



WELCOME!



WHAT'S YOUR WHY?



**WHEN YOU RAISE MORE MONEY,
YOU CAN CHANGE MORE LIVES.**

TRUTH

MEET JESSIE MILLER



Session 1: The 120-Day Foolproof Fall Fundraising Calendar





Session 2: Get People Warmed Up and Ready to Give



What inspires
YOU?



WHY PEOPLE GIVE



PEOPLE GIVE TO



3-PART FORMULA FOR SUCCESS



+



+



=



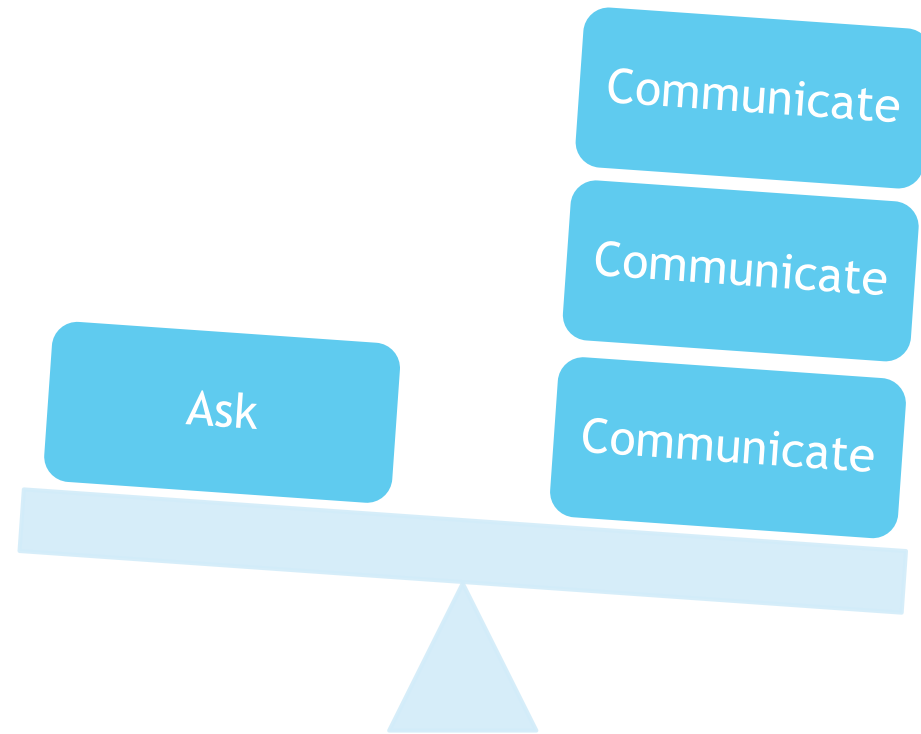
RIGHT PEOPLE

RIGHT TIME

RIGHT
MESSAGE

DONATION!

3:1 RATIO

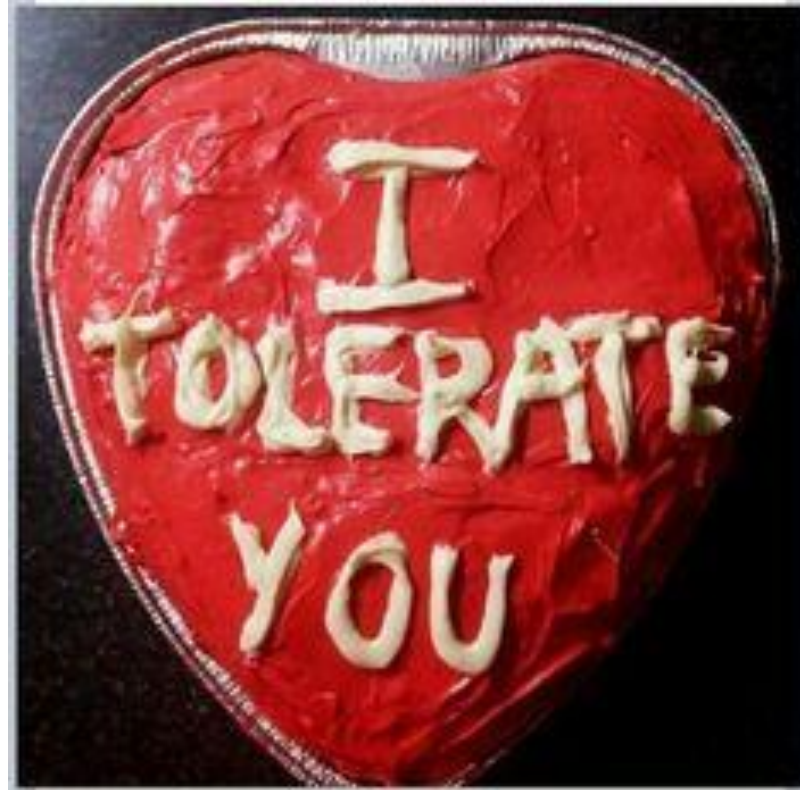


SIMPLY PUT --

Make 'em happy!



SO, HOW ARE YOUR DONORS FEELING?



TRY THESE:

- ▶ Genuine gratitude
- ▶ Heartwarming stories of success
- ▶ Video of your work in action
- ▶ Surprise and delight!



