



2024 INSPIRED FUNDRAISING RETREAT





WELCOME!

I'm so glad you're here! Get ready for 2 days full of ideas you can use right away.

My hope for you is that you get the inspiration you need to recharge your batteries and the plan you need to make your wildest fundraising wishes come true by focusing on the right mix of Asks, warm touches, and raising awareness.

For the last 9 years, the Inspired Fundraising Retreat has been setting fundraisers up for big success at year end, so they can maximize their revenue while still taking time off.

Now it's your turn. And I can't wait to see what you do with what you learn.

SANDY



HELP DESK

The Inspired Fundraising Retreat support team is available throughout the event. Use the chat box for content-related questions and email for tech issues: support@getfullyfunded.com

BACKGROUND NOISE & DISTRACTIONS

Please join in from a quiet place and minimize any background noise. Turn off the radio or TV, close the door, and put the dog in the other room. Also, since you'll be on video, minimize any activity behind you so others aren't distracted by activity in the background. That means close the blinds behind you if your window faces a busy road. Ask co-workers or family members not to disturb you so you can focus.

DOWNLOADS

Everything you need to fully enjoy your Retreat experience is downloadable from www.GetFullyFunded.com/AttendeeDownloads.

QUESTIONS AND COACHING

We'll have designated Q&A time throughout the two days so that I can address your questions along the way, but for faster answers, type your questions into the chat box at any time and our coaching team will jump in to help you. Please don't send your question privately to the coach – ask so that everyone can see, because someone else may have ideas or helpful info, too!

CELL PHONES & DISTRACTIONS

Please silence your phone during sessions, close your email, and turn off anything that rings, dings, or pings, so you can be focused.

STAY CONNECTED

Feel free to share the AHAs and Quotables on social media. Remember to use our event hashtag: #InspiredGiving24

Join the party by posting in the attendees' Facebook group at <https://www.facebook.com/groups/InspiredFundraisingRetreat>.

STAYING ON SCHEDULE

Arrive to sessions on time, play full out, and stay focused so you can get the most from your experience. I will do my best to make sure you get time for quick "bio" breaks.

SPONSORS

Please visit our sponsors in their breakout rooms during the breaks so you can network and find resources that will help you grow your nonprofit.

RECORDINGS

Please refrain from recording either audio or video from the sessions. We're recording everything and will share after the event is over (within about a week).

ANYTHING ELSE? JUST ASK! WE'RE HERE TO HELP!



SCHEDULE

DAY ONE

9:45 - 10:00 AM

Long in and settle in

10:00 - 10:15 AM

Kickoff!

Session 1: The 120-Day Foolproof Fall Fundraising Calendar

Session 2: Get Donors Warmed Up and Ready to Give!

NOON - 1:00 PM

Lunch Break

Sponsor Virtual Rooms open

Session 3: Make Your Website Donor Friendly

Session 4: Do You Need an Online Campaign or Just an Appeal?

Session 5: Compliance for Online Fundraising (Are You at Risk?)

3:15 - 3:30 PM

Wrap Up

3:30 - 4:00 PM

Sponsor Virtual Rooms open

DAY TWO

9:45 - 10:00 AM

Sponsor Virtual Rooms open

10:00 - 10:15 AM

Welcome Back!

Session 6: Maximize Giving Days

Session 7: Ins and Outs of Goal-Busting Facebook Fundraisers

NOON - 1:00 PM

Lunch Break

Sponsor Virtual Rooms open

Session 8: Storytelling to Warm a Donor's Heart

Session 9: Marketing and Raising Awareness

Session 10: Pulling Your Plan All Together

3:15 - 3:30 PM

Final Q&A

End at 3:30 pm

DURING BREAKS, PLEASE VISIT OUR SPONSORS IN THEIR VIRTUAL BREAKOUT ROOMS. CHECK THE CHAT FOR LINKS.

SPONSORS



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DonorDock



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Fundraising auctions made easy



**FOUNDATION
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Empowering Nonprofit Success Since 1995



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Little
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Light



CauseMatch

*Maria
Satura*
MEDIA™



donorbox

**NEWFRAME
CREATIVE**

RETREAT DECLARATION

I, _____, AGREE TO BE COOL.

Here's what that means.

- **THERE'S NO SUCH THING AS A DUMB QUESTION.** If it's on my mind, I will ask it because it's probably on someone else's mind too.
- **I'LL THINK LIKE A BEGINNER, EVEN IF I'M NOT.** Instead of saying, "I already know that" I'll say, "What new thing can I learn or take away?"
- **PLAY FULL OUT.** I'll be in my seat, ready to learn for every session. I'm ALL IN for learning and growing.
- **BE CURIOUS.** There's something to learn from everyone in the room.
- **TURN ON MY CAMERA.** Because there's a REAL person sitting in my seat!
- **CONNECT WITH OTHERS.** I'll connect with others in the chat, during breakout sessions, and every chance I get. There are some COOL people here, and I want to soak in their awesomeness!
- **HAVE FUN!!** I'll let loose, participate, dance like no one's watching, and have fun – especially if it means I'm in yoga pants, sweatpants, or pajama pants!

I'M HERE, I'M READY, AND I'M ALL IN FOR THE INSPIRED FUNDRAISING RETREAT 2024!

Name

Date



SUCCESSFUL FUNDRAISERS

USE THIS CHECKLIST TO EVALUATE HOW READY YOU ARE TO LEARN TO FULLY FUND YOUR NONPROFIT.



- ☐ They take ACTION and implement what they learn.
- ☐ They get really good at telling their story to lots of people, both in writing and verbally.
- ☐ They have a written plan for fundraising.
- ☐ They get out there and spread the word about their cause.
- ☐ They learn how to say “no” to things that don’t help them raise money.
- ☐ They work smarter, not harder.
- ☐ They create systems to make their work easier.
- ☐ They develop deep and lasting relationships with key supporters and donors.
- ☐ They understand that the donor is worth more than the donation.
- ☐ They create diverse revenue streams from a variety of fundraising strategies.
- ☐ They thank every donor, every time, and do a fantastic job of it.
- ☐ They track where their fundraising dollars are being spent and where the most money is being raised.
- ☐ They regularly review their fundraising plan and make adjustments as needed.
- ☐ They have a big, loyal donor base of people who are happy to give.

WHAT IS GET FULLY FUNDED?

When your nonprofit is **FULLY FUNDED** it means you'll have the money you need to pay for everything in your budget. It also means:

- You have all the staff you need.
- Staff has all the stuff they need.
- You have the equipment and vehicles you need.
- Your nonprofit has a reserve of at least 3 months' expenses.
- Your wish list is short.
- You have a big, loyal donor base.
- You no longer worry about money because you know where it's coming from.
- You have a **PLAN**!
- Your nonprofit is making a BIG difference in the world, and it feels GOOD!!

It doesn't mean you don't have problems – everyone has problems. What it means is that you don't struggle for money. You're strategic about fundraising, and it shows.

It's a happy place to be, and you never want to leave.

GET **FULLY**
FUNDED

WHAT'S YOUR WHY?

What will the money you raise during the holidays make possible?



120-DAY FOOLPROOF FALL FUNDRAISING CALENDAR

Easy-to-follow, color-coded daily activities to maximize your Fall Fundraising.

GET **FULLY**
FUNDED

2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



**CLICK HERE TO
DOWNLOAD NOW**



INSPIRATION:

- To influence
- To produce a feeling or thought
- To compel

What inspires YOU?

A large, empty rounded rectangle with a light blue border, intended for the user to write their answer to the question "What inspires YOU?".

What do you think inspires your donors?

A large, empty rounded rectangle with a light blue border, intended for the user to write their answer to the question "What do you think inspires your donors?".

REAL PEOPLE. REAL RESULTS.

"WE GOT OUR SINGLE BIGGEST DONATION TO DATE OF \$45,000!"

"In 2023, we got our biggest donation to date from one single donor for \$45,000 AND we also received our first ever stock donation. Both donations came from donors who have been following us on social media and saw our consistent communications, our positive messaging, our stories, and our gratitude.

In 2022, we raised \$56,641.06 between October and December with the help of Goal Buster's Club. That's just under half our budget for the year, which is amazing!

Being in Goal Buster's Club means being in a community of people all striving for the same results. You cheer each other on and get help from talented coaches. Goal Buster's keeps me accountable and it's hands down the best money spent on coaching and fundraising help.

If you do the work, you will not only make the money back you spent on the program, but you'll raise significantly more to do your organization's important work."

JESSIE MILLER

FOUNDER/EXECUTIVE DIRECTOR

EPIC Outreach

Jacksonville, FL



Jessie Miller ▶ #GivingTuesday - DOUBLE your gift to save more lives!
November 28, 2023 · Facebook fundraisers · 🌱

🔥 Did you see the story on [EPIC Outreach](#) page about the 12-pig cruelty case from the summer? MOLLY and MAGGIE pictured here not only survived their neglect, they are thriving in their new adopted home where they are loved and treated kindly!

♥️ When you donate this is what your dollars make possible. Lifesaving is life breathing for these animals. Continuous support means more animals get a chance to find the safety, love, and kindness like MOLLY and MAGGIE did.

We are just over \$2500 away from meeting the \$11,000 match goal - will you give today to help more animals in need? [#bekind](#) [#donate](#) [#thankyou](#)



WHY PEOPLE GIVE

People give for a variety of reasons, and every person has his/her/their own reasons for giving.

Never assume you know why someone gives unless you ask them.

