

# 30 IDEAS IN 30 MINUTES

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## How to Raise More Money Before Year End – and Jumpstart Your Fundraising Program in 2012

December 13, 2011

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# Year-End Strategy – What to do right now!

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# LYBUNT



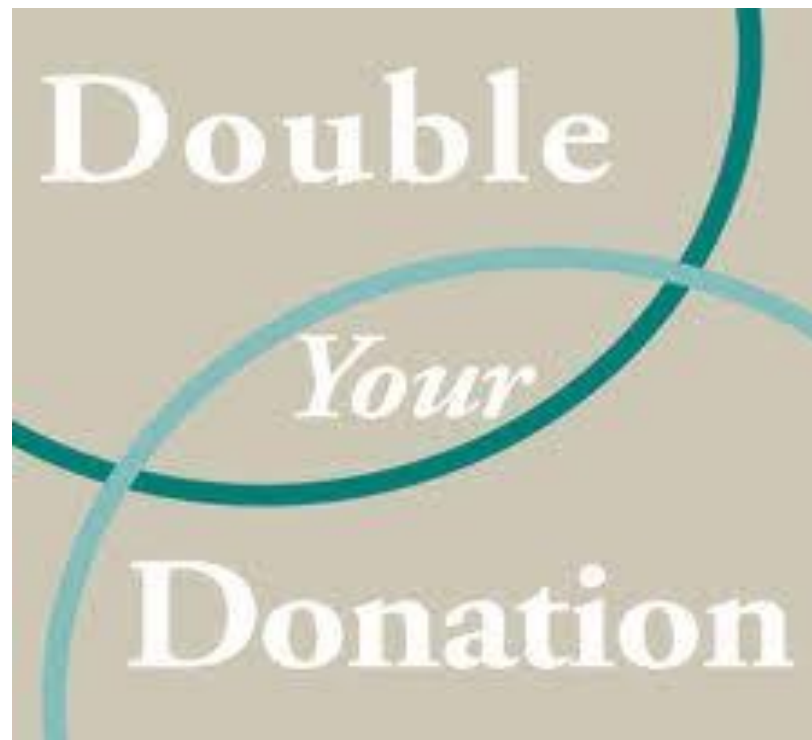
**3,095 Donors**

**\$400,442**

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# The Match

Identify a Matching Gift NOW



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## Timeliness of Thank You's

- 24 Hours                      20% Response
- 72 Hours                      15% Response
- 5 Days                         7% Response
- 7 Days                         4% Response
- 14 Days                        1% Response

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# Digital

- Focus your home page on giving
- Create extra large **Donate Now** button
- Streamline donation process
- Set an email schedule
  - 12/15 Christmas e-card
  - 12/23 Christmas support
  - 12/29 Tax deduction opportunities
  - 12/31 “Last Chance”