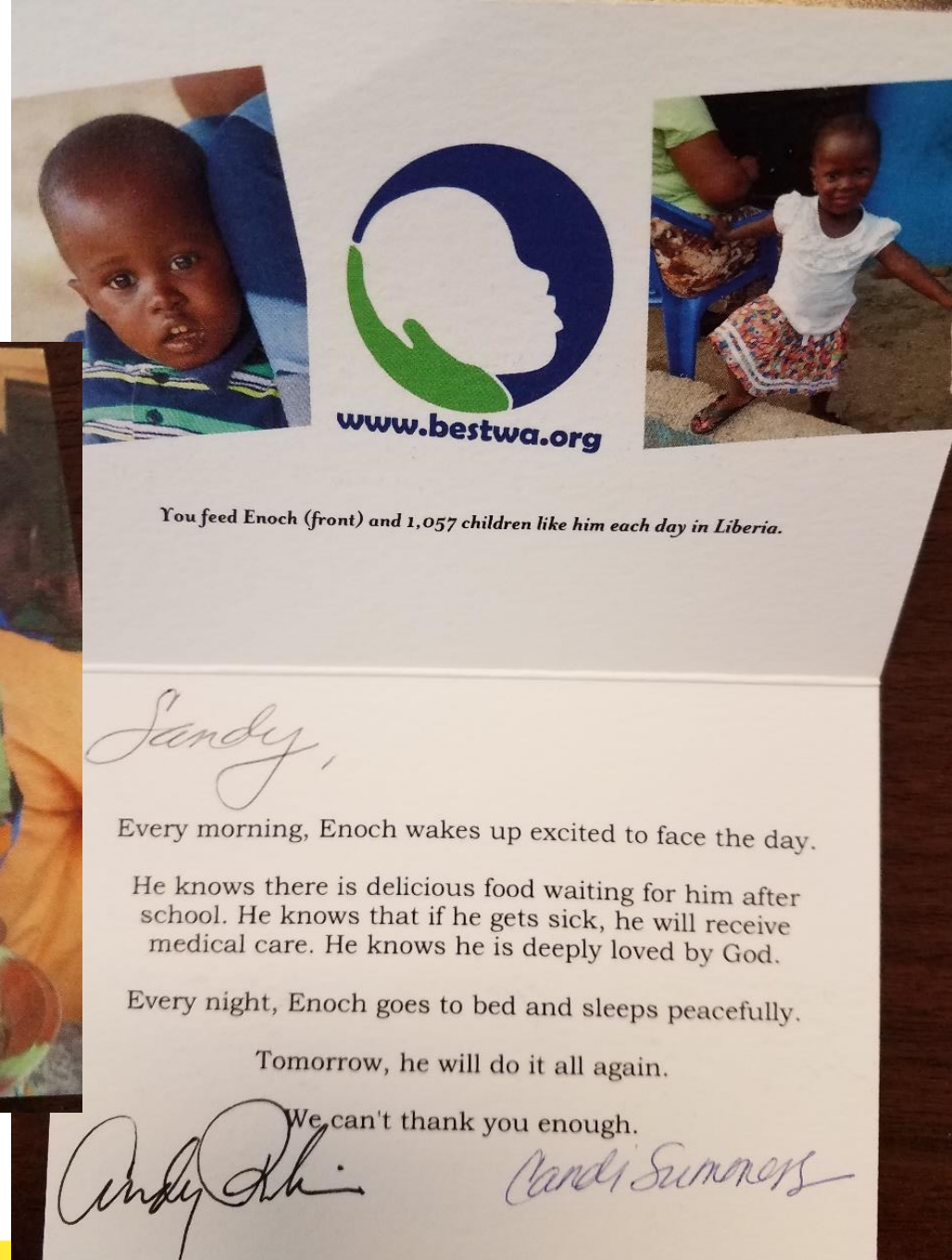
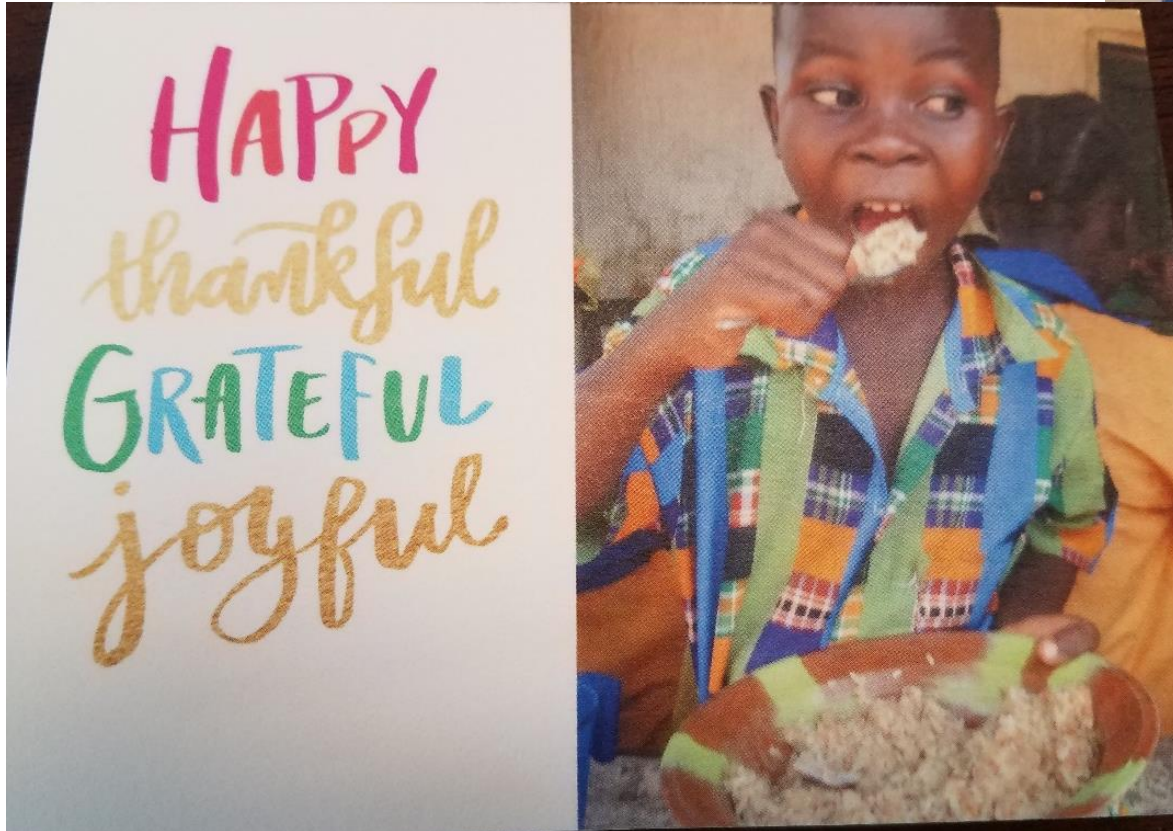
THIS IS HOW!



SAFE & LOVED
thanks to you



THIS IS HOW!



THIS IS HOW!



Servant's Heart Jamaica

114 Stuart Rd. NE PMB 161
Cleveland, TN 37312

Ministering to the Deaf of Jamaica



you are
my
Hero

Sandy Rees

Thank You for Being A Hero!



Servant's Heart Jamaica honors YOU this Jamaica Heroes' Day
for all You have done to Make a Difference and Give Hope!

YOU ARE A BLESSING!