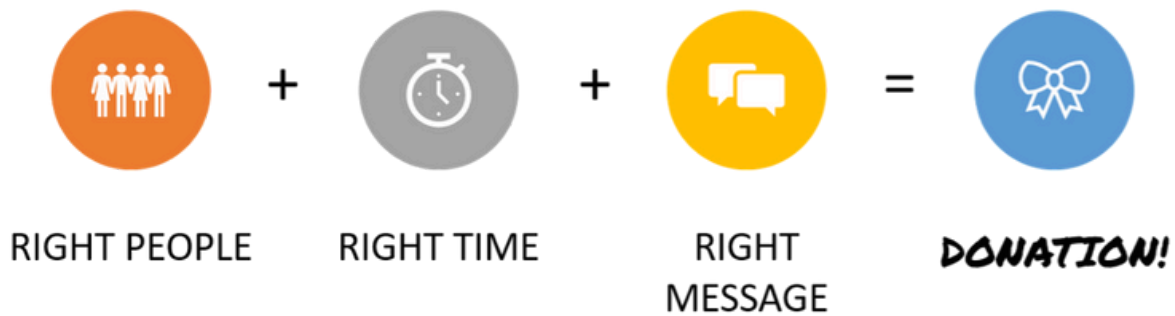
Here are the most common reasons for giving:

- They want to help someone.
- They feel moved by someone's story.
- They believe in the organization's goals.
- They want to give back.
- They want to feel good about themselves.
- They want to belong to a group.
- They give for religious reasons.
- They give because it's a family tradition.
- They want the tax deduction.
- Because _____.



Why do **YOU** give?

3-PART FUNDRAISING FORMULA



Notes:

REAL PEOPLE. REAL RESULTS.

"WE RECEIVED OUR LARGEST DONATION EVER FOR \$51,178!"

"My organization is fairly new – we've only been open 2.5 years.

Right after I signed up for Goal Buster's last year, I had to unexpectedly be off work for a month and was wondering if I could still fall fundraising successfully. With the support of the coaches, I decided to put my time into what I thought would bring in the big bucks the quickest, so I focused on tax credits. I made 2 phone calls to local CPAs to see if they had clients who needed them and literally 5 minutes later, one of them called me back to say he had a client who wanted them! Ten minutes later, the donor walked in our door, check book in hand, and gave us \$51,178!

Now, this person was new to our organization and while it started out just with his need for the tax credits, I took the time to share our mission with him and gave him a tour of our center. He shared that his business partner is an addict living in recovery and he understood the need for our program. He said if/when we ever get more tax credits, he'll buy them all!

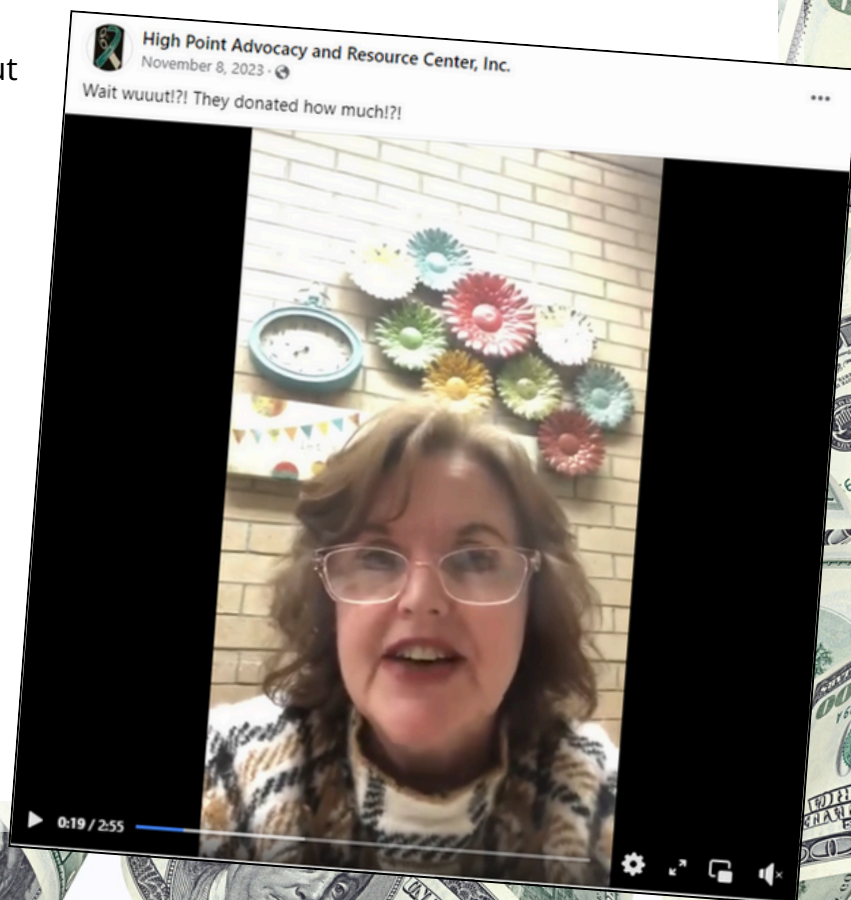
Like Sandy teaches, **all it takes is the right person in the right place with the right message to bring in big bucks!**

Now I'm gonna steward the heck out of this donor!"

SHERRY PEOPLES WHITE

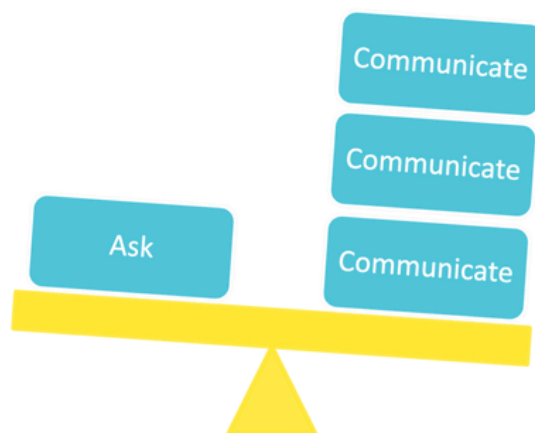
FOUNDER

High Point Advocacy and Resource Center
Colby, Kansas



3:1 RATIO

YOU CAN ASK FOR A DONATION AS OFTEN AS YOU WANT – AS LONG AS THE DONOR GETS 3 GOOD, MEANINGFUL COMMUNICATIONS BETWEEN ASKS.



LOOKS LIKE THIS:

MONTH	ASK	COMMUNICATION
October	Fall Appeal	Powerful Thank you Letter Donor-focused Newsletter Thank-you Call/Note
November		Donor-focused Newsletter Thank-a-thon Call
December	Year-End Appeal	Holiday Card Donor-focused Newsletter Video Thanks/Update

GET PEOPLE READY TO GIVE

CHECK THE WAYS THAT YOU CAN WARM PEOPLE UP AND GET THEM READY TO GIVE:

- ☐ E-newsletter
- ☐ Email updates
- ☐ Social media
- ☐ Video of your mission in action
- ☐ Virtual tour of your facility or mission in action
- ☐ Personal note from you, a Board member, or a volunteer (*handwritten or email*)
- ☐ Phone call from you, a Board member, or a volunteer
- ☐ Text from you, a Board member, or a volunteer
- ☐ Story in the local news
- ☐ Updates posted in your facility



What else would work for YOU?

SOCIAL MEDIA CONTENT PLANNING

KNOWING WHAT YOU WANT TO POST AND WHEN CAN MAKE YOUR SOCIAL MEDIA LIFE MUCH EASIER! HERE'S HOW YOU GET STARTED DOING THAT.

1. What social media platform(s) make sense for you to use? Where are your donors and prospects hanging out?

2. What results do you want from this platform?

3. What content will work best on this platform? How often should you post?

4. What are the best days/times of day to post? Use Insights/Analytics to decide.

5. What evergreen content can you share regularly?

6. What relevant, lesser-known holidays can you celebrate?

7. Working one week at a time, begin developing a more detailed schedule for each social media platform.

DONOR NEWSLETTER CHECKLIST



USE THIS CHECKLIST AS YOU'RE PUTTING TOGETHER YOUR DONOR NEWSLETTER EACH MONTH TO ENSURE YOU'RE CREATING A 2-WAY COMMUNICATIONS TOOL THAT OFFERS OUT CONSISTENT, AUTHENTIC FEEL-GOOD INFORMATION.

- ☐ Newsletter is going out to donors, volunteers, and anyone else who has signed up for our mailing list.
- ☐ Newsletter is a quick read (*60 seconds or less*).
- ☐ Content in the newsletter includes things my audience will LOVE seeing, including:
 - ☐ A Success Story.
 - ☐ An update on how we're making a difference.
 - ☐ 'Thanks to You' thanking local businesses, media, scout troops, etc. for their support.
 - ☐ Save the Date for any upcoming event(s).
 - ☐ An invitation for readers to ask questions and offer comments.
 - ☐ Our nonprofit's full contact information and links to social media.
- ☐ Language is conversational and free from jargon and acronyms.
- ☐ Each section of the newsletter is short and easy to read.
- ☐ Text is broken up into small paragraphs and uses headings.
- ☐ Uses graphics, charts, photos, and videos.
- ☐ The subject line is enticing and DOES NOT include the word 'newsletter.'
- ☐ Easy to read on my mobile device(s).

BREAK UP YOUR CONTENT

Nobody enjoys reading loooooonnnnggg paragraphs. Do you?

Quite frankly, they look like a lot of work, and our brains tell us it'll take too long to read them. So we tend to avoid them.

Don't make the mistake of using long paragraphs in your newsletter! If you do, you run the risk of your readers...well, not reading.

It's REALLY OK to break up your content into short, easy to read – and easy to digest – paragraphs.

Check out this example...

WHICH IS EASIER (AND LESS PAINFUL) TO READ?

THE LONG PARAGRAPH?