# Stewardship Opportunity

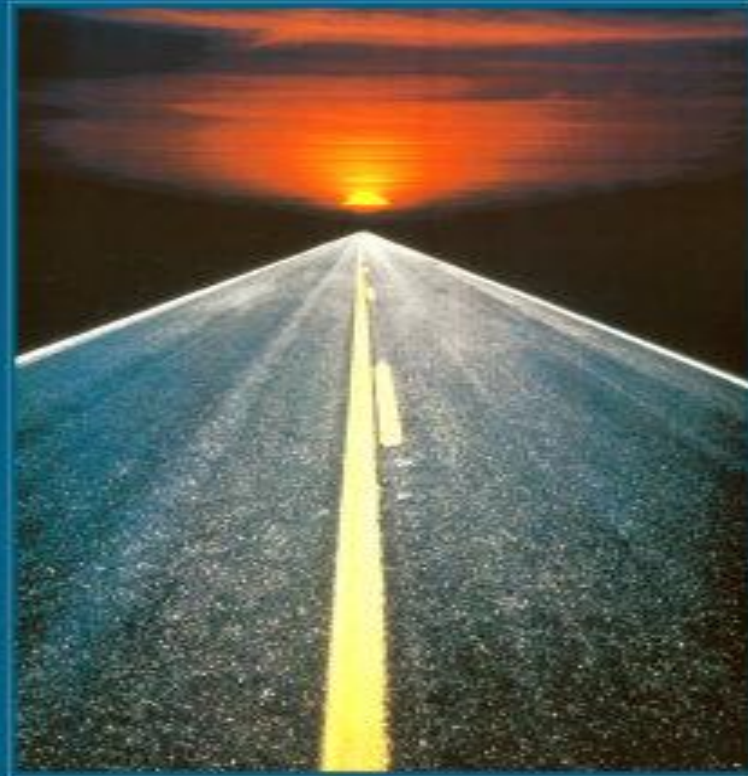


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# Ideas to Jumpstart 2012

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# GOALS



*To get started,  
you must have a destination.*

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# Commit to List Building

- Direct mail
- Phone
- Email
- Mobile
- Social (fans, followers)



# Almost Heaven Habitat for Humanity

Seeking to eliminate substandard housing and homelessness in Eastern West Virginia and to make decent shelter a matter of conscience and action.

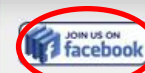
GET INVOLVED

SUPPORT OUR WORK

LEARN ABOUT HABITAT

THE WORK WE DO

DONATE



## Apply for a Home

Now accepting applications for homeownership



[Learn More >](#)



Enter to Win a \$200 Nike Gift Card



Help us pick up the pace!

Enter to Win



Know a house that could use a brush with kindness? [Learn More](#)

## Current News

### Women Build Home to be Built in Greenbrier County

White Sulphur Springs, W. V. (August 27, 2010) – Habitat for Humanity of West Virginia will partner with Almost Heaven Habitat for Humanity for the first Habitat home in Greenbrier County built by all women. Throughout the state of West Virginia, there are 20 local Habitat affiliates working to eliminate poverty housing in their communities. ... [Read More](#)

### Meet our Newest Home Owners

Last year we embarked on a unique endeavor to creatively provide affordable housing for individuals and smaller families who may not need the space of Habitat for Humanity's traditional single family home. River Bend Gardens is the vision that redefines what affordable housing should look like. A development consisting of 5 Victorian style houses each ... [Read More](#)

### Habitat for Humanity Merger to Provide More WV Families with Affordable Housing

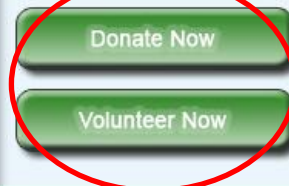
Franklin, WV July 1, 2010 On July 1st, Almost Heaven Habitat for Humanity and Habitat for Humanity Greenbrier merged into one new larger organization that will serve the Eastern West Virginia counties of Greenbrier, Pendleton, and Pocahontas. The combined strength of the two organizations will be able to increase the number of new homeownership opportunities, ... [Read More](#)

JOIN OUR MAILING LIST

## WorkCamps

Almost Heaven Habitat for Humanity has been hosting Workcamps (also known as mission trips) for over 20 years.

[Learn More >](#)