THIS IS HOW!



Old Friends
Senior Dog Sanctuary

Good morning! We hope you're off to a wonderful start to the year!

Today we are celebrating National Hat Day and we just wanted to add a little dose of cuteness to your day and share some photos of our Old Friends modeling their favorites....



Brennan



Maggie



Sheeba

Hats off to you for all the continued support you give us! You make a difference for our senior dogs!

Warmly,

Sierra & all of us at Old Friends

To learn more about Old Friends Senior Dog Sanctuary, please visit ofsd.org.



THIS IS HOW!

Subject: Sandy, what have YOU done?



Heartbreak to happiness: the difference is YOU!

Dear Sandy

Look at me go!

When I first arrived here almost 10 months ago, I could barely walk, let alone trot.

Because of your support, you made my pain go away and hooves feel so much better.

Thank you for believing in me and making my life so much better.

Love,

Apollo



THIS IS HOW!

Subject: Why walk when you can hop?!



Hi Sandy,

Just **bouncing** by to say thank you!

We couldn't miss the opportunity to show you the joy and happiness your generosity brings to these children.

Children's classes always dance their way to the studio, it creates focus and prepares them for class. As excitement builds for their spring showcase performances.....some bunny hops usually help to burn off extra energy!

Your support gives these dancers the safe and nurturing environment they need to grow in confidence, coordination, and community.

You make us Rejoice!

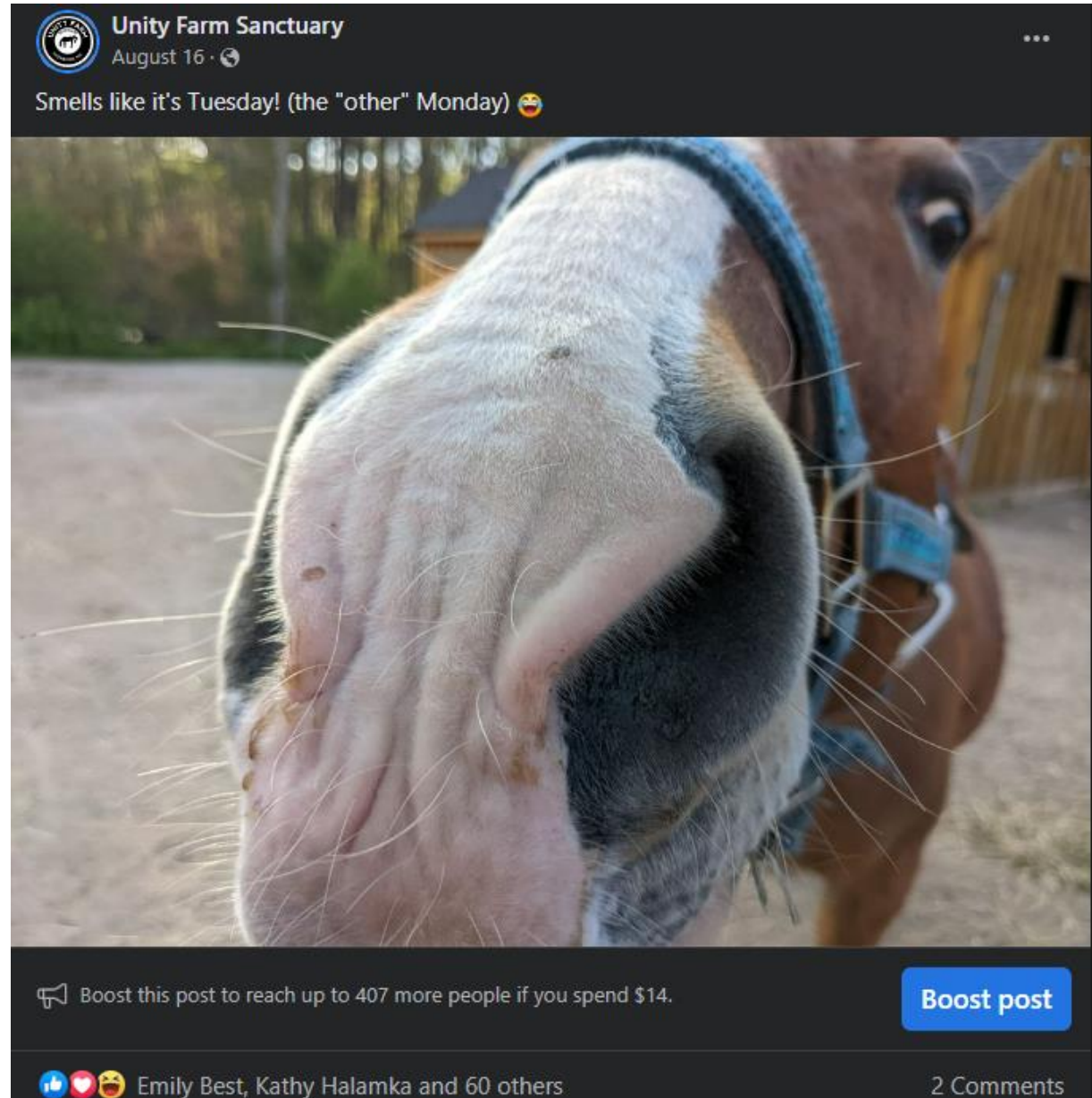


MAXIMIZE YOUR SOCIAL MEDIA

- ▶ Post more often
- ▶ Engage with invitations, polls, humor, or controversial issues
- ▶ Use a combination of evergreen and in-the-moment posts
- ▶ PLAN it out so you can hand it off



SOMETHING FUNNY...



RANDOM HOLIDAYS...



RANDOM HOLIDAYS...



Unity Farm Sanctuary

August 28 at 9:16 PM · 🌐

Today is Rainbow Bridge Remembrance Day (August 28)

We remember with kindness all the amazing rescues that have been part of our life here.

While we wish they could be with us here still, we are glad to have been part of their life and to have had the chance to love them and make them happy for a little while.

This photo has four sweet and beautiful friends who are no longer with us. As the Sanctuary continues, we know that we will inevitably have to say farewell to other res... [See more](#)



👍❤️ 134

18 Comments

EDUCATION...



Unity Farm Sanctuary is at Unity Farm Sanctuary.