Your newsletter has a specific purpose. It's meant to stay in touch with donors to create regular communications, make the donor feel good about supporting your mission and even feel like they're part of the family, and invite donors' feedback to establish 2-way communication. Basically, your email newsletter is there to keep the lines of communication open and to meet the donor's need to feel good about your nonprofit. It's about them and their desire to know what's going on, not necessarily for you to ask for money, ask them to buy a ticket to your event, and ask them to volunteer (which is too many asks at once!). Your newsletter gives you the chance to write as one person to another person with an authentic, warm connection. If you write too formally, write in 3rd person, or write about how great your nonprofit is using ego-centric language, it doesn't feel connecting at all. So, get your email newsletter right. Make your donors feel good and help build the loyal donor base you need to fully fund your mission!

OR THESE SHORT PARAGRAPHS?

Your newsletter has a specific purpose!

It's meant to:

- **Stay in touch** with donors to create regular communications.
- **Make the donor feel good** about supporting your mission and even feel like they're part of the family.
- **Invite donors' feedback** to establish 2-way communication.

Basically, your email newsletter is there to keep the lines of communication open and to meet the donor's need to feel good about your nonprofit.

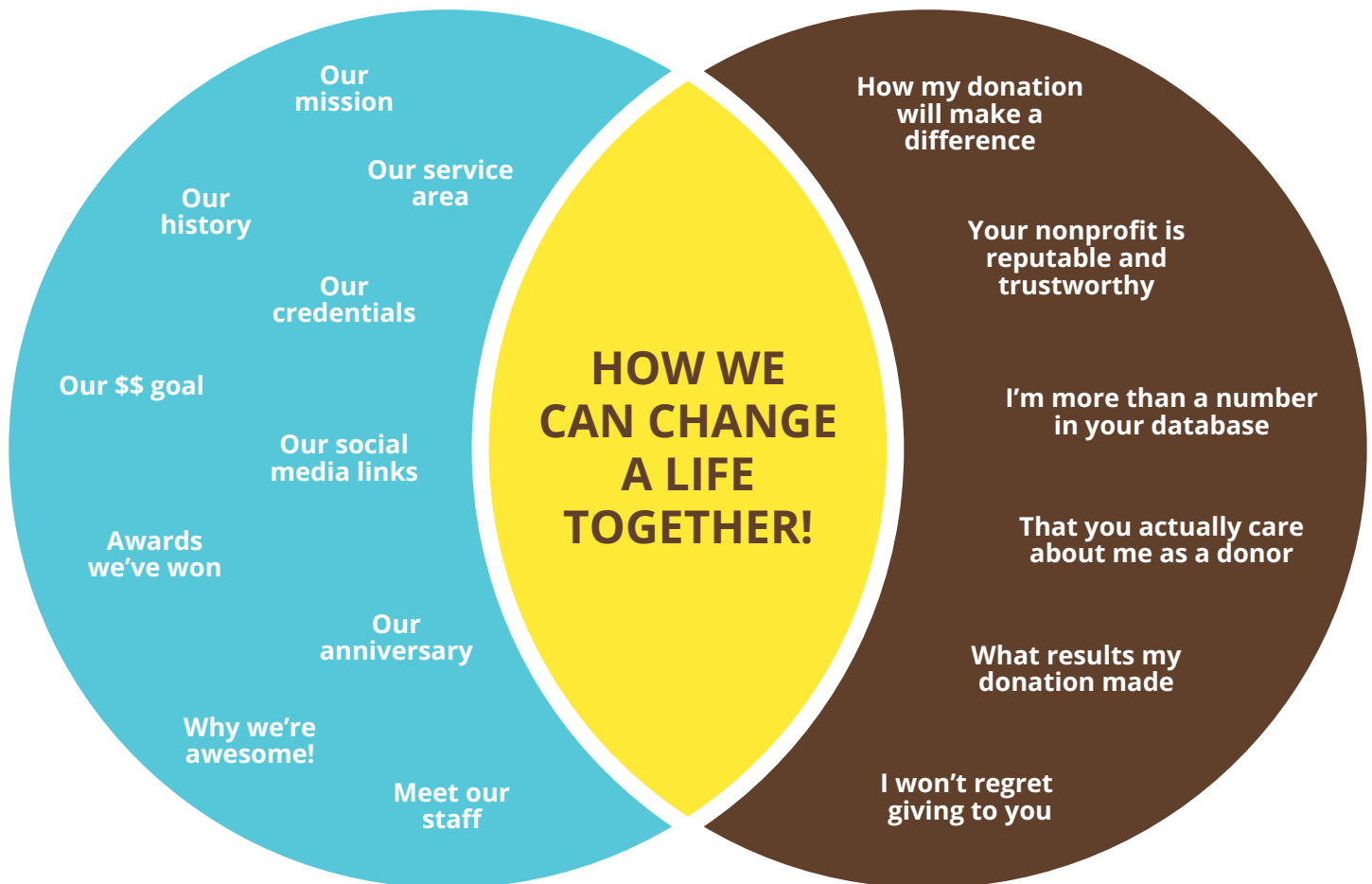
It's about them and their desire to know what's going on – not for you to constantly ask them to help in some way.

Make your donors feel good and help build the loyal donor base you need to fully fund your mission!

KEEP THIS IN MIND

What a Charity Wants a Donor to Know

What a Donor WANTS to Know



BREAKOUT TIME!

REVIEW THE SAMPLE NEWSLETTERS. NOTICE WHAT'S GOOD ABOUT THEM AND WHAT COULD BE IMPROVED.



Example 1:

Example 2:

My BIG takeaway from this exercise:

REAL PEOPLE. REAL RESULTS.

"OCTOBER - DECEMBER 2022, WE RAISED \$70,570."

"Goal Buster's Club helped us create steady income throughout the holidays and we reached all our goals, apart from our Fall appeal which was too soon after an emergency appeal. Our 2022 results were about \$7,500 more than 2021, and I'm happy about that.

I got some great new ideas from Goal Buster's Club, and it was very motivating to be part of a group of like-minded people in similar sized organizations. The Get Fully Funded team helped me stay on track, set goals, and plan better. Plus, they are the nicest people!

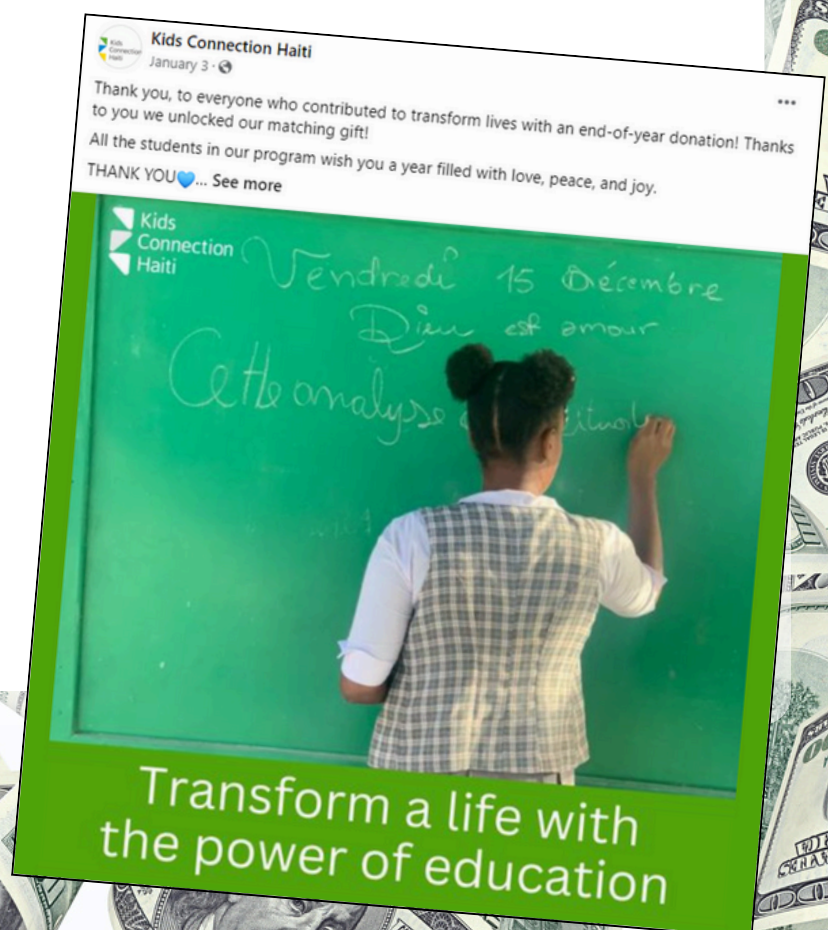
Running my organization by myself can be hard. I loved hearing from other nonprofit founders who are struggling with similar issues and celebrating similar wins.

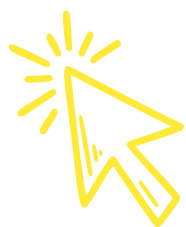
I absolutely recommend Goal Buster's Club. You'll learn a lot and get a lot of support."

ASTRID DEVRIES

FOUNDER

Kids Connection Haiti
Washington, DC





IRRESISTIBLE DONOR WEBSITE CHECKLIST

USE THIS CHECKLIST TO ENSURE VISITORS TO YOUR WEBSITE HAVE A POSITIVE EXPERIENCE, WHICH CAN ENCOURAGE THEM TO SUPPORT YOU FURTHER.

- ☐ Does my website reflect my Brand Standards Guidelines? Are the same fonts and colors being used on my website as in our print pieces, emails, and social media?
- ☐ Is my nonprofit's logo clear and easy to read? Does it tell a little something about what we do?
- ☐ Can a visitor to my website tell within 3 seconds and without scrolling what my nonprofit does?
- ☐ Does my website feature compelling, high-quality photos, images, and video?
- ☐ Is my nonprofit's website designed well? Does it look professionally done?
- ☐ Is my nonprofit's website easy to navigate? Can a visitor easily find what they're looking for?
- ☐ Does my nonprofit's website have an SSL certificate, ensuring any data flowing in and out of the website encrypted and safe?
- ☐ Is the information on my nonprofit's website current?
- ☐ Can a visitor make a donation on my website in 2 clicks?
- ☐ Does the donation page on my nonprofit's website give people the opportunity to make their gift a monthly recurring gift?
- ☐ Does my nonprofit's website direct visitors, who make a donation, to a really nice "Thank You!" page after their transaction is completed?
- ☐ How does my nonprofit's website look on a phone?
- ☐ Is making a donation from a phone on my nonprofit's website an easy process?