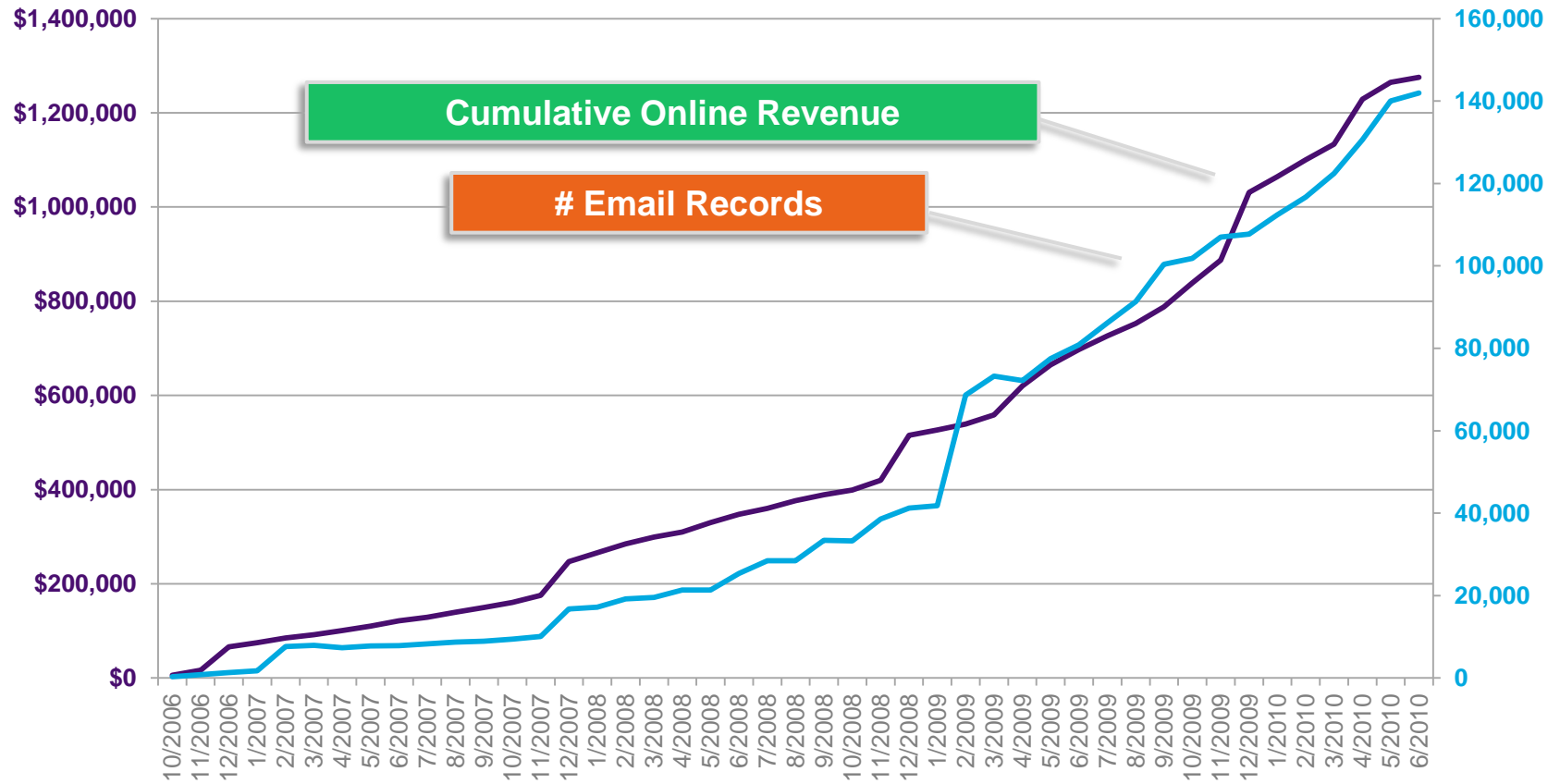


## Keys of Hope

A family is home.



# The Value of a Growing Email House File



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# Acquisition

- What is your donor's lifetime value?
- What is your Annual Attrition/Reactivation rates?
- How many new donors do you need to grow 5% or 10%?

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# Retention Strategies

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# Make Donors Feel They are Part of an Important Cause

- Storytelling
- Use language that gives ownership
  - “Thanks to you ...”
  - “Your help did xxxx”
  - “You accomplished xxxx”

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# Show Donors Their Involvement is Appreciated

- Overhaul acknowledgement system
  - *“The frustration over receipts almost makes giving money away a bad thing ... rather than a good thing.”*
- Photos from the field



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## Hold a Donor Conference Call