4 days ago · Sherborn, MA · 🌐



Volunteer Lori took this sweet selfie with her beloved Adele. Star and Adele are indeed very popular donkey friends here. Volunteers are absolutely vital here, but they all feel they get back a LOT of love from the rescues! [#kindnessmatters](#)



Kathy Halamka and 61 others

6 comments 2 shares



ENGAGEMENT...



Unity Farm Sanctuary

3 days ago · 🌐



What's one word that pops in your head when you look at this photo? Tell us in the comments below! ❤️ The first words that came to our minds were: home, peace, safety, kindness, love, and of course sanctuary.



Kathy Halamka and 18 others

22 comments

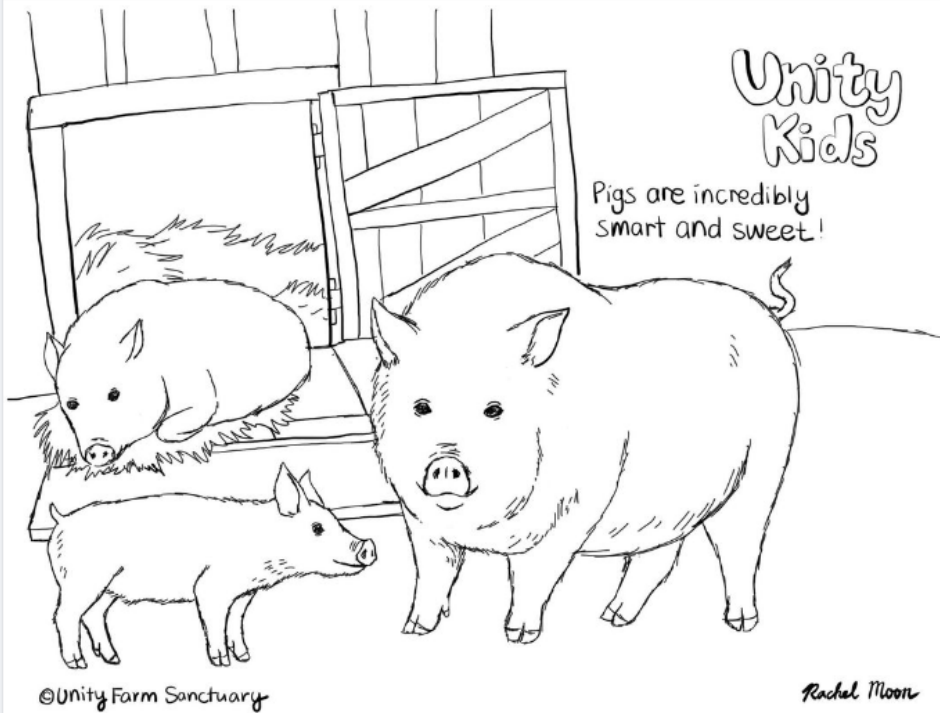


ENGAGEMENT...



It's #NationalColoringBookDay, friends!!

Here's one of multiple pages that are on our page: <https://buff.ly/3rKYB2T>. All pages are inspired by our animal residents and have been beautifully designed by volunteer Rachel Moon.



@Unity Farm Sanctuary

Rachel Moon

21

3 comments



Unity Farm Sanctuary

August 8 at 10:00 AM · 🌐

The clock is ticking on your opportunity to sign up for our free Unity Farm Sanctuary scavenger hunt activity. But wait, there's more! There's an opportunity to get a discounted tour ticket when you complete the hunt.

Imagine a day filled with animal encounters, nature walks, and behind-the-scenes peeks at sanctuary life. Click this link to sign up now: <https://bit.ly/UFSScavengerHunt> Adventure awaits!



INSPIRED
FUNDRAISING
RETREAT
ONLINE!

EXAMPLE PLAN

2	Color Codes:						
3	Facebook Social Media Plan (and Instagram)						
4	<div> <div>[team member name]</div> <div>[team member name]</div> <div>[team member name]</div> <div>[team member name]</div> <div>[team member name]</div> <div>[team member name]</div> <div>[team member name]</div> </div>						
5	<div> <div>**Schedule through FB Scheduler tool</div> <div>[team member] comments</div> <div>[team member] comments</div> <div>Holiday Post/special post</div> <div>Appeals/Campaigns/Asks</div> <div>Strikethrough: already scheduled</div> </div>						
6	Mon - #MotivationalMonday	Tues - #TalkTuesday	Wed - #CatOfTheDay	Thurs - #ThrowBackThursday	Fri - #FosterFriday	Sat - #SuccessStory	Sun - #SundayFunday
7	2/5 11am #MotivationalMonday	2/6 11am #TalkTuesday	2/7 11am #CatOfTheDay	2/8 11am #ThrowBackThursday	2/9 11am #FosterFriday	2/10 11am #SuccessStory	2/11 11am #SundayFunday
8	2/12 11am #MotivationalMonday	2/13 11am #TalkTuesday	2/14 11am #CatOfTheDay	2/15 11am #ThrowBackThursday	2/16 11am #FosterFriday	2/17 11am #SuccessStory	2/18 11am #SundayFunday
9	2/19 11am #MotivationalMonday	2/20 11am #TalkTuesday	2/21 11am #CatOfTheDay	2/22 11am #ThrowBackThursday	2/23 11am #FosterFriday	2/24 11am #SuccessStory	2/25 11am #SundayFunday
10	2/26 11am #MotivationalMonday	2/27 11am #TalkTuesday	2/28 11am #CatOfTheDay	2/29 11am #ThrowBackThursday	3/1 11am #FosterFriday	3/2 11am #SuccessStory	3/3 11am #SundayFunday
11	3/4 11am #MotivationalMonday	3/5 11am #TalkTuesday	3/6 11am #CatOfTheDay	3/7 11am #ThrowBackThursday	3/8 11am #FosterFriday	3/9 11am #SuccessStory	3/10 11am #SundayFunday
12	3/11 11am #MotivationalMonday	3/12 11am #TalkTuesday	3/13 11am #CatOfTheDay	3/14 11am #ThrowBackThursday	3/15 11am #FosterFriday	3/16 11am #SuccessStory	3/17 11am #SundayFunday
13	3/18 11am #MotivationalMonday	3/19 11am #TalkTuesday	3/20 11am #CatOfTheDay	3/21 11am #ThrowBackThursday	3/22 11am #FosterFriday	3/23 11am #SuccessStory	3/24 11am #SundayFunday
14	3/25 11am #MotivationalMonday	3/26 11am #TalkTuesday	3/27 11am #CatOfTheDay	3/28 11am #ThrowBackThursday	3/29 11am #FosterFriday	3/30 11am #SuccessStory	3/31 11am #SundayFunday
15	4/1 11am #MotivationalMonday	4/2 11am #TalkTuesday	4/3 11am #CatOfTheDay	4/4 11am #ThrowBackThursday	4/5 11am #FosterFriday	4/6 11am #SuccessStory	4/7 11am #SundayFunday

ABOUT YOUR DONOR NEWSLETTER...



