Structuring and Strengthening Community Appeal Campaigns
SESSION #4
How this training was developed:

- Research, best practices, experience, learning, feedback, coaching and observations

Individual Experience:

- Doctorate in Education from Pepperdine University
- Background in adult education, refugee agency & international development, leadership development programs, volunteer management and curriculum development
- Director of Nonprofit Learning Lab

30 SECOND CHECK IN: SHARE IN ZOOM GROUP CHAT

WHAT TYPE OF FUNDRAISING ASK ARE YOU DO FOR THE END OF THE YEAR?
HOW WE CAN LEARN TOGETHER

Recordings, handouts & slides will be emailed to you

Use the Zoom Group Chat: Questions and comments 🙋‍♂️

Tech support? Connect with “Tech Support”

Breakout rooms: Reflect, Process, Create & Ideate
WHAT WE WILL COVER THIS SESSION:

▪ Explore different types of community appeals and potential avenues to raise funds from community members
▪ Review example timeline to launch an appeal
▪ Understand how campaigns connect to your overall fundraising strategy

▪ Understand how to implement a direct mail & email fundraising campaign
▪ Checklists for planning a campaign
▪ Reflection on where you want to go with what you have learned
TYPE OF COMMUNITY APPEALS

- Peer to peer fundraising
- Direct mail
- Email campaign
- Year end campaigns
- Phone banking
- Fundraising campaigns
- Monthly donors
COMMUNITY APPEALS: DIRECT MAIL VERSUS EMAIL
WHAT ARE COMMUNITY APPEALS

- Asking for donations and support from the community:
  - Donors
  - Volunteers
  - Community leader
  - Community members
HOW IT CAN BE DONE

EMAIL:
Ask for donations via email with a link to donate

DIRECT MAIL:
Send a letter in the mail with a return envelope asking for donations
THE DETAILS

- Email & direct mail support each other
- Email is cheaper
- Direct mail response rate for donations is 5%-9%
- Email response rate for donations is 1%-2% and it works

How do you decide

- What data do you have for donors?
- What makes sense for your capacity and resources?
EMAIL MARKETING

How does your audience respond?

- Do you use an email subscription service to communicate with your volunteers and donors?
- Email is more affordable than direct mail
- You need email addresses of your constituents: donors, volunteers and partners
STRATEGIES TO GROW EMAIL LIST

- Website
- Pop up campaign
- Social Media
- Peer to peer fundraising
- Events
- Petitions or advocacy campaigns

- Cross promotions
- Collaborative events
- Direct mail
- Blogging
- Resources
EMAIL SYSTEMS

HubSpot

everyaction

GetResponse

Constant Contact

mailchimp
NOW YOU: DO A QUICK POLL

How many times per month do you send an email through your email service provider?

- 1-4
- 4-7
- 8-10
- 10-12
- 12+
HOW TO IMPROVE OPEN RATES

The number of percentage of people that open your email

- Test subject line length, tone, & content
- Subject line: 90 characters or less
- Use preheader text (3-5 words seen in preview)
- Test sender name and email address (e.g. your nonprofit’s name vs. your executive director’s name or VIP).

- Test send day, send time & frequency
- Segment
- Be realistic about open rate

Average nonprofit open rate 20.39 (campaign monitor)

Data from: https://mrbenchmarks.com/
0-5,000 SUBSCRIBERS

- Find the right platform
- Don’t worry about going past the free version – you need donors and volunteers in your list to grow your organization
- Build your list with volunteers, donors, past participants and alumni
<table>
<thead>
<tr>
<th>SAMPLE THEMES OR TYPES</th>
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<tbody>
<tr>
<td>▪ New Board Member Feature</td>
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<td>▪ Thank You Day</td>
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<td>▪ Impact Day</td>
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<tr>
<td>▪ Giving Tuesday</td>
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<tr>
<td>▪ End of Year Campaign</td>
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<td>▪ Annual Report Day</td>
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<td>▪ Event Promotions</td>
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<td>▪ Gala Ticket Sales Focus</td>
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<td>▪ Fundraising</td>
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<td>▪ Volunteer</td>
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<td>▪ Highlights of Programs and Services</td>
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SAMPLE THEMES OR TYPES

