

WIN THE HEARTS & MINDS OF DONORS

Crafting Holiday Appeals That Work

Q&A

You can ask a question at any time using the **Q&A chat box at the top of your screen**

All questions will be answered at the end of the presentation

Presenter



Abby Sandlin
Nonprofit Consultant
Strategic Online Fundraising & Communications

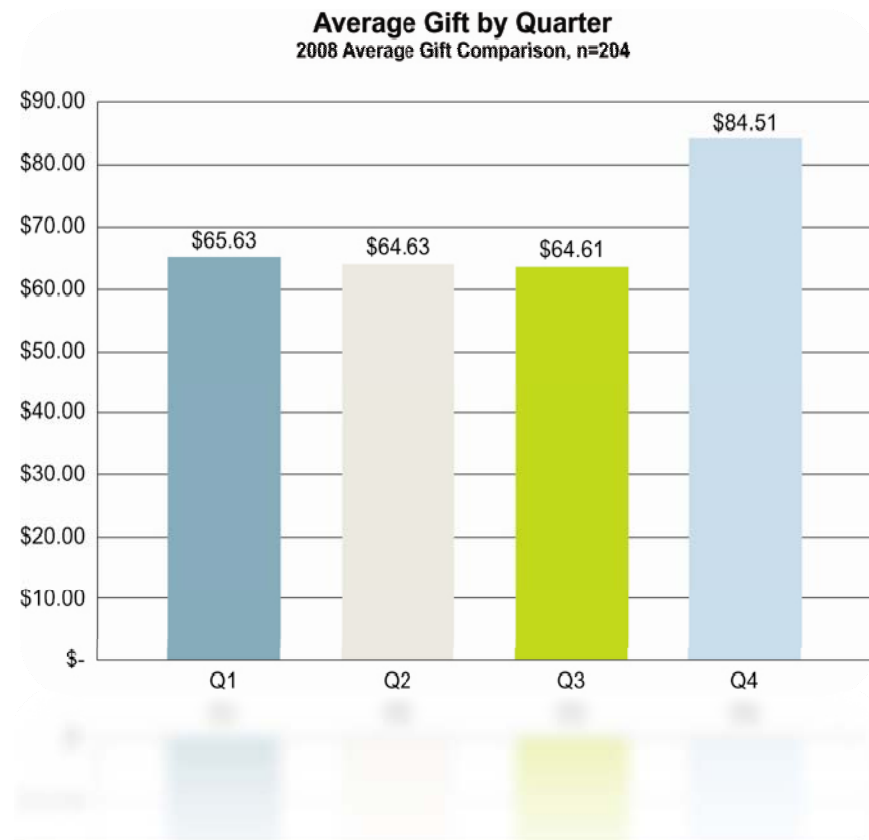
Agenda

- Why end-of-year appeals are so important
- The impact of a multi-part appeal
- The message calendar
- Jump start your creativity – 7 appeal types you can put into play
- Q&A