ABOUT YOUR DONOR E-NEWSLETTER..

- ▶ Most underutilized tool you have
- ▶ Easy to do it wrong, but easy to do it right!
 - ▶ Write for your audience's interest, not yours
 - ▶ KISS it!
 - ▶ Stories, stories, stories
 - ▶ NO ask!



HERE'S A GOOD ONE!

Subject: The latest news from the barn 🐾📧

Draft Gratitude

A NON-PROFIT DRAFT HORSE RESCUE



~The Latest News From The Barn~



~WELCOME ROSE~

We welcomed Rose recently and she is doing great!

So far she has met our veterinarian and our farrier. Her hooves have been trimmed, her teeth were floated, her vaccines are now current, and we are waiting for results of a fecal egg count to de-worm.

Rose is very sweet and seems to have the eyes of an old soul.



~UPDATE ON MOLLY~

Molly is one of our three blind horses. She shares a paddock with Mighty Mike and Sophia.

She is very brave and well behaved. She loves to go for walks and be groomed.

Molly could adjust well to another home if the right adopters had an interest.

She is a doll and has earned tons of love!



~FUN FACT~

The meaning of "draft horse" means a horse adapted for or used for drawing heavy loads.

The word draft (synonyms draught or dray) can be traced back to **Old English through the Dutch word "dragen" which means to carry or transport.**

Belgians (Big Ben L) and Percherons (Jetstar R) are the two most common draft breeds that we see.



~THANKS TO YOU~

Thank you to **Cathy Hartle**, a board member and long time supporter, for donating a load of sawdust!

The sawdust is used as bedding in our stalls and run-in sheds.



~WHAT'S COMING UP NEXT~

Our next visiting day is on March 2nd! Here are the details:

[Draft Gratitude's Community Day](#)

♥ **MONTHLY GIVING MARCH** ♥
(Stay tuned for tons of goodness!)



Draft Gratitude

148 Ashuelot Street, Winchester, NH 03470

Web: www.draftgratitude.com Email: info@draftgratitude.com



HERE'S ANOTHER GOOD ONE!

Subject: Looking straight at you!



His smile says it all.

Dear Sandy, meet Carmensky.

Carmensky is incredibly grateful for you. He is taking part in Professional Orientation; a series of workshops where experts from 30 different fields teach our high school kids about their jobs. Our students are meeting an accountant, an economist, a social worker, a tiling technician, an agronomist, a teacher, and more. They are loving it!

Carmensky and his peers all come from poverty. They know hunger, many have missed years of schooling, and they live under the threat of extreme violence.

Yet, they persevere. Carmensky and our 100+ other students are eager to change the trajectory of their lives and the state of their country. They know that they are incredibly blessed to have people like you who empower them to make that change.

Thank you for changing their lives!

With love,
Astrid de Vries
Founder Kids Connection Haiti



You are invited!

Please, join us at:

“A Fête for Haiti: Turn Around a Life”,
a Kids Connection Haiti gala in honor and support of our students.

When: October 14, 2023 at 7:00 PM

Where: The Capital Turn Around
700 M St SE Washington, DC 20003

[Click here to buy your ticket](#)

We would love to see you there!



Want to learn more?

Meet us on social for success stories, Kids Connection Haiti updates and Haiti news!



AND ANOTHER GOOD ONE!

Subject: Kids vs trash monsters (Egypt update)



Kids in Cairo show off their Nile critter puppets, June 2024.

Your Support Makes a Splash in Cairo!

Hey, Sandy, aka Champion of Joy,

We couldn't have gone to Egypt — and defeated the *Garbage Monster* — without your support of laughter where it's needed most.

CWB Artist in Residence, **Hannah Gaff**, led an all-Egyptian team in a series of workshops in March and May, culminating in a performance tour in June. Artists included **Nelly Abd-El Maksoud**, **Saly Ahmed**, **Sami Gomaa**, **Tarek Ahmed**, and **Diaa Eldin Rayad**. The Project Manager was **Ahmed Moussa**.

The team created a one-hour play focusing on local pollution in Cairo and the Nile River. Kids got in on the action by upcycling materials to craft fish, crocodile, and cobra puppets. (How fun is that?)

The Garbage Monster

Kids with refugee or asylum seeker status from Sudan, South Sudan, Syria, Somalia, Ethiopia, Eritrea, and Yemen helped defeat the play's *Garbage Monster* that was destroying their villages.

"Many brave kids would raise their hands and say the most beautiful ideas for reducing plastic waste, containing garbage, reducing pollution and then one would suggest that we clean up all the pollution in the river right in front of us." - Hannah Gaff

And when you defeat the *Garbage Monster*, you, of course, need a dance party to celebrate your victory...

PS - 🎉 **The wait is over!** CWB's [2023 Annual Report](#) is here! It's a treasure trove of impact stories waiting to be discovered. Check it out today!

[See the 2023 Annual Report](#)

Get more CWB in your social feed!



"The pet is silent." 🐟

In one workshop, a 6-year-old child asked Sami for the name "pet" to be written on the fish puppet he made. When Sami asked why, he said, "The pet is silent."

Suddenly, the mother of the boy came and told Sami that her boy is silent all the time and she was surprised and happy to hear that he spoke.

This isn't the first time a child found their voice after a joyful CWB experience.

Your support, Sandy, goes beyond entertainment. It truly makes a difference in children's lives.


In Laughter and gratitude,

Maggie Cunha
Director of Communications

 **RETREAT
ONLINE!**


NOT SO GOOD...

Subject: January e-newsletter



January | Humane Society News & Updates


What does 2022 have in store for HSC?