My BIG takeaway from this exercise:

ONLINE CAMPAIGNS VS APPEALS

CAMPAIGN	APPEAL
Strategic, multi-faceted, multi-channel approach	Usually happens through email or social media
Contains multiple asks, but all with the same message	Single Ask
Usually happens only once or twice a year	Can happen many times during the year
Requires more planning than a single appeal	Can be planned ahead of time or done at the last minute
Reaches more people because of its multi-faceted approach and repeated asks	Reach depends on email open rates and social media reach
Raises more money than a single appeal	Raises money but not as much as a campaign
Better for building donor relationships because communicating and warm touches are built in	Only focused on raising money for the immediate need

My BIG takeaway about campaigns:

GOOD VS BAD ASKS



ASK FOR THIS

Provide care for a dog or cat for a day

Give a child lunch for a year

Help a homeless person get
off the streets

Provide art supplies for 1 student



NOT THIS

Give to our annual fund

Help us reach our goal of \$10,000

Fund our budget

Help provide art supplies in our town

What makes an Ask a GOOD or BAD one?

CORE NUMBER

FIGURE OUT WHAT YOUR SMALLEST UNIT OF SERVICE IS. THEN, CALCULATE WHAT IT COSTS YOU TO DELIVER THAT UNIT OF SERVICE. THAT'S YOUR CORE NUMBER! YOU'LL BE ABLE TO USE IT IN A VARIETY OF WAYS, INCLUDING FOR APPEALS, PRESENTATIONS, AND EDUCATIONAL MATERIALS.

1. Define your unit of service (*one day of care, one hour of tutoring, one night of housing, etc.*):

2. Total organizational expenses last year: \$ _____

3. Total number of units of service delivered last year: _____

YOUR CORE NUMBER = TOTAL EXPENSES ÷ TOTAL NUMBER OF UNITS OF SERVICE

4. **My Core Number is:** \$ _____

If it's \$10 or less, that's great! If not, see if there's a smaller unit of service you can use.

CORE NUMBER CALCULATION - EXAMPLE:

Let's say an animal shelter wants to calculate 1 day of care for an animal in their facility that will provide 1 days' worth of food, shelter, and medical expenses.

Their total organizational expenses last year were \$95,000.

During that time, they adopted out 1,500 animals, and the average length of stay was 14 days.

$\$95,000 \div 1,500 = \63.33  cost per animal for length of stay

$\$63.33 \div 14 \text{ days} = \4.52  **cost per day to care for an animal in their facility**

From there, they can do multiples of their Core Number to provide other levels for giving:

- ☒ \$4.52 = 1 day
- ☒ \$31.64 = 1 week
- ☒ \$63.33 = entire stay



SEE HOW THAT WORKS!

PLAN YOUR ONLINE CAMPAIGN

FEEL FREE TO COPY THIS TEMPLATE AND PASTE IT INTO A WORD DOCUMENT.
USE IT EVERY TIME YOU'RE PLANNING A CAMPAIGN.

Campaign dates: _____

Campaign goal: _____

1. Define your needs.

- Why are you raising money?
- Who will benefit?
- How will this money change their lives?

2. Write your campaign copy.

- What's your overall message?
- How will you ask for the donation?
- Write the actual pieces and mark them off as you finish them up.

- ☐ donation page
- ☐ social posts
- ☐ emails



3. Create a campaign video talking about:

- ☐ those you serve
- ☐ a little about your nonprofit
- ☐ images/photos of how the money will make a difference
- ☐ link to donate

4. Create a schedule for communication, being sure to identify when you'll share the campaign on:

- Social media
- Email
- Anywhere else



GOAL BUSTING APPEAL CHECKLIST

- ☐ Keep appeals personal, even though you're sending it to many
- ☐ Include the recipient's name – "Dear Sandy," [never Dear Friend...]
- ☐ Envision 1 donor in your mind and write to her
- ☐ Start with a story and tell the heart-tugging bits
- ☐ Make it EASY to read – no jargon
- ☐ Make it LOOK easy to read – no long paragraphs
- ☐ Include photos and video
- ☐ Not you-vs-me, but WE
- ☐ Ask for a specific amount (use a Core Number)
- ☐ Share how the donor's gift will make a difference
- ☐ Never let a committee edit the appeal!
- ☐ Keep your data clean before you're ready to send an appeal
- ☐ Give yourself PLENTY of time to write, revise, produce, and send



GOAL BUSTING APPEAL OUTLINE

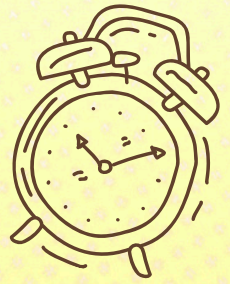
USE THIS OUTLINE FOR EVERY APPEAL YOU CREATE AND SEND.

1. Grab the reader's attention with a hooky, surprising first line that begins to tell a story.
2. Continue by telling more of a brief but moving story that demonstrates the need met by your nonprofit.
3. Briefly explain how your organization is uniquely positioned to respond to the need.
4. Transition into why you need your reader's help and the urgency of the need.
5. Make the Ask and include a link or a Donate button that takes the reader to your Donate page.
6. End the letter with a specific call to action.
7. Use the signature of the top-ranking staff person.
8. In a short P.S., repeat the Ask and include another link or Donate button that takes the reader to your Donate page.

My BIG takeaway about crafting an appeal:

BREAKOUT TIME!

REVIEW THE SAMPLE APPEALS. NOTICE WHAT'S GOOD ABOUT THEM AND WHAT COULD BE IMPROVED.



Example 1:

Example 2:

My BIG takeaway from this exercise:

REAL PEOPLE. REAL RESULTS.

"I'M BLOWN AWAY BY OUR RESULTS - \$33,845 JUST FOR YEAR END!!"

"We had SO many big wins in Goal Buster's Club last year!

We got our first large matching gift for Giving Tuesday - \$5,000. And had our biggest Giving Tuesday ever. We did our first mailer. And even though we didn't do a Last Chance appeal, we still raised a big chunk the last week of the year.

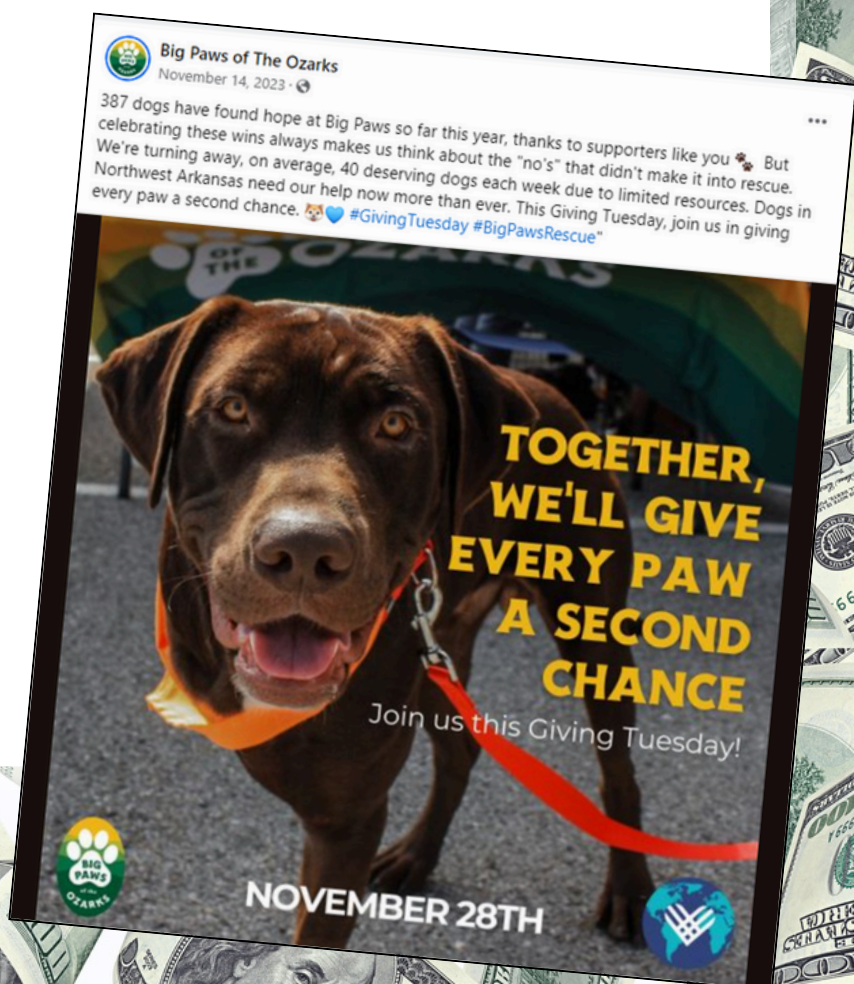
I'm blown away by where we are with our fundraising goals, and we wouldn't be here without the support of Goal Buster's Club. We raised almost double during year end this year compared to last year!

Having folks to bounce ideas off of, go to for support, and have extra accountability with is priceless. I'm so thankful for Goal Buster's Club!"

KAYLA MAYES

EXECUTIVE DIRECTOR

Big Paws of the Ozarks
Fayetteville, AR



GET BIG RESULTS THIS HOLIDAY SEASON!

Fall Goal Buster's Club is a small group experience for nonprofit fundraisers who want to have their biggest holiday fundraising season ever!