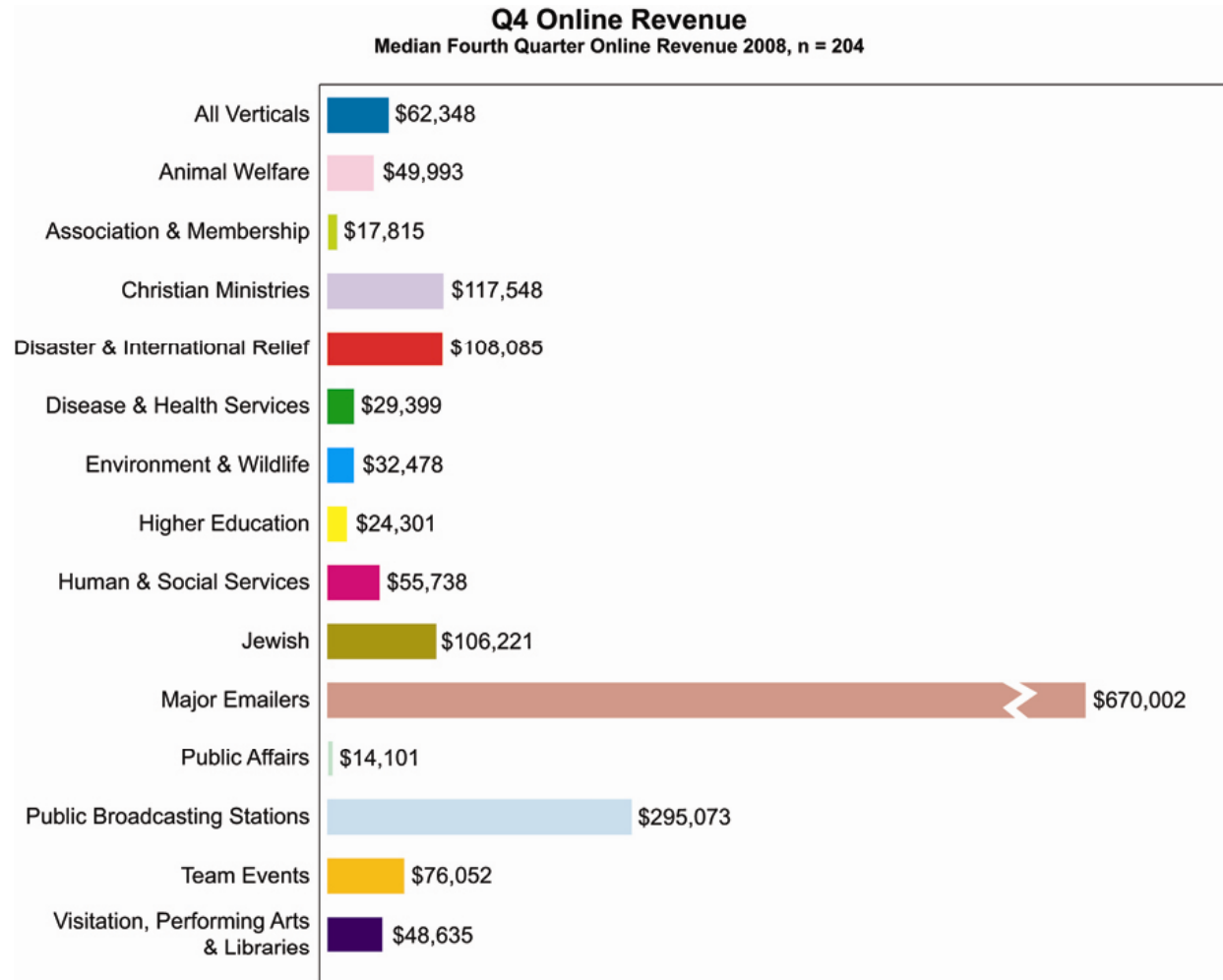
Why End-Of-Year Appeals Are So Important

THE NUMBERS SPEAK FOR THEMSELVES

- 35-42% of online giving happens in Nov & Dec
- The average online gift during the year is **\$67.47**
- The average online gift during the final quarter of the year (Oct – Dec) is **\$84.51**



Why End-Of-Year Appeals Are So Important



Run Multi-Part Appeals



Message 1: 12/1
1,907 delivered
338 opens
\$1,811 gifts



Message 2: 12/20
1,878 delivered
315 opens
\$1,951 gifts



Message 3: 12/29
1,838 delivered
331 opens
\$2,900 gifts

\$6,912 Total
~ 4x the initial amount

* Results from an actual client program

- Series of emails vs stand-alone initiative
- Message 2 & 3 are significantly easier to produce than the 1st
- Significantly increase giving
- Year end giving acquisition and appeal strongest candidates

Run Multi-Channel Appeals



Having trouble reading this email? [View as web page.](#)

Meagan McLain was 21,
a college student
and dying.