- 5,097 calls made
- 823 accepted
- 102 listened for entire 25 minutes

THE 5TH ANNIVERSARY



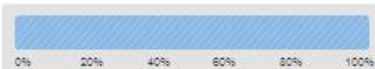
SEPTEMBER CAMPAIGN



## Mackenzie's Sixth Sense

PAGE URL: <http://mycharitywater.org/mackenziesixthsense>

### MACKENZIE'S PROGRESS



**\$300**

CAMPAIGN GOAL

**\$1,010**

RAISED SO FAR



### DONATE FOR MY 6TH BIRTHDAY

GIVE \$6

GIVE \$60

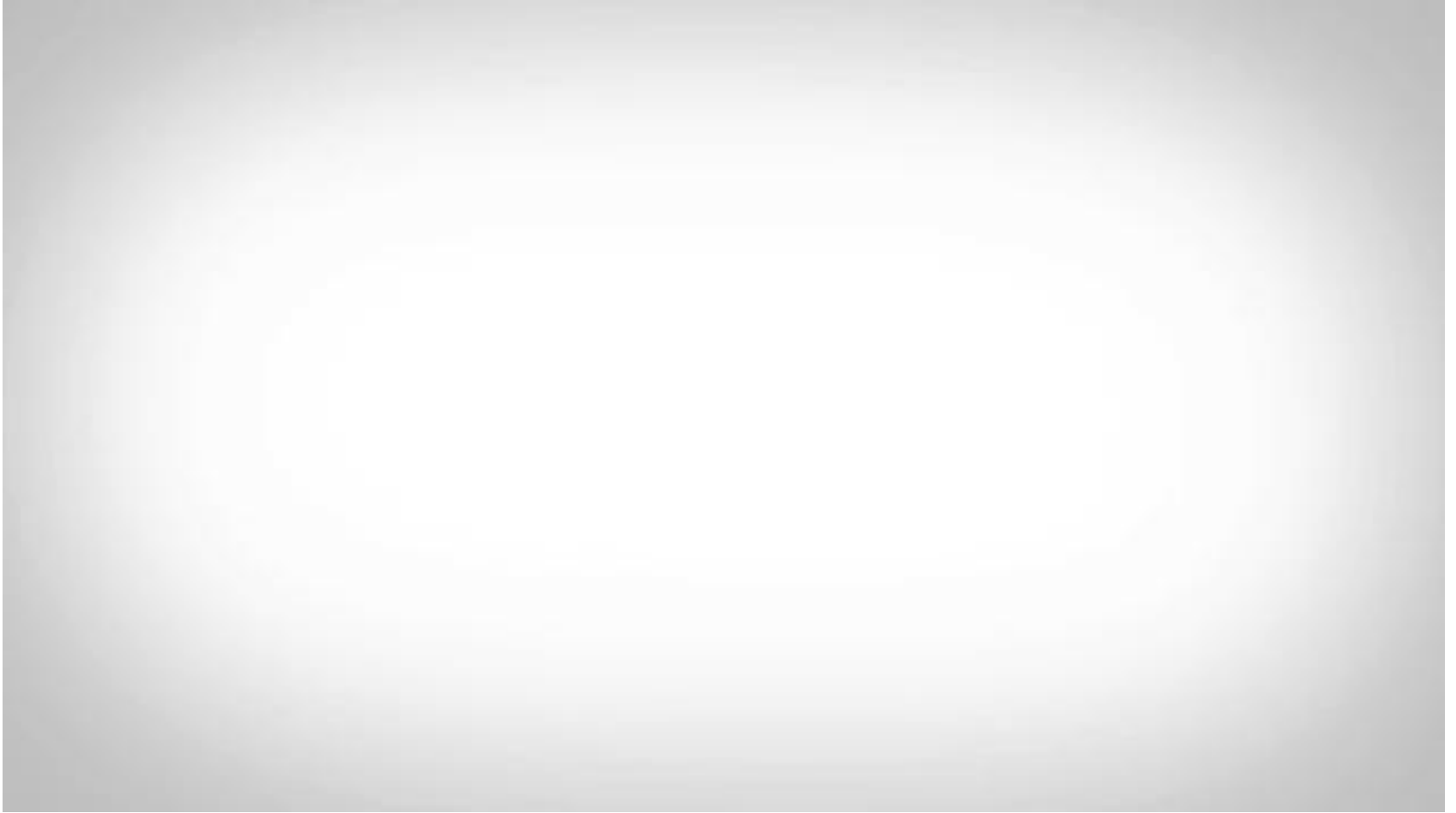
ANOTHER  
AMOUNT

*100% of your donation funds  
drilling equipment that will bring  
clean water to people in Ethiopia.*