Here's what you get:

- ★ **Monthly workshop.** Join Sandy for a practical deep dive into Giving Tuesday, Thank-a-thons, and pitching stories to the news.
- ★ **Weekly Office Hours.** Each week, you get access to one or more of our seasoned fundraising coaches to ask questions, strategize your Ask, or get your materials reviewed.
- ★ **Challenges.** We'll kick off with a Matching Gift Challenge to help you find that all-important matching gift for the Ask of your choice this Fall.
- ★ **Facebook community.** You'll be part of a members-only community where you can ask questions or get help any time.
- ★ **Weekly accountability.** Each week, we'll remind you of what you should be working on so you stay on track to hit your goals before year end!



Don't waste holiday fundraising opportunities.

Make this your best year ever while still enjoying your holidays (AND your time off)!

Join Goal Buster's Club today at: GetFullyFunded.com/Club

REAL PEOPLE. REAL RESULTS.

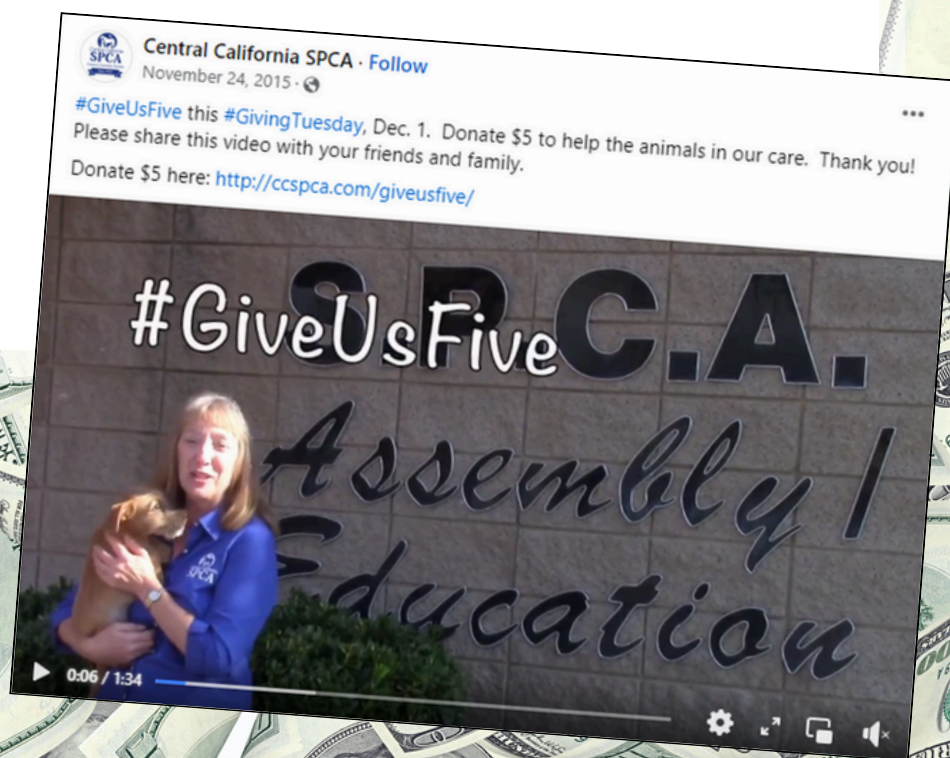
"WE GOT \$45,850 IN MATCHING GIFTS!!"

"In 2023, we got our first matching gift ever of \$2,500. **It was so easy to ask, that we asked 4 additional donors and they all said YES!** We had a total of \$45,850 in matching gifts for Giving Tuesday and Year End Appeal Campaigns!"

If you're thinking about Goal Buster's Club, just do it! You won't be sorry you did!

The wealth of excellent and proven information literally at one's fingertips day and night was the best! **I felt so much more organized and in control than ever before.** Next year will be even better now that I have a roadmap. Thank you!"

LINDA VAN KIRK
EXECUTIVE DIRECTOR
Central California SPCA
Fresno, CA



HAVE WINS LIKE THESE!



Lexi Haven

October 9, 2023 · 🌐

...

I secured my first ever matching gift today for Giving Tuesday! My organization has never raised over \$2,000 on Giving Tuesday before and the matching gift I just got is \$5,000. We are on track for a successful GT this year!



Carly MP is 🥳 feeling excited.

September 19, 2023 · 🌐

...

I GOT MY MATCH!!!!!! And I got it for DOUBLE what I thought they were going to give. AND I have a match for Giving Tuesday. Our board is required to give. I wrote to each one and asked what amount they would be comfortable giving for a Giving Tuesday match and it is working.

I feel like Oprah right now, but instead of yelling you get a car, I am awarded our end of year campaigns with match funds!!!!



Lisa Marie McDonald

October 12, 2023 · 🌐

...

Hey everyone! I've been working pretty hard to update my website and I think it's ready to go! If you could check out sweetbearrescuefarm.org it will reroute you but that's because I'm using a dba.

I've also secured \$1,450 so far in matching funds for GT and I literally just started!

Finally, my email updates/warm touches are very well received and I'm currently working on a fall newsletter!

I've been fighting medical issues but I think the worst is behind me and I'm so excited to re-commit after two weeks of dealing with life stuff.

<https://sweetbearrescuefarm.org> 😊

AND THIS!



Andee Bingham

October 20, 2023 · 🌐



So, the HVAC unit at our kitten nursery recently crossed the rainbow bridge and I've been panicking about getting it replaced because it's going to be a LOT of money. We've gotten 2 quotes so far -- one for \$12,000 and one for \$14,000. *GULP* One donor sent us \$2,000 for it, and another donor told me a couple months ago that she'd be able to help when the time came, but she traditionally has never given more than \$5,000 in a single donation. [Sandy Rees](#) and [Jessie Bustamante](#) both encouraged me to not assume her capacity and to keep the ask open. So I emailed her this morning, including both of the quotes, and let her know that we already have \$2,000 committed. She immediately called me to say she will send \$10,000 and to let her know if we decide the \$14,000 quote ends up being the better option and she will send more. Let this be a lesson to not make the choice for donors. Give them the information and let them tell YOU how they're able and willing to help! HUGE weight lifted off me today!



AND THIS!



Mandy Dwyer

December 22, 2023 · 🌐

...

It's only the 22nd and I have all my campaign emails scheduled to send and two social media posts a day scheduled through the rest of the year. This can definitely be filed under Things That Have Never Happened Before. Who am I?? Someone who might actually get a vacation?

Merry Christmas, y'all. 🎄📺



MY BIGGEST AHAS FROM DAY 1

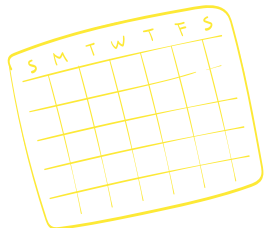


Go back through your notes from today and capture all those AHAs here:

MAXIMIZE GIVING DAYS

TO GET THE MOST FROM GIVING TUESDAY OR ANY OTHER GIVING DAY, FOLLOW THESE TIPS:

- ☐ **Start early.** You need to start planning at least several weeks in advance. Don't try to post something random on the giving day itself and expect it to work. It won't.
- ☐ **Ask for something specific.** People love giving to something they can easily understand and imaging. Don't ask for general operating support – ask them to help you save 40 more dogs or provide summer camp scholarships for 100 girls.
- ☐ **Set a goal.** Tell people the exact number of animals you need to save or the exact number of girls who need scholarships. Sharing a number gives people an idea of the size and scope of the problem and they can easily understand how their donation will fit.
- ☐ **Ask for what's needed, even if it's high.** If a camp scholarship is \$180 per girl, don't worry. The average gift for Giving Tuesday is over \$100.
- ☐ **Use a matching gift.** Find a donor who will give you a nice donation that you can use as a match. Their \$1,000 or \$2,500 or \$5,000 will help you raise more. Campaigns with matching gifts ALWAYS raise more, because when you tell someone "Your gift will be doubled this year" people tend to give more.
- ☐ **Use a giving day-specific donation page.** If you're asking for camp scholarships, then that should be reflected on your donation page. You can either edit your existing donation page or create another one to use solely for the giving day.
- ☐ **Set up a nice Thank You page.** After the donation processes, send people to a nice thank you page where you again reference the giving day.
- ☐ **Recruit a team of ambassadors.** Gather 5 or 10 people who can help you reach out to their contacts in the community to encourage people to give on the giving day. You alone can only reach so many people. So, get help to reach further. Plus, giving days are just more fun with a team!
- ☐ **Make a graphic to brand your campaign.** You need an image that summarizes the gist of what you're asking for on the giving day. Use is consistently across email and social media to tie the campaign together and to help people easily understand what you're raising money for.
- ☐ **Ask early and often.** Don't be afraid to start teasing your campaign early. Several of our clients reached their goal a week before Giving Tuesday last year just by starting early. You'll need to post more often than usual on social media, too.
- ☐ **Give live updates.** Go live on Facebook through the giving day to share what the money raised that day will be used for, why it matters, and how people will give. Give people a "behind-the-scenes" look at your mission in action if you can.



GIVING TUESDAY PROMOTION SCHEDULE

DATE	EMAIL	SOCIAL MEDIA
2 weeks before Giving Tuesday	<p>Teaser email about campaign, use image and message, mention matching gift, mention ways to help, share link to Giving Tuesday page on your website.</p> <p>Also change your email signature to include a blurb about your Giving Tuesday campaign and a link to the website page for Giving Tuesday.</p>	Post the same thing on your social media.
1 week before Giving Tuesday	Teaser email about campaign, use image and message, mention matching gift, share link to Giving Tuesday page on your website.	Post the same thing on your social media.
Thanksgiving Day (U.S.)	Email saying "thanks for your support this year" either in an image or in a thank-you video.	Post the same thing on your social media.
Monday (day before Giving Tuesday)	Reminder email about campaign, use image and message, mention matching gift, share current total toward goal, share link to Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday morning	Early in the day on Giving Tuesday, send a reminder email that it's Giving Tuesday and invite people to give, sharing the link to your Giving Tuesday page on your website. Use your Giving Tuesday campaign message and image. Share the current total toward the goal and remind people about your matching gift. Also post this same info on social media.	Post the same thing on your social media.