Until an OMRF discovery
saved her life.

Today Meagan is a healthy college
graduate. She's just one of many who
are alive today because of the
groundbreaking work of OMRF.

**HOW MANY MORE LIVES WILL YOU HELP US SAVE?
PLEASE MAKE A GIFT TO OMRF TODAY**

And don't forget - gifts to OMRF earn you an Oklahoma tax credit. [Find out more.](#)



YES! I WANT TO HELP MAKE MORE LIFE-~~SAVING~~ DISCOVERIES—ENCLOSED IS MY GIFT TO OMRF.

\$4,000 \$2,000 \$1,000 \$500 \$250 Other _____

Qualify for the maximum tax credit!

Name _____

(Please print) Address _____

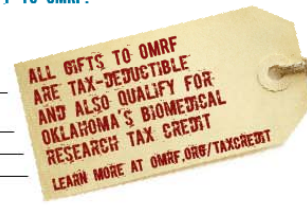
City/State/Zip _____

Telephone _____ E-mail _____

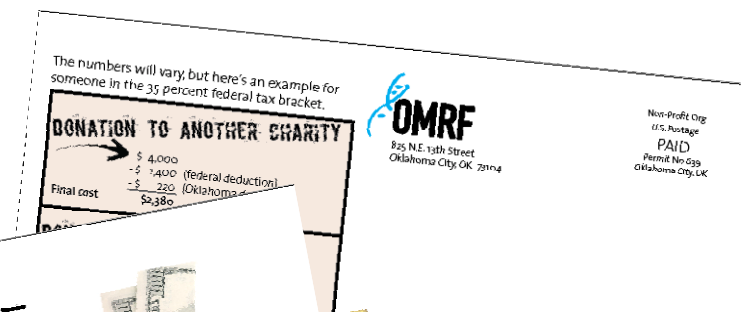
Please make checks payable to OMRF and return in the enclosed envelope.

Or charge to (circle one): Visa MasterCard AMEX Discover

Expiration Date _____
Signature _____



ONLINE AT OMRF.ORG/GIFTS



**HELP FIGHT DISEASE—
AND GET A TAX CREDIT**
That's money in the bank!

All charitable gifts net you a tax deduction, but a tax credit actually reduces the amount of taxes you owe. And thanks to Oklahoma's Biomedical Research Tax Credit, a donation to OMRF entitles you to an Oklahoma state tax credit as well as a federal and state tax deduction.

The Biomedical Research Tax Credit literally pays you back \$1 for every \$2 you give—up to a total donation of \$4,000 each year for individuals and \$4,000 for married couples filing jointly.

Don't shortchange yourself
Learn more at omrf.org



[Make a Gift](#) | [Forward This Message to a Friend](#) | [Unsubscribe](#)

Oklahoma Medical Research Foundation



Sample Message Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	11/22 Thanksgiving message	11/23	11/24	11/25	11/26 Black Friday eCommerce	11/27
11/28	11/29 Cyber Monday	11/30 Ask #1—traditional	12/1	12/2	12/3	12/4
12/5	12/6	12/7 Ask #2—gift membership	12/8	12/9	12/10	12/11
12/12	12/13	12/14 Ask #3—accomplishments	12/15	12/16	12/17	12/18
12/19	12/20	12/21 Ask #4—last-minute gift giving	12/22	12/23	12/24	12/25
12/26	12/27	12/28 Ask #5—tax deadline	12/29	12/30 Ask #6—last chance	12/31	

Jump Start Your Creativity

7 Appeal Types That You Can Put Into Play

Thanksgiving

- Recap accomplishments
- Feature compelling story for emotional resonance
- Set the stage for December giving



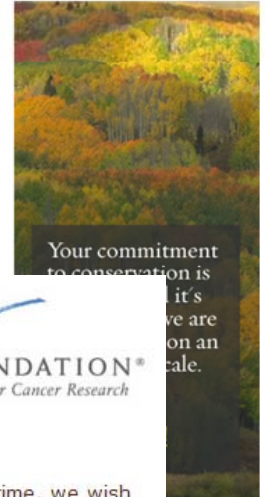
Dear Loyal Conservancy Supporter,

Thanksgiving is almost here — and as I reflect back on my first five months as president and chief executive officer of The Nature Conservancy, I'm still heartened by my son's words: He told me he was proud of me for taking this job.