I want a page like this >

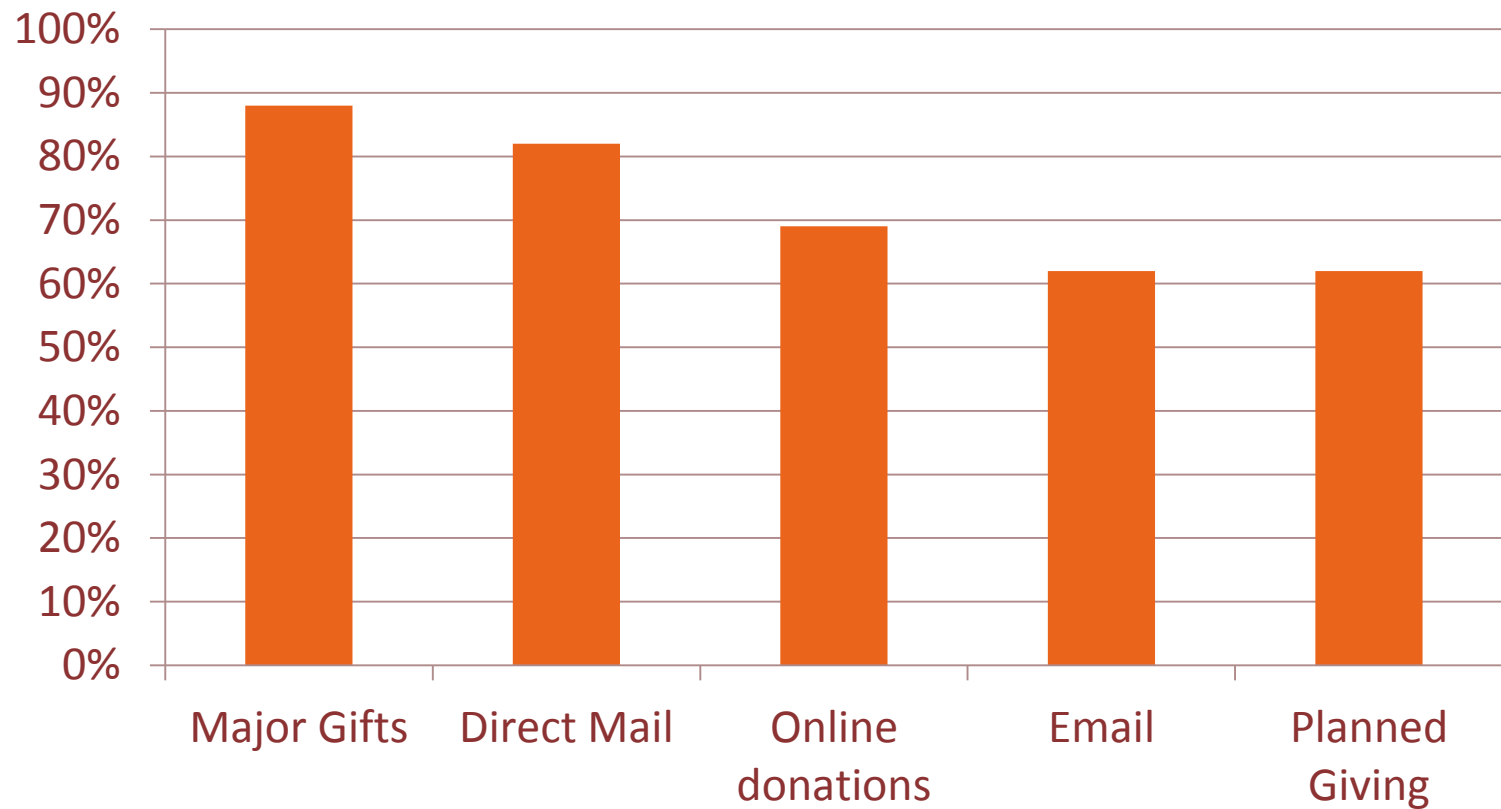
Like 17 >

Share on Twitter >



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# Get the Basics Right First