DATE	EMAIL	SOCIAL MEDIA
Giving Tuesday noon		Just past lunch time, do a Facebook Live to talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Giving Tuesday Mid-Afternoon	Mid-afternoon, send another reminder email, summarizing the campaign, total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday Late Afternoon		Late afternoon, do another Facebook Live to tell a story, talk about why your campaign is important, how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Giving Tuesday Early Evening	After dinner, send out one final reminder email, summarizing the campaign and the goal you're trying to reach before midnight, the total for the day so far, any money left on the matching gift, and how the donor can give. Use your campaign message and image. Share the link to your Giving Tuesday page on your website.	Post the same thing on your social media.
Giving Tuesday 8 pm		About 8 pm, do another Facebook Live to ask people one last time to give, talking about how the money will change lives, and how the donor can make a difference. Share the link to your Giving Tuesday page on your website and share how much money is left on your matching gift (if any).
Wednesday (day after Giving Tuesday)	On Wednesday (day after Giving Tuesday), send out an email mid-morning announcing the results of your Giving Tuesday campaign, how much you raised and how that money will be used. Thank people for being patient through all the emails and include a short thank-you image or video.	Post a thank-you message or video on social media announcing the results of the Giving Tuesday campaign.

REAL PEOPLE. REAL RESULTS.

"WE RAISED OVER \$10K ON GIVING TUESDAY!"

"Giving Tuesday was outstanding last year! We hadn't focused much on Giving Tuesday in the past, but following the formula Sandy laid out, **we raised over \$10,000.**

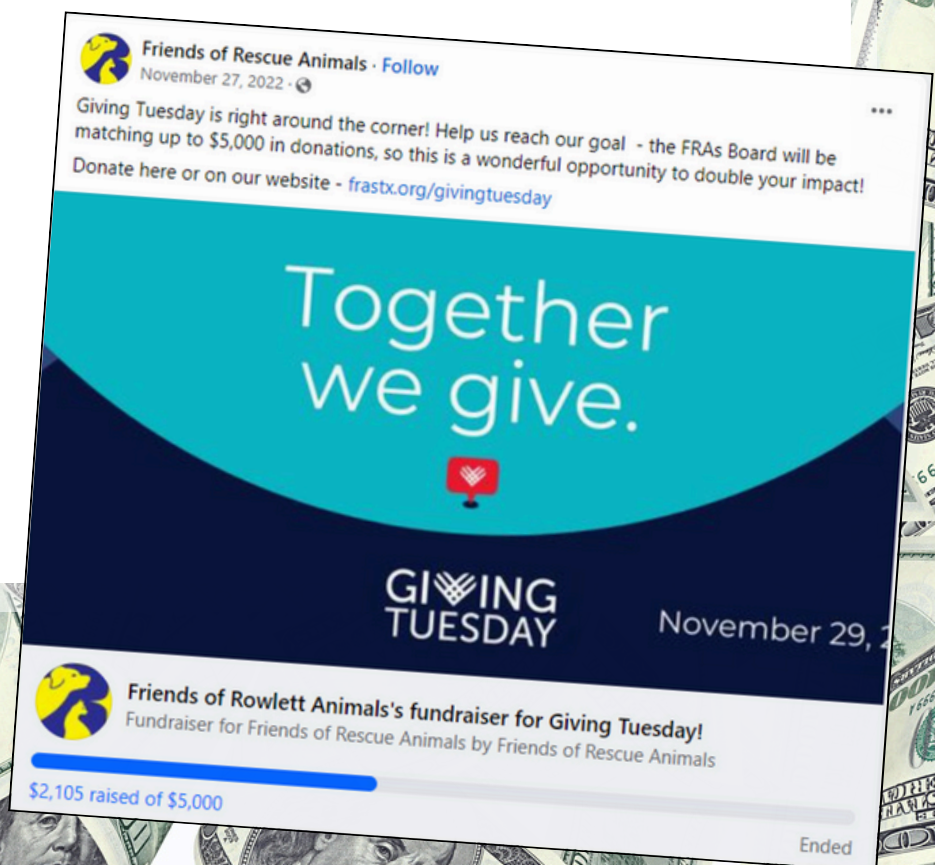
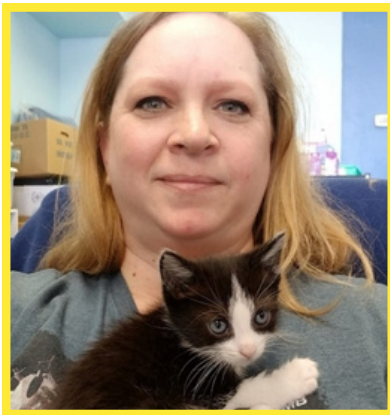
Across the entire holiday season, we raised almost \$50,000 -that will help care for a lot of animals!

Goal Buster's Club **helped me stay focused** and taught me how to have **more meaningful impact with our donors** and potential donors. Being able to hear what others had planned was the best part of being in the group. I also liked helping others celebrate their wins (and them help celebrate mine!) and being able to talk through issues that came up."

MICHELE ORAHOOD

PRESIDENT

Friends of Rescue Animals
Rowlett, TX



REAL PEOPLE. REAL RESULTS.

"WE RAISED OVER \$20K ON GIVING TUESDAY!"

"My big win during the holidays last year was raising over \$20,000 on Giving Tuesday. That's more than **DOUBLE** any previous year! And, **that was about half of our total holiday/year-end giving.**"

Goal Buster's Club gives you very valuable direction that keeps you on track. The best part is being able to get feedback on just about anything through the Facebook group at any time. It was a huge help to me."

BECKY ROY

FOUNDER/EXECUTIVE DIRECTOR

Draft Gratitude

Winchester, NH



GOAL BUSTER CLUB WINS!



Lisa Marie McDonald

November 28, 2023 · 🌐

**We just hit our goal with a \$900 donation
to push us over!!!! Thank you so much for
this incredible guidance!**



\$5 FRIDAY CHECKLIST

FACEBOOK IS A GREAT PLACE TO RAISE MONEY! FROM BIRTHDAY FUNDRAISERS TO EMERGENCY CAMPAIGNS FOR ANIMALS WITH IMMEDIATE MEDICAL NEEDS, IT'S EASY FOR YOU TO CREATE A FUNDRAISER AND EASY FOR THE DONOR TO GIVE. HERE ARE SOME TIPS TO MAKE YOUR FUNDRAISER SUCCESSFUL:

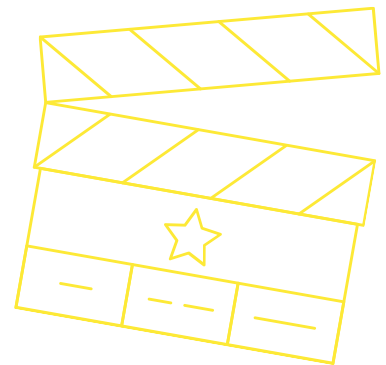
Here are a few things to keep in mind as you plan and execute your \$5 Friday:

- ☐ **Start with a small goal.** It's best to have a conservative goal for your first few tries at a \$5 Friday so you can be successful. Both you and your donors will get a boost from seeing the goal met. Start in the \$200-\$250 range for your very first one unless you have a very specific reason to do otherwise.
- ☐ **Be specific about how the money will be used.** Ask people to support something specific, not general. People like knowing how their donation will make a difference, so let them know.
- ☐ **Write for the heart, not the head.** Giving is an emotional act, so include heart-tugging language in your post to give people a reason to care. Include enough detail so people understand the need. Don't assume that people know anything about your nonprofit.
- ☐ **Connect the dots.** Don't make people burn calories trying to figure anything out. Tell people EXACTLY how their donation will make a difference or change a life.
- ☐ **Use a good photo.** Choose a photo that shows your nonprofit in action. The best photos make people say "awwww" or grab their hearts. The subject of the photo needs to be close enough that we can connect with them through their eyes. Use a different photo every time you run a \$5 Friday.
- ☐ **Ask.** Clearly state your ask in your Facebook post. Share that people can either buy a \$5 coffee or give \$5 to do [fill in the blank].
- ☐ **Share your post!** Once your Facebook fundraiser is set up, share it everywhere! Tag your friends in a comment and ask them to give. Or message them and share the link so they can give. It's your job to reach out to them if you want them to give.
- ☐ **Thank people as they give (as you can).** Thank them in their donation post if they choose to make it public. Also, private message people, if possible, to thank them for their support. In that message, ask them to give you their email and address so you can give them updates about their donation's impact.

FACEBOOK LIVE SCRIPT OUTLINE

THINK ABOUT WHAT YOU WANT TO SAY AHEAD OF TIME. WHAT'S THE MAIN POINT YOU WANT TO MAKE? THEN:

1. **Introduce yourself**, including your name and title.
2. **Get RIGHT to the point**. Leave out "I just wanted to..." and "I thought it might be a good idea for me to..."
3. **Remind people** what your nonprofit is about.
4. Tell a **quick story** if possible.
5. If there's a **call to action**, be clear about it.



HERE ARE SOME TIPS FOR GOING LIVE ON FACEBOOK:

- ☒ Be sure to be in a well-lit place with no shadows on your face.
- ☒ Make sure it's as quiet as possible or use a microphone.
- ☒ Speak clearly and slowly so people can understand you.
- ☒ If you plan to go live in the afternoon, post an announcement in the morning to let people know what time to tune in.
- ☒ Use a tripod if possible so there's no shakiness.
- ☒ Look right at the camera so your audience can connect with you. Imagine looking in someone's eyes if that helps.