Like him, I'm proud, too — proud to work at an organization that has earned the commitment of passionate supporters like you.

Thank you on behalf of myself and all of The Nature Conservancy's staff, volunteers and partners across the globe.

Along with [our innovative science](#), you are at the heart of



Your commitment to conservation is... it's... we are... on an... ale.



There is no time more appropriate to say thank you.




At this Thanksgiving time, we wish for you and those dear to you a wonderful Thanksgiving day and a happy, healthy holiday season.

We recognize that our progress in funding essential cancer research is made possible by the support of donors and friends like you. Thank you for your generosity.

Visit Our Website | Donate | Forward to a Friend | Get Involved

The Main Ask

- How gifts are helping your cause
- Impact of the gift on your mission
- Offer specific levels of giving
 - *\$50 will provide shelter for 20 pets this year*
 - *\$100 will help furnish medical supplies*



Make a Difference for Kids in the Hospital this Holiday

At 5 a.m. on Christmas Eve 2004, Daisy's family found out that she had leukemia. She started treatment immediately.

[Help us provide the best possible care to kids like Daisy.](#)


For her first round of chemotherapy, she spent the holidays in the hospital. It was a frightening time, but the staff at Children's National helped make it her family's home away from home.

"All of the Children's employees from the first floor up have never done anything but their best to make Daisy's stays and visits here welcoming," her mom says. Daisy finished her last round of treatment one year ago.


It doesn't take much to make a difference to a child like Daisy who is spending this holiday season at the hospital.

- **\$25** provides a patient with a package of UNO cards, the most-requested game this holiday
- **\$50** can help keep a child in the hospital entertained with DVDs or video games
- **\$100** covers the cost of a soft and cozy "nest" specially made for the tiniest preemies

I hope we can count on your support!




Pam King Sams
Executive Vice President for Development
Children's National Medical Center



P.S. [Tell a friend about this campaign](#) and help us spread the word.

Bring a smile to the face of a child who's in the hospital this holiday season.



Daisy, Age 4

Donate Today!

Every \$25 you give provides one package of UNO cards for kids like Daisy this holiday season.

Honor & Memorial Giving

- Effective way to connect with supporters
- Provides service & giving opportunity

THE MARROW FOUNDATION®
In Support of the National Marrow Donor Program

Dear Jonathan,

Happy Holidays from The Marrow Foundation!

Thanks to you, we have a lot to be thankful for as 2008 comes to a close. In the midst of these challenging times, **your support has helped our programs achieve success and continue to provide hope to more patients in need of a life-saving**

[end contribution and transplantation and memory of a loved one, -of-kin.](#)

In memory of your loved one, I've made a gift to The Marrow Foundation® in support of the National Marrow Donor Program.®

The image shows a screenshot of an email from The Marrow Foundation. The email header is in a blue box with the organization's name and logo. The body of the email is white with a red decorative border at the bottom. The text is a mix of black and red, with some parts being bolded. There is a small photo of a child in the top right corner of the email content area.

Accomplishments

- Recap prior year accomplishments
- Set tone for challenges of coming year
- Secure financial engagement to maintain momentum



Dear Loyal Conservancy Supporter,

Your support of The Nature Conservancy has made a difference in our natural world and we invite you to [view what you helped make possible](#).

In [The Nature Conservancy's 2008 Annual Report](#)



Dear Abby:

Looking back on 2007, we've fought at every turn to restore our rights to control our personal health information. We need your help to be ready to go when Congress returns in 2008.