2022 is shaping up to be an exciting year for the Humane Society of Charlotte. The organization will celebrate its 44th anniversary, but just before, it will mark an even more important milestone - the grand opening of the new Humane Society of

In This Edition

- Looking ahead for HSC
- Calling all Charlotte area businesses: get your name in front of thousands of pet lovers at this year's Pet Palooza
- Thanks to our new partner, FreeWill, you



Staff Pick of the Month: Mercury

Meet Mercury, a two-year-old pup who is ready to find his forever home after spending more than 100 days at HSC!

What We Know:

- Very excited at first; gets the zoomies when meeting new people
- Enjoys cuddling and is very sweet
- Walks like a champ with a leash & harness
- Is extremely smart and learns quickly

To meet Mercury, make an adoption appointment at HSC today!

Upcoming Events

2022 T-shirt Design Contest


January 24 - February 14, 2022 | Online

- Your design could become the new face of a limited edition HSC t-shirt fundraiser.
- All designs must feature the slogan "Love Knows No Breed."
- Open to young artists, ages 18 and younger.
- Click [HERE](#) to learn more and get started.

Pet Palooza 2022: Fundraising Walk & Community Festival

May 14, 2022 | HSC Animal Resource Center

- Join HSC for our first Pet Palooza Fundraising Walk and Community Festival at the new HSC campus.
- Sponsorships and vendor opportunities are already available! Early bird pricing runs through January 20, 2022. Click [HERE](#) for more information.
- Thank you to our sponsors who have already signed up. Click [HERE](#) to see who is already involved!



PET PALOOZA WALK
for the animals

...+ 7 more sections with 6 more calls to action **ONLINE!**

Newsletter Review Breakout Session!

Download the file “Newsletter Review Exercise”

TRY THIS!

MEET OUR SPONSORS!



Little
Green
Light



Maria
Satura
MEDIA™



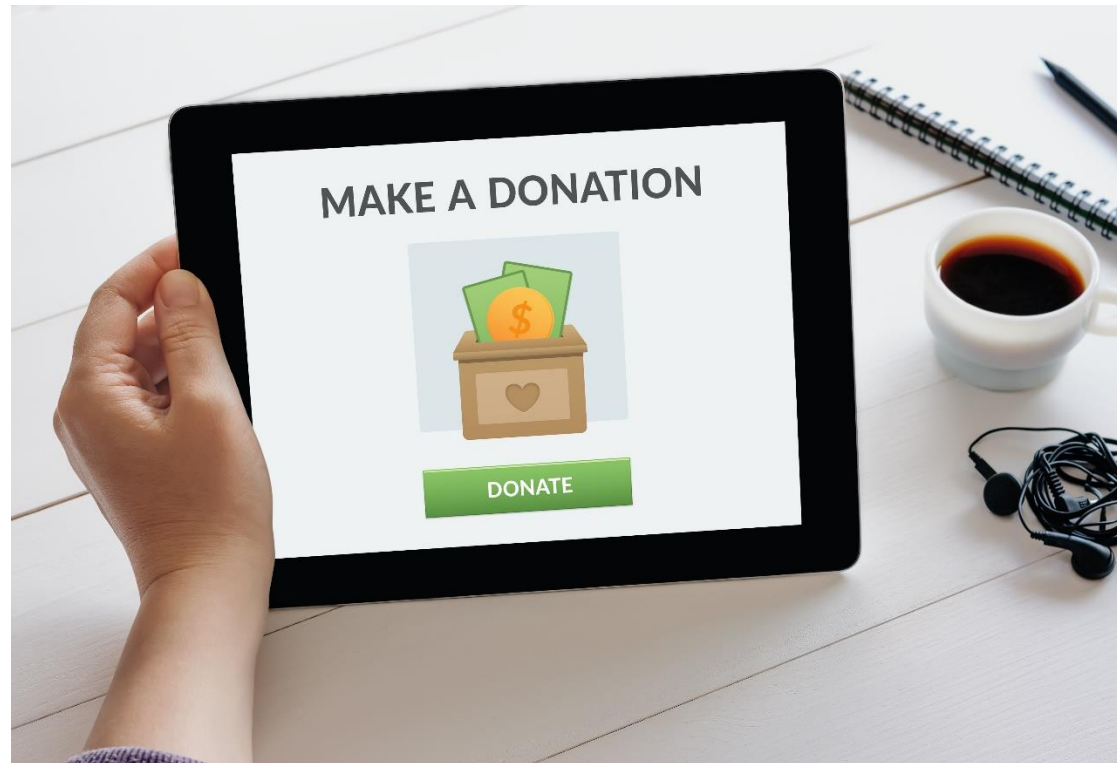
Lunch time!





Session 3: Make Your Website Donor Friendly

Let's evaluate some donation pages!



Good Thank You page

<https://www.goodliferefuge.org/thank-you-donation-general>

BECAUSE OF YOU, LIVES ARE CHANGED!

Thank you so much for your donation! You changed a life today and helped us to provide much needed care for our residents. Our residents and the team at Good Life Refuge are grateful for your support. We can't do this work without YOU!



Teddy - rescued from a hoarding case



Skylar - rescued from being shot



Jack and Shawn - farm discards and now safe

Stretch break with Kim Day!





Session 4: Online Campaign or Appeal?

GOOD ASK VS BAD ASK

Good Ask	Bad Ask
Short and to the point	Too long, too many unnecessary details, rambles
Easy to understand	Confusing, sometimes has multiple asks
Focused on those served and their needs	Focused on the nonprofit's needs
Lots of emotion	Not much emotion
Donation amount means something	Donation goes into a black hole

Ask for this...	Not that.
Care for a dog/cat for a day	Give to our annual fund
Provide lunch for a child for a year	Help us reach our goal
Give a homeless person a safe, warm bed	Fund our budget

Don't make donors burn calories trying to figure out what you want them to do.



CORE NUMBER

\$x/ (unit of service) to get this result: _____



CORE NUMBER MAKES IT EASY!

Estimated total expenses/estimated total units of service = Core Number

For example, estimated total expenses: \$95,000

Estimated total dogs adopted out: 1,500

$\$95,000 / 1,500 = \$63.33/\text{dog}$

If each dog stays 14 days, then

$\$63.33 / 14 = \$4.52/\text{day}$



FIND YOUR CORE NUMBER

\$x/ (unit of service) to get this result: _____

\$6.20 to provide a day's worth of food, shelter, and medical care for a homeless dog or cat

\$11.25 to provide an emergency food box for a family in need

\$24.27 to provide food and education to a child in Africa



THE KEY IS...