STORYTELLING FORMULA

1. Identify the hero.
2. Describe their current situation. What's their goal?
3. Who or what is the villain?
4. What will it take to defeat the villain?
5. What specifically can the reader do to help?

YOU try it:

At my nonprofit, the hero is:

Their current situation is:

And their goal is to:

The villain is:

To defeat the villain, the hero needs:

To help, the reader can:

STORYTELLING EXERCISE

READ THE STORY BELOW. THEN, IDENTIFY THE DIFFERENT ELEMENTS OF THE STORYTELLING FRAMEWORK.



A significant number of people in our community have lost their jobs since the coronavirus pandemic erupted back in March.

These hardworking people are now struggling to put food on the table for their families, and many have found themselves in line at our food pantry to receive an emergency food box for the very first time.

So many people have sought out help that we've given out nearly 6 times the amount of food in the past month, compared to a typical month last year.

We are committed to providing food for our neighbors in need to ease their worry. Unfortunately, with the dramatic increase in food requests comes an increase in expenses that wasn't in our budget.

But with your help, we can continue to provide food to everyone who needs it. Your gift of \$11.25 will provide an emergency food box to a family in need.

Please give today so we can be ready for the next families who need help.

Story Framework Elements:

Who's the hero? _____

What's the pain? _____

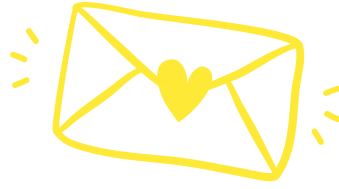
What's the goal? _____

What's the villain? _____

What will defeat the villain? _____

How can the reader help? _____

THANK-YOU LETTER TEMPLATE



[Date]

[Donor Name]

[Donor Address]

[Donor City, StateZip]

Dear [name]:

You are our hero!

Thank you so much for your gift of \$[amount] for [program/project]. Because of you, we will be able to [what you will do with the money].

[Our organization] does [number of impacts] [monthly, yearly, etc.]. Our greatest goal is to [end the problem].

And we can't do it without you. Because of generous people like you, we will be able to [continue to provide service, etc.] to those like [name]. [Tell short story about life changed].

If you have any questions or if you would like a personal tour of our facility, please contact [name of person] at [phone] or [email]. We'd love to show you around and tell you more about the work we're doing.

Thanks again for your support of our mission to [BHAG].

Sincerely,

[Name of Executive Director]

Executive Director

No goods or services were received in exchange for this donation.



THANK-YOU CALL SCRIPT

HERE'S A SAMPLE SCRIPT FOR MAKING A THANK-YOU CALL TO A NEW DONOR. MODIFY IT IF NEEDED TO MAKE THE WORDS FEEL COMFORTABLE TO YOU.

1. Say the donor's name and then identify yourself and your organization.

"Mrs. Smith? This is Sandy Rees from Cats R Us animal rescue."

Your donor is likely to be suspicious. They probably think you are about to ask them for something.

2. Tell them why you are calling.

"We got your donation today and I was so excited that I wanted to call you right away to say THANK YOU."

You'll probably hear relief and surprise in the donor's voice.

3. Pause.

Don't say anything. The donor will likely gush about how great your organization is or why they made the gift. You may want to make a note of their comments, especially if they mention a favorite program or feature of your organization, or if they say they adopted from you.

4. Invite the donor to share information with you.

"It looks like this is your first donation to our organization. May I ask what inspired you to give?"

Give them a minute to think and be ready to make a note of what they say.

5. Thank the donor again.

"Thank you so much for taking a minute to talk with me. And thanks again for supporting our work! We couldn't do it without the support of our community."

THAT'S IT! CALL IS DONE.

These calls usually only take 3 or 4 minutes and will pay off big!

GOAL BUSTER CLUB WINS!



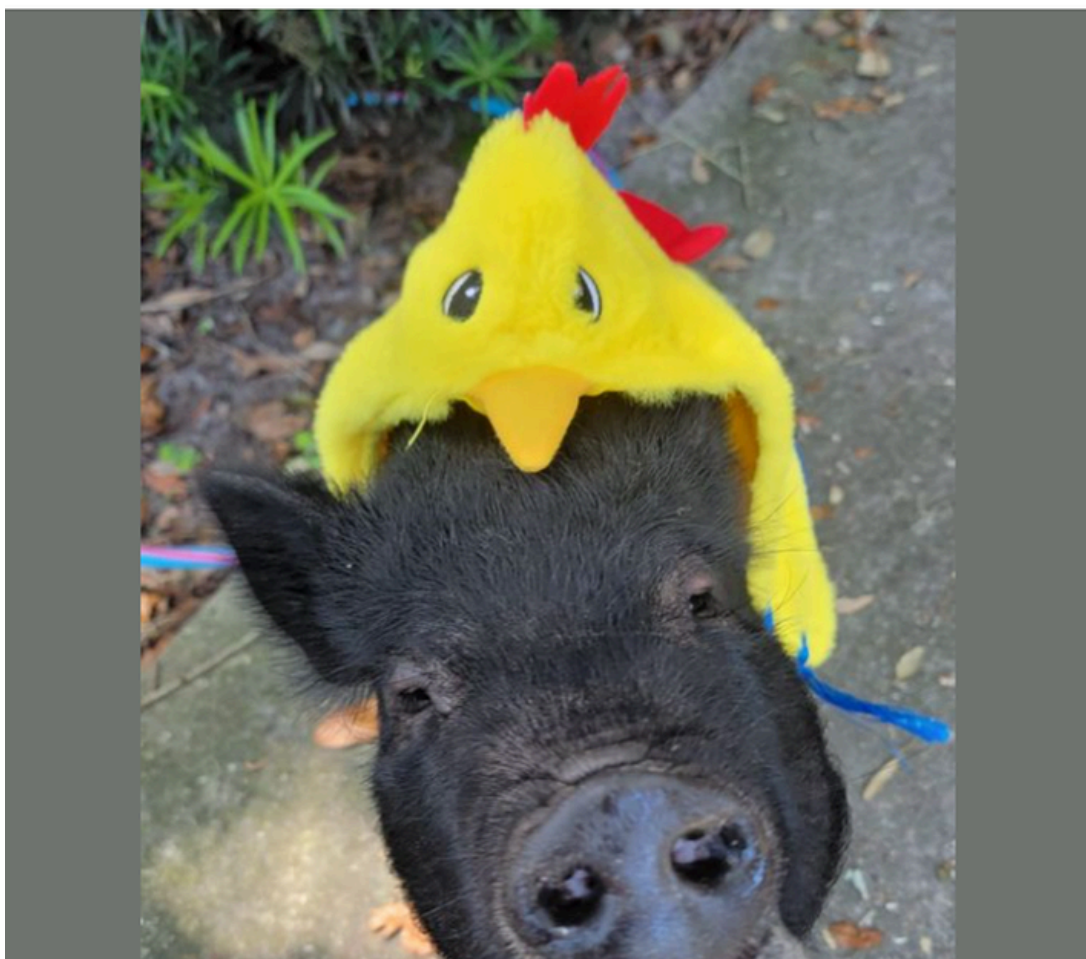
Jessie Miller

September 8, 2023 · 🌍

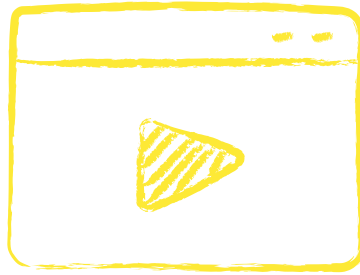
Okay so I just wrapped up 170 phone calls, texts, personal emails, FB messenger messages. I started end of July and worked all the way thru August making personal touches to donors just to say THANK YOU.

I caught people off guard with my phone calls and recently one donor shared that they had to cut back most of their giving to charities, but they couldn't stop giving to us because we have always been so grateful of the support!!!

Thanks to [Sandy Rees](#) and a former employer of mine who taught me that personal touches really stand out and make an impact. So don't be a chicken like MOONPIE here 🐔, pick up the phone and call your donors. People really love to hear from us.



THANK-YOU VIDEOS



- ☒ Super effective method of thanking donors
- ☒ Short is good (1-2 minutes tops)
- ☒ Personalized is best. Mention the donor's name in the video so they know you shot it just for them!

Real Nonprofits. REAL Videos!

Watch sample thank you videos on our Donor Thank You Videos playlist on YouTube by clicking [here](#).



Thank you, Sandy!
Unlisted



**CLICK HERE FOR
VIDEO SAMPLES**

GOAL BUSTER CLUB WINS!



Emily Best

Admin · December 7, 2023 · 🌐

On today's Office Hours call we talked about personalize thank-you videos. If you are camera shy, don't forget that you can do other types of videos that don't involve you being on camera! I shared this example from Unity Farm Sanctuary where we tested out a new tool to start creating videos "from" the animals thanking each major donor with their name. Here's our test video! (note that we'll be removing the watermark, but this was just our very first test with no script or an... See more



MY BIGGEST AHAS FROM DAY 2



Go back through your notes from today and capture all those AHAs here:

REAL PEOPLE. REAL RESULTS.