It might seem that control over your private health records is gone for good. *But, thanks to you, the fight to regain control over our most intimate information is not over, we're just beginning!* With your ongoing support, Patient Privacy Rights has passionately reminded Congress, the health care industry and the media that privacy is a fundamental American right.

No one should ever have to choose between getting the health care they need and privacy. [Please continue your support by making a generous donation to Patient Privacy Rights today.](#) There are just **4 days** left for tax-deductible giving this year.



Patient Privacy Rights is possibly the smallest consumer organization working for you at the national level in terms of staff and budget. But thanks to your help, Patient Privacy Rights was the most effective advocate for your right to health privacy in 2007. *With your efforts we made a huge impact, making it clear that Americans' desire for privacy is not dead.*

- The bi-partisan membership of the Coalition for Patient Privacy that demanded Congress **protect, not give away** our most valuable information doubled in 2007.
- We sent thousands of letters to our Senators to stop legislation that would build electronic health records without privacy.
- We launched our online [Campaign for Prescription Privacy](#) and video that will go national in 2008.

There is much to do in 2008. We cannot slow down or take our eye off the ball. We [need your generous year-end support today](#). Not only is your gift fully tax-deductible, but will also be matched dollar for dollar by an anonymous donor.

It's never been more critical to pay attention to who wants information about us and our loved ones. To protect our loved ones from massive discrimination by employers, insurers and banks based on health records **we must not rest.**

[Make a year-end donation to Patient Privacy Rights now.](#)

The nation looks to Patient Privacy Rights to uphold the highest standards for privacy. **We pledge to never compromise and to fight for your privacy at every opportunity.** [Please join us in this fight by making a year-end donation today.](#)

As always, thank you for all that you do. We have great hope for our future together!

Gift Giving

- Intangible gift
- Engages new audiences in mission
- Add on giving opportunity
- Build membership file
- Providing a service – easy shopping
- Last minute giving message opportunity

CONSERVATION INTERNATIONAL

Give the Gift of Conservation

Click here to give a gift membership!

Memberships to CI make great gifts.











REGIONS STRATEGIES PROGRAMS GET INVOLVED SUPPORT

Season's Greenings

SPREAD SEASON'S GREENINGS!


When you give your friends and family alternative gifts through Conservation International this holiday season, you help to curb climate change, stop the deforestation of habitats worldwide, save species from extinction ... and you show them you really care - enough to protect our planet for future generations. These gifts represent just a small part of the important work that CI does around the world every day. Your contribution will be used where it's needed most to preserve our living heritage.

Enter the quantity of each gift you'd like to give and click "Checkout." You'll have the option to send e-cards to your gift recipients on the next page.

<p>Save a Lemur</p>  <p>click to learn more</p> <p>\$20</p> <p>Quantity: <input type="text"/></p>	<p>Preserve the Bastard Quiver Tree</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Support the Sea Turtle Flagship Program</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Protect a Tiger</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Help an Eagle Soar</p>  <p>click to learn more</p> <p>\$50</p> <p>Quantity: <input type="text"/></p>
<p>Protect Madagascar from Climate Change</p>  <p>click to learn more</p> <p>\$50</p> <p>Quantity: <input type="text"/></p>	<p>Keep Freshwater Flowing</p>  <p>click to learn more</p> <p>\$100</p> <p>Quantity: <input type="text"/></p>	<p>Put a Walking Shark in the Water</p>  <p>click to learn more</p> <p>\$100</p> <p>Quantity: <input type="text"/></p>	<p>Preserve a Whale Birthing Ground</p>  <p>click to learn more</p> <p>\$250</p> <p>Quantity: <input type="text"/></p>	<p>Save a Gentle Giant</p>  <p>click to learn more</p> <p>\$500</p> <p>Quantity: <input type="text"/></p>

Last-Minute Giving

- Thank for previous support
- State specifics of what that support has helped accomplish
- Re-state end of year goals



THE **V** FOUNDATION[®]
for Cancer Research

Spread Cheer, Fight Cancer


The new year is almost here. Tomorrow is your last chance in 2009 to make a [100% tax deductible donation](#) toward essential cancer research.