Present smaller, solvable problems to make your donor feel like a HERO!



GREAT EXAMPLE!



APPEALS ARE GREAT FOR:



Raising money (of course!)



Specific needs



Educating your donors and prospects



Giving donors a chance to fulfill their philanthropic desires and feel good

A GOOD APPEAL

- ▶ Catches the reader's attention
- ▶ Connects emotionally with the reader
- ▶ Looks inviting
- ▶ Skimmable
- ▶ Personalized
- ▶ Makes a specific ask

CLEAR + CRISP

Subject: Sandy, want to drive the clown car?



We're going to Zimbabwe. Will you chip in for gas?

Hello Sandy,

This September, CWB will perform for children and families in the mountains of eastern Zimbabwe. **In 2019, flash floods and landslides from Cyclone Idai devastated this area.** Many people who lost their homes and farmland are still living in temporary housing with no land of their own.

Sandy, [Will you chip in to bring a big dose of levity, laughter, and joy to environmental refugees in Zimbabwe?](#)

We are well on our way to our goal of \$6,000 but need your help.

Thanks for being you,
Naomi

PS - A tank of gas costs \$97 in Zimbabwe. No joke.

Give for Zimbabwe



"There is something completely unreal about a collective scream of delight coming from 1,000 children all at once."

"I feel it throughout my entire body and am pulled so fully into the present moment."

-Robin Lara, CWB Artist who performed in Zimbabwe, 2019



"[Our] stresses are removed by these kinds of games, laughter, and love." - Kelli, Tongogara Refugee, Zimbabwe

DONATE NOW

Connect with Clowns Without Borders



SHORT & TO THE POINT

Subject: How Many Girls Are Going to School?



Dear Sandy,
Girls in Liberia are vulnerable to trafficking and exploitation. Education is one of the most effective ways to empower them to create a bright future.

Right now, Neejay is one of 24 girls in our program who are still waiting for sponsors to give them the chance to go back to school **this week**. (scroll down to see four more girls waiting.)

Will you give \$125 right now to make that dream come true?

It's easy to give online at www.bestwa.org/give to meet the need immediately.

So thankful for you!

Candi Summers
Executive Director

P.S. Girls in Liberia are vulnerable to trafficking and exploitation. Education is the key to giving them a bright future. Sandy, will you provide a year of school for Neejay or one of the 25 girls waiting for your help? You can do so right now for \$125 at www.bestwa.org/give.

Mamah



Monsemar



Angie



Rejoice



Our Contact Information
BESTWA
PO BOX 541262

[Click To Give Now!](#)

 **INSPIRED
FUNDRAISING
RETREAT
ONLINE!**

NOT BAD, BUT...



Support Good Mews
this National Non-Profit Day



**YOUR DONATIONS
COUNT DOUBLE THIS YEAR!**

Hi Sandy,

National Non-Profit Day is tomorrow, August 17! We're excited to extend a special opportunity to our incredible supporters like you. At Good Mews, we've been tirelessly dedicated to finding loving homes for our feline friends, leading the charge in TNR efforts, and saving lives—all without any government funding. The truth is, we rely entirely on YOUR generosity to make our mission a reality.

To celebrate this national day of giving, a generous donor has graciously offered a **\$25,000 matching gift for every donation made on National Non-Profit Day**. This means that every dollar you contribute will be doubled, amplifying your impact on the care of our adoptable cats, funding life-saving surgeries and vaccinations for our current residents, and ensuring that we're prepared to welcome future kitties into our care.

And the best news? You don't have to wait until August 17 to make your donation. You can contribute today and still have your gift matched dollar for dollar!

[CLICK TO DOUBLE YOUR DONATION](#)

**Here's how your donations have helped us
so far this year:**

Good Mews Impact 2024



**Not sure how much to give? Here's how your
impact helps the kitties:**

\$50

SPAY/NEUTER
SURGERY

A \$50 donation covers a spay/neuter surgery for one cat.

Since the induction of the Good Mews Community Cat Program, our team has performed over 12,000 on-site sterilization surgeries.

\$100

NEW RESIDENT
WELLNESS

A \$100 donation covers the total cost of a new Good Mews intake resident.

This includes combo testing, initial vaccines, deworming, and microchipping. This ensures that every Good Mews cat is healthy before being listed for adoption.

\$250

MEDICATION
SUPPLY

A \$250 donation provides a monthly supply of medicine to five cats.

This includes necessary medical care and appropriate medications for cats that may arrive sick or to help any resident with ongoing illness.

\$500

FOOD & LITTER
FOR ALL

A \$500 donation covers an entire week of food and litter for the entire shelter.

Did you know that Good Mews has around 100 residents at any given time? That's a lot of mouths to feed!

