FALL 2016

FACES of HOPE
THE DIFFERENCE YOU'RE MAKING FOR NEIGHBORS IN NEED



"I WAS SCARED"

Big face and eye contact draw reader in

89

Two stories divide attention

IN Charity AND TRUTH
VOLUME 3 ISSUE 3 FALL 2016

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Neighboring from the Heart Program Provides Bridge to Stability

AS AN EXECUTIVE CHEF, Orlando never had trouble supporting his family of four. But when his congestive heart disease began to progress, it set off a chain of extraordinary circumstances that put his whole family at risk.

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continued on page 2

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VOLUME 4 ISSUE 3 FALL 2016

FACES of HOPE
THE DIFFERENCE YOU'RE MAKING FOR NEIGHBORS IN NEED



"I WAS SCARED"

How your gifts gave this family help and hope

SOCIETY OF ST. VINCENT DE PAUL

Simpler, faster: Just one story

90



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Front-page dominated by boss' column

I like Jeanne, our Vincentian volunteer who opens their eyes and hearts to those who God has brought into their lives, neighboring with those in need, like Orlando and his family. When Orlando lost his job and the utilities in their home needed major repairs, Vincentian neighbors helped the family avoid the cycle of poverty with aid from the Bridges Program (page 2).

These beautiful stories of neighbors helping neighbors would not be possible without your help. Thank you for joining with us in our mission.

Most humbly and gratefully yours,
John P. Papp
John P. Papp, Ph.D. (Ret.)
Executive Director

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continued on page 2



Front-page features story of someone the donor helped



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continued on page 2



Subtitle clarifies purpose of publication; uses "you"

Old focus: what programs do

VOLUME 3 | ISSUE 3 | FALL 2015



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New focus: what donors do

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In conclusion...

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You're in my home:
“Why are you here?”

Bad guest or good?

To make ME
Pleased! Proud of myself!
Wanted!
feel good!!!
Happy! Important! Needed!
Surprised! Entertained!

My
free
how-to
e-newsletter...

I subscribe!



www.aherncomm.com