We have been so fortunate to have a successful year with the generous support of our donors. The V Foundation has raised more than \$90 million since our inception in 1993. This year alone, we awarded \$11.5 million in new cancer research grants. Our goal for 2010 is even more ambitious: \$13 million.

We can only reach our objective through your support. Will you please make a [year-end donation](#) to help us fight the war against cancer?


As always, thank you for your continued partnership in funding critical cancer research.

Wishing you a happy and healthy New Year,



Nick Valvano, Chief Executive Officer


\$10 or \$10,000, large or small... every donation counts!




Donate Today!

The V Foundation awards 100% of all new direct cash donations and net event proceeds to cancer research and related programs.

Unsubscribe | Forward to a Friend | Visit our web site

POWERED BY 

106 TowerView Court, Cary, North Carolina 27513 | P: 1-800-4JIMMYV
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Tax-Focused

- Secure last-minute year-end donations with tax deadlines
- Online best way to remind
- Still have mission but goal is about tax year



2009

**It's Not Too Late!
Give Animals a Lifesaving Gift**

PLEASE GIVE TODAY! THIS IS A LAST-MINUTE TAX BREAK THAT HELPS TO SAVE LIVES

Give a Gift!

Every single day, the ASPCA is there fighting for those who cannot speak for themselves. We are their voice! Because of generous supporters like you, we can continue to provide lifesaving programs, medical care and protection that abused, abandoned, lost and homeless pets desperately deserve.

[You can still help make a difference in the fight to end animal cruelty and get a last minute tax deduction.](#) Your gift today will help us continue our fight to put an end to all acts of cruelty and neglect. Animal lovers like you, who care passionately about protecting animals give us hope. Your commitment brings us one step closer each year to ending all forms of animal cruelty and finding permanent, loving homes for America's adoptable animals. [Please help the ASPCA continue to fight cruelty with this last minute year end gift today!](#)

Thank you for your support and happy holidays from the ASPCA! **Tell A Friend!**

ASPCA

Always remember to Make Pet Adoption Your First Option®!
ASPCA | 424 E. 92nd St | New York, NY | 10128
Visit our website: aspca.org [Update Your Profile](#) [Unsubscribe](#)

Tips for Last Chance Appeals

- Time of day matters
 - Giving drops dramatically over the course of the day
- Expand your target window
 - Dec 31st is on a Friday this year
 - Consider sending your final appeal Dec 28th -30th
- Unique opportunity to get 2 messages out

Open Sesame...

- Subject Lines - Keep it Simple!
 - Be direct.
 - Try to keep it to less than 35 characters
 - A/B Test
 - 20% of your list as a test group
- Copy – Keep it Short!
 - Use text links for donation asks in separate paragraph

Don't Forget...The New Year

- Communicate: Don't let radio silence steal your momentum!
 - Look forward to new year—resolutions, plans
 - Thank constituents for successes in prior year and the need to stay engaged for continued growth.
 - Communication with non-givers.
 - Welcome series to new donors and members
- Learn: Analysis to improve results and predict growth
 - Email responsiveness
 - Giving trends

Summary

- Be Prepared
 - Year-end campaigns are culmination of engagement—not one-shot activities
- Ask, ask and ask again
 - Holidays are a busy time—repetition key to securing your spot in the holiday traffic
- Variety is the Spice of Life
 - Many giving opportunities and options to present constituents

Thank you!

Questions?

- Convio:
info@convio.com or call us at 888.528.9501
- Copies of this presentation will be provided
- For more tips, download our Holiday Guide:
www.convio.com/holiday-guide