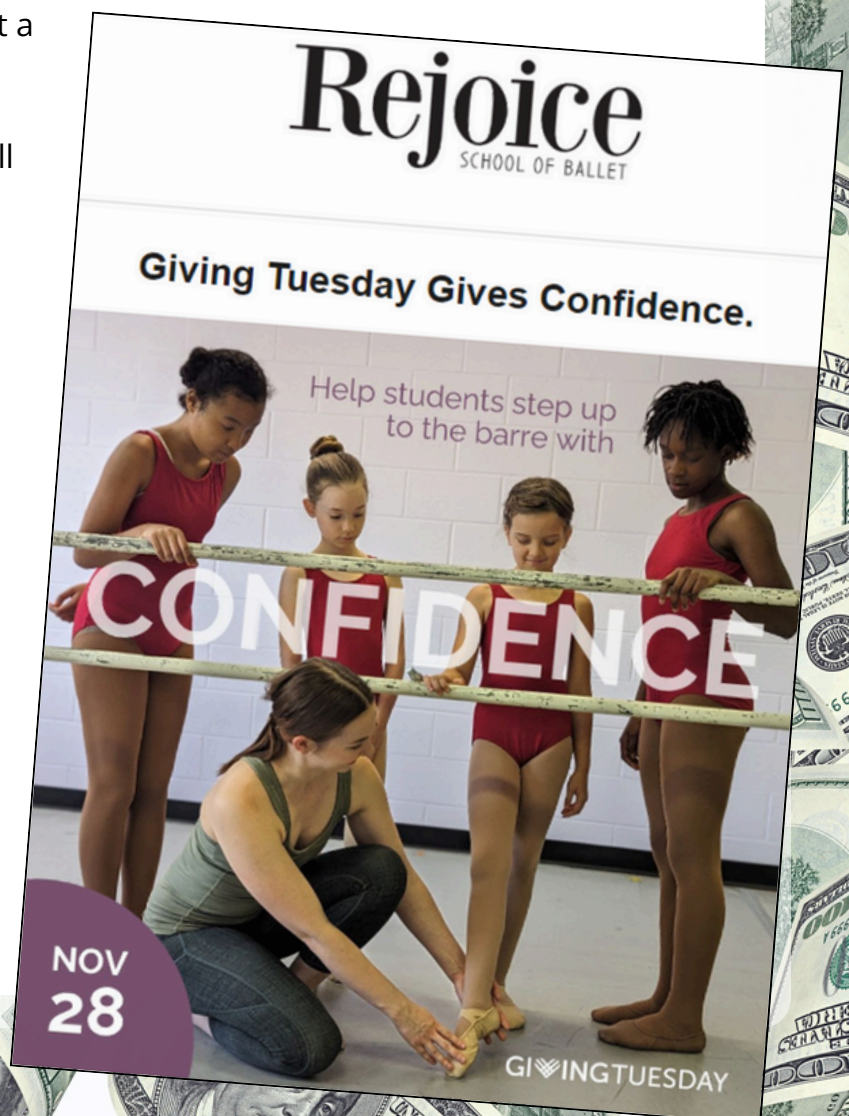
"THE ACCESS TO SANDY AND HER AMAZING TEAM WAS PRICELESS!"

"I was new to fundraising at this time of year and my organization didn't have other employees with any history for this, so I was on my own. I feel like I barely scratched the surface of using this opportunity and can't believe how much I learned. I already feel more confident about planning for the year and growing our donor base.

The access to Sandy and her amazing team for tweaking and editing was priceless. They helped us improve our messaging and a large donation for Giving Tuesday was prompted by the message of the campaign materials.

If you are nervous about fundraising at this time of year or feel scattered without a clear plan, Goal Buster's Club is essential to your success. Not only will you get a clear plan, but you'll gain SO MUCH knowledge in the process. It will put you on a direct path to success for all your fundraising."

SHARYN MAHONEY
EXECUTIVE DIRECTOR
Rejoice School of Ballet
Nashville, TN



REAL PEOPLE. REAL RESULTS.

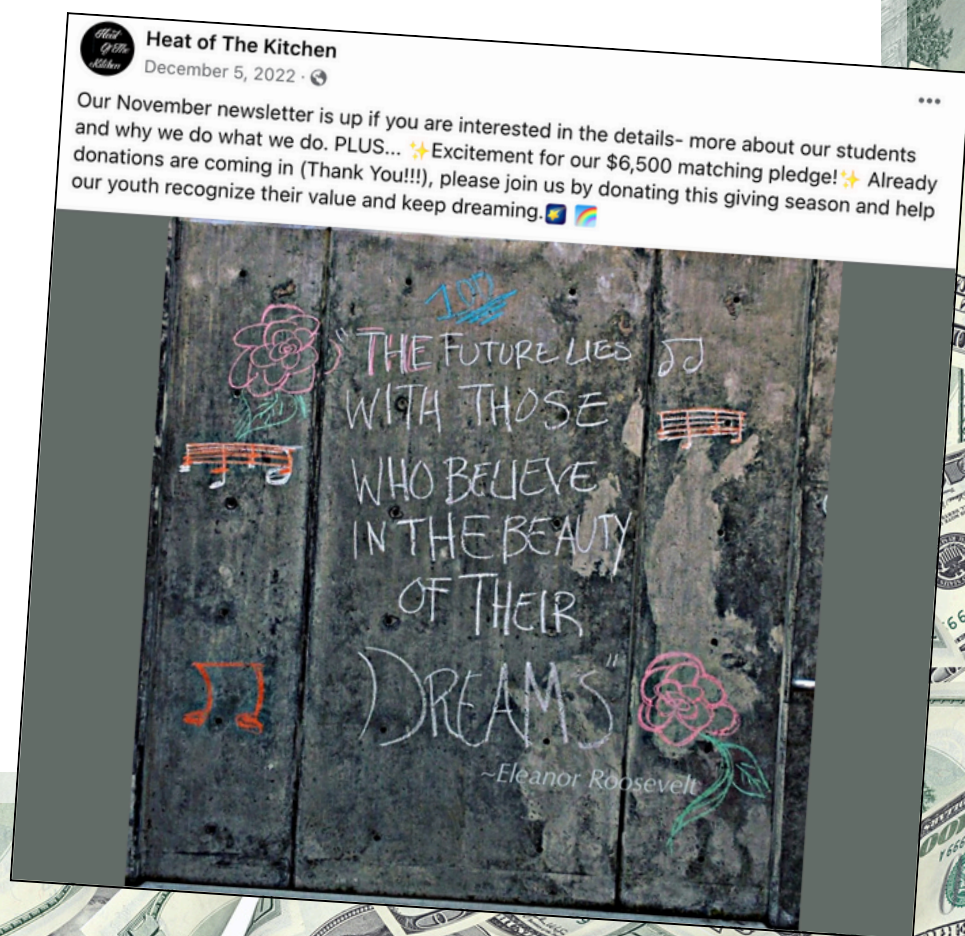
"I FINALLY FEEL LEGITIMATE ASKING FOR MONEY!"

"We raised \$18,011 during the holidays last year. **The biggest win for me last year was being able to get out of small thinking and finally feeling legitimate in asking for money.** How do you measure that??"

Even though I didn't keep to the fundraising calendar like I thought I would, it was really helpful to have access to all the resources and hear weekly through the office hours how others were doing. Fundraising TV, Swipe Files, and Deep Dives came alive because of the pacing and real context.

Goal Buster's Club contains super helpful accessible resources on overall and specific topics that I might have known about but wouldn't have taken advantage of otherwise."

ALICE CRAVENS
FOUNDER
Heat of the Kitchen
San Francisco, CA



Don't Rough It at Year End



In a normal year, **it's tough for a small team to get every part of a fundraising letter done right** and score the best deals on printing and postage. But this election year is anything but normal. Be kind to yourself. Partner with Abeja, the complete and affordable solution to donor mail.

Get your FREE consultation at hello@abejasolutions.com



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Women Owned
Small Business



AUCTRIA



From the first donation to the last receipt and all the fundraising in between

Plan

After setting up your organization and adding a few team members, create dedicated event website.

- Solicit for auction donations
- Sell and manage tickets, tables & sponsorships
- Auctria Assist video calls

\$1 Billion

raised since 2011

Fundraising Events

Online, paper, live, hybrid virtual, raffle, peer-2-peer, paddle raise, text-2-donate, golf tournaments

Affordable Pricing

Published on our website
Demo for as long as you wish

Launch & Assist Services

Run

Running the event is streamlined for all types of events.

- In person events: print catalog, bid sheets, display pages with QR codes
- Branded website for your event
- Online events: boost income with max-bid and bid-extension

Close

Final bids and collections are recorded via dashboard or online, then bidders self pay or the admin can batch close out.

- Send automated system emails for: final bid notifications, bidder statements, donor receipts
- Download reports
- **G**Pay **A**pple Pay available



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To engage your board
in your fundraising
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WATCH THE STORY

OUR PLATFORM



Keep track of **UNLIMITED** contact records with an easy-to-use nonprofit CRM.



Accept donations with customized online giving pages at **NO COST** to your nonprofit.



Nurture donor relationships with email, text messaging, and task management **built-in.**



DONOR OUTREACH MADE EASY

RMHC of the Red River Valley realized they needed a donor management system that met them where their team was at - something easy-to-use while having all the features they needed.



EASILY TRACK AND SEGMENT

Tracking donors and volunteers is a breeze with DonorDock. This newfound clarity and organization empowers the team to make data-driven decisions with confidence.



CUSTOMER SUCCESS TEAM THAT LISTENS

"The DonorDock team is so quick to respond. If you have a question, they listen, and they really take it to heart to make sure that their software is really effective for all of us users." - Jill

"I would absolutely recommend DonorDock. In fact, I have numerous times."

Executive Director,
RMHC Red River Valley





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MASTER EARNED MEDIA FOR NONPROFITS



About Us

Led by Maria Satira, a former local news anchor turned nonprofit marketing expert, Maria Satira Media specializes in media relations, communications, and marketing training and coaching for nonprofits.



Coaching

One-on-one virtual coaching for your nonprofit to work directly with Maria to meet your goals for media relations and communications.



Trainings

Interactive and engaging programs for small groups or nonprofit teams that are customized to meet unique needs or goals.



Resources

Maria Satira offers a variety of learning resources including a paperback book, e-books, research papers, digital downloads, and courses.



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Still curious? Here's what Sandy said about us!

*I've worked with a lot of marketing agencies over the years but **New Frame Creative is the best I've ever worked with...**I'm very happy with the quality of work and the speed that they get it done. I'm sure I'll be a client for a long time.*