\$1,250

AN ENTIRE DAY
OF SURGERY

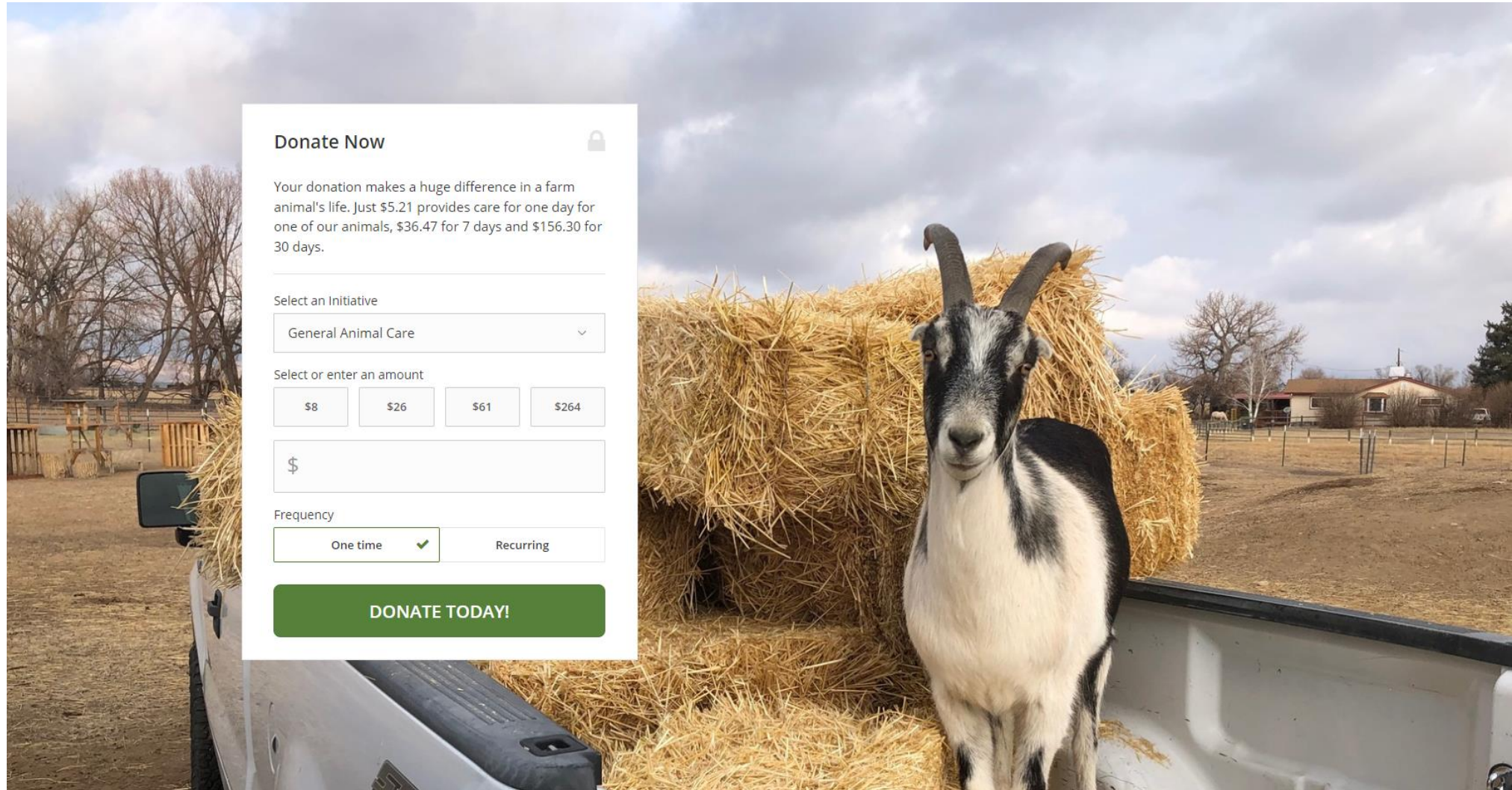
A \$1,250 donation covers an entire day of on-site surgeries at Good Mews.

Surgery days include spay/neuter surgeries (25), or dental procedures (3). Dentals include both routine cleanings, and procedures specific to each cat's needs.

**Thanks to a donation match by a generous
donor, your donation counts double this
year!**

[CLICK TO DOUBLE YOUR DONATION](#)

CORE NUMBER IN ACTION



Donate Now



Your donation makes a huge difference in a farm animal's life. Just \$5.21 provides care for one day for one of our animals, \$36.47 for 7 days and \$156.30 for 30 days.

Select an Initiative

General Animal Care



Select or enter an amount

\$8

\$26

\$61

\$264

\$

Frequency

One time



Recurring


DONATE TODAY!

CORE NUMBER IN ACTION

OUR NEIGHBORS NEED US NOW MORE THAN EVER


In 2023, Brazosport Cares provided over a million meals to hungry families in our community. We're already seeing a greater need in 2024, and we need your help to close the gap! Join us in our mission to ensure *no one has to face the day hungry*.




 [Sign In](#)

Choose Your Gift

One Time

 Monthly

Feed a family for one week	\$20.16
Feed a family for one month	\$80.64
Feed a family for one quarter (3 months)	\$241.92
Feed a family for one year	\$967.68
Other	

 Multiply your impact. Make it Monthly!



CAMPAIGNS ARE GREAT FOR:

- ▶ Raising money (of course!)
- ▶ Raising awareness about your cause
- ▶ Bringing in new donors
- ▶ Reaching larger goals (like raising money for a building or funding a program)
- ▶ Sustaining a key message over several weeks

CAMPAIGNS ARE COMMONLY USED FOR:

- ▶ Capital needs (new building, renovations, etc.)
- ▶ Funding a program with a BHAG
- ▶ Year-end fundraising

COMPELLING ASK

Subject: Welcome Pete & Pete!



Hey Sandy!

Draft Gratitude welcomed TWO Petes in TWO days!

Pete-1 (aka Skinny Pete) is a hot mess but just as sweet as can be.

He has spent his life farming. Pete is dangerously thin, he wasn't able to chew properly, his hooves need to be trimmed, he needs vaccines, he will need to be de-wormed, and the list goes on.



Pete-2 (aka Pistol Pete) has a dreamy face and loves all the attention he can get.

But he is sore. He has a history of farming, pulling, and sleigh rides. He spends a lot of time holding his left hind leg off the ground which could indicate a stifle injury. This Pete already had his hooves trimmed, will need vaccines, de-worming, and xrays to figure out what we are dealing with in his leg and how best we can help him.



Those are all things we know they need to live the lives they deserve.

But there is only one thing on each of their lists:

Skinny Pete wants to be fed.

Pistol Pete wants his leg to stop hurting.

Pete and Pete need your help today. Will you give \$20, \$50, \$100, or more to help Pete and Pete start the next chapter of their lives?

Together we can make it their best chapter.

[Click here to help Pete and Pete today!](#)

Thank you for your kindness,

Rebecca Roy
Founder, Draft Gratitude

P.S. Make your best gift today to make a world of difference for these most vulnerable draft horses. Thanks in advance!



FOLLOW UP ASK



Draft Gratitude

3m · 🌐



Skinny Pete has had his teeth corrected and is already able to chew better! He had a bath, his hooves have been trimmed, and we have started to de-worm him.

His care is expensive and extensive. Can you give \$20 toward his care?

Thank you!

<https://www.facebook.com/donate/1081721129135987/>



👍👤 You and 4 others



Appeal Review Breakout Session!

Download the file “Appeal Review Exercise”

TRY THIS!

MEET BECKY ROY





Session 5: Compliance for Online Fundraising

There's a LOT to do!



TO SUCCEED THIS HOLIDAY SEASON, YOU NEED TO BE GOOD AT:

- ▶ Marketing and messaging
- ▶ Copywriting and storytelling
- ▶ Building relationships
- ▶ Designing an attractive website, newsletter, and social media posts
- ▶ Planning EVERYTHING!