- Membership Campaigns
- Membership Renewals
- Membership Upgrades
- Monthly Giving
- Join today

- Annual Appeals
- Match Campaigns
- Alumni Spotlight
- Client Spotlight
- Donor Spotlight
- What we achieved
CREATE BETTER EMAIL COPY

Be personal in emails. Leads to better conversion rates. Talk directly to volunteer, donor, alumni, clients & your community. Let them know about exciting things happening or explain why you want them to do something.

Avoid jargon:
Use phrases that real people understand
WHY DO CALL TO ACTIONS

- To get people to act
- If no call to action – don’t send an email.

- Fundraise
- Volunteer
- Give feedback
- Advocate
- Get involved
CALL TO ACTIONS

- Helps to continue the interaction between your organization and email recipient
- An email should include at least 1 CTA to spur action
- A button with a link to your website
- Link an image
- Circular versus rectangular button for call to action
CTAS FOR FUNDRAISING

- Make a donation
  - Impact students today
  - Give to (fill in blank).
  - Donate
  - End (blank) today.

- Donate here.
  - Help (blank) in need.
  - Save the (fill in blank) now.
  - Give to (fill in blank) in need.
  - Support

- Make a gift
  - Give $ (blank) to help (blank) today.
  - Sustain our mission
  - Protect (blank) from (blank).
  - Show your support today.

- Make a difference today
  - Give today
MONTHLY DONORS
Process of Monthly Donors

- Donation platform that accepts monthly donations
- Increments: $5 or $10
- People that can give small monthly donations
- Set it and forget it
- Create a goal: start small

Platforms: Fees, User ability and embed in site

- Double the Donation
- donorbox
- Qgiv
- NEON
- causevox
- OneCause
- Funraise
PROCESS OF MONTHLY DONORS

• At events
• Via email
• Pop up on website
• Incorporate easy to implement benefits that could be relevant to monthly donors
• Include in fundraising plan
• Delegate work to a volunteer and set goals
REMINDERS FOR DIRECT MAIL GRASSROOTS ORGANIZATIONS

• Language should be conversational
• State the problem
• Detail how you provide the solution
• Urgency to solve the problem through your mission
• Segment mailing list
• Maximize personalization, use a p.s.
• Use first class postage stamp
• Assume 2 weeks for mail to arrive
SEGMENT MAILING LISTS

LONGER LETTER:
Prospects who have never given before

LONGER LETTER:
Donors who did not give last year but gave in years past

SHORTER LETTER:
Donors who have given in the past
WHAT TO INCLUDE IN LETTER

• Salutation and personal name
• Emotional pull and relatable
• Get to the point
• Amount you are asking and a few levels: $25, $50 or $100
• What will gift do?
• Fund names are irrelevant focus on outcomes
November
2 weeks
- Mail letters
- Begin follow up

October
4 weeks
- Develop Stories
- Segment lists
- Post annual appeal branded webpage
- Write letter copy
- Develop digital outreach assets
TIMELINE

January
4 weeks
- Post all acknowledgments and thank donors
- Analyze results, successes and what to do different next time

December
4 weeks
- Follow up
- Follow up
- Follow up

Follow up
Can you find a screenshot of a zoom breakout room?
How have you done community appeals in the past? What strategies reviewed seem relevant to you? How could this be incorporate in your fundraising plan for 2023 or 2022? Reflect on your resources, what could you commit to doing in 2022 knowing there are just a few weeks available to plan?
5 MINUTE BREAK
PEER TO PEER FUNDRAISING
THE BASICS

- If you have people willing to fundraise on your behalf – go for it!
- P2P is a way to raise money in an organic way.
- Volunteers reach out to their network to raise funds for your organization.
- Support your volunteers with educational materials.
WHY AND WHAT

- A method to raise money in a way that is meaningful to the volunteer
- Taps into the volunteers’ network
- Increases volunteers’ affinity
- Introduces your organization to new people and helps you achieve fundraising goals
NOW YOU: DO A QUICK POLL

We have had success with peer to peer fundraising...
SELECT ALL THAT APPLY

• Yes and we want to raise more.
• Sort of and here to learn more ideas
• No, haven’t really done it yet
PEER TO PEER
HOW TO PREPARE & EXAMPLES
PEER TO PEER EXAMPLES:

- Charitable Crowdfunding
- Memorial Event
- Tribute event
- Life cycle events

- Birthday Fundraiser
- Facebook Fundraiser
- Giving Tuesday Asks
BUILD YOUR SOCIAL PRESENCE

- P2P can be promoted on social
- Volunteers will tags & share your social handles

**How to prepare**

- Volunteers need all your handles to tag correctly
- Links that you want them to share
- Text to use that you have approved and created
- Share what volunteers need via a “how to”
VOLUNTEER TOOLKIT

- A schedule to explain to supporters what and when to post on social media
- A FAQ sheet with answers to common questions
- Website links
- Approved photos
CHOOSE A PLATFORM OR NOT

- Platforms helpful for features or gamification
- Your decision should connect to what is being organized.
- Peer to peer existed before platforms. Social gives wider reach.
Donation system should connect to a donor CRM
OTHER EXAMPLES

Raising money at a life cycle event

- **Life cycle event: Sam**
  - Brought friends out to volunteer
  - Raised $2,500
  - Donated centerpieces (sports equipment)
  - 2 friends did the same thing the following year and the tradition continued long after Sam!
SOME ACTION STEPS

- Assess which examples may be relevant to your organization
- Determine if you need a platform or not
- Set a peer-to-peer fundraising goal for all your volunteers [$10,000 - $250,000]
CHECKLISTS FOR PLANNING A CAMPAIGN
ASSESS PREPARATION CHECKLIST

- Program Idea
- Potential Campaign Theme
- Ample Volunteers to support campaign
- Volunteers to support other volunteers
- Volunteer base
- Dedicated Community
- Social Media Accounts
- Volunteers comfortable with technology
- Volunteers that can ask for donation
# VOLUNTEER PROJECT TIMELINE

- **Work backwards**
- **Date of Campaign**

### Assess the following:

- Recruiting volunteers
- Training [virtual or in-person]
- Pulling Together Resources
- Fundraising page
- Testing Campaigns
- Soft launch
- Kick off
- Volunteers implementing campaign
- Tweaks to campaign
### SAMPLE TIMELINE
**PEER TO PEER CAMPAIGN**

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Description</th>
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<tr>
<td><strong>2 weeks:</strong> Set your campaign goal</td>
<td>- Connects to fundraising goals</td>
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</table>
| **4-6 weeks:** Create a Campaign Theme | - Campaign title & copy  
- 10 second elevator pitch  
- Main image  
- Video elements  
- Embed into systems |

These elements form a campaign theme.
REFLECTION ON HOW TO IMPLEMENT THESE STRATEGIES
WE COVERED

- Volunteer management
- Volunteer recruitment
- Direct mail
- Email
- Peer to peer fundraising
- How to make the ask

- The structure of an ask
- Scripts
- Methods to organization volunteers to fundraise
- Rural and grassroots fundraising
- Events
- How to build your donor list
HOW TO IMPLEMENT NEW IDEAS

- Decide what is relevant and aligns with your capacity
- Discuss with your leadership team
- Plan your 2023 year
- Try a few things – don’t try everything all at once
- Assess what is working
- Try what people are committed to doing
1. What are your planning priorities for the next 6-12 months?
2. How are you involving your volunteers and building a team to support the efforts?
QUESTIONS?

ASK AWAY!

CLOSING TIME

• What is one thing you learned today that you will try to implement?

Share in Zoom Group Chat
Thank you

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