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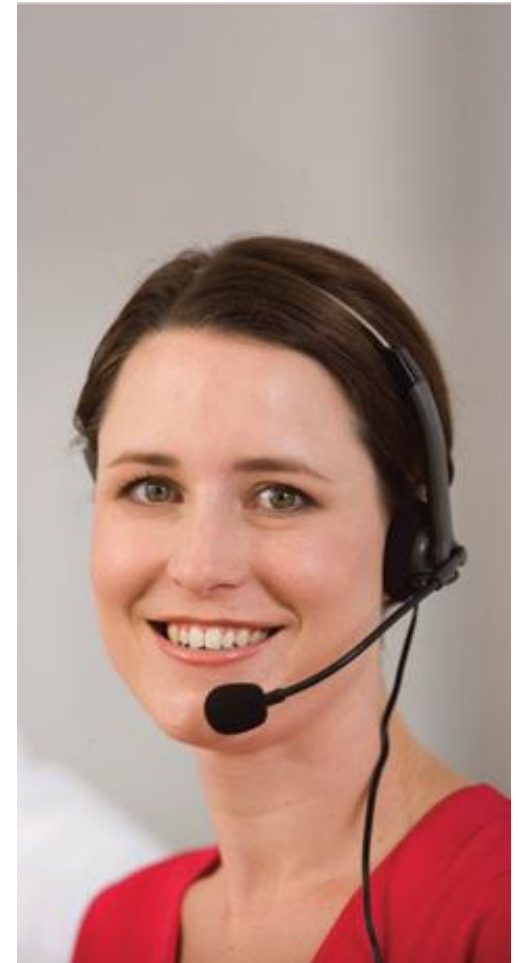
# Power of the Phone

- Disaster donor conversion
- Lapsed reactivation
- Conversion to monthly donors
- Conversion of advocacy to cash donors
- Conversion of catalog donors to monthly
- Call and thank all new donors (regardless of channel)

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# Thank You Calls

- \$100+ donors called
- Result:
  - 17% lift in number of donations
  - 200% lift in revenue



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Digital



Log in | E-news sign up

Search

GO

[DONATE NOW!](#)

[Home](#) [About Us](#)

[Chicago](#)

[Our Partners](#)

**+ TAKE ACTION**

[DONATE FOOD](#)

[DONATE FUNDS](#)

[ADVOCATE](#)

[NEED FOOD?](#)

[VIEW PHOTOS](#)

[WATCH](#)

[CONNECT](#)

**+ VOLUNTEER**

View our latest volunteer opportunities.

[+ IMMEDIATE NEEDS](#)

Find out more about volunteering at the Food Depository.

[+ MORE INFO](#)

# Do it for CHICAGO

**GIVE THANKS. FILL A PLATE.**

Everyone deserves a meal on Thanksgiving. Feed families in need with a generous donation now.

[DONATE NOW](#)

**845,910**  
FOOD INSECURE PEOPLE  
IN COOK COUNTY [+](#)

[Track our progress](#)

The Greater Chicago Food Depository makes public its impact indicators, as they relate to *Growing the Field*, our 2010-2015 Strategic Plan.

[FIND OUT MORE](#)

## Data shows food insecurity rates

Study providing community-by-community details of food insecure individuals

## THANK YOU.

Every \$1 invested in improved water supply and sanitation yields \$4 - \$12 in income. We think that's huge.

You may be able to double or triple your impact through your workplace! To see if your company matches donations visit [www.charitywater.org/donate/match.php](http://www.charitywater.org/donate/match.php)

Tweet about your donation OR follow @charitywater on 

I just gave to charity: water - you should too! 100% goes to clean water projects for people in developing countries.  
<http://bit.ly/TmWS>

TWEET IT!

Every \$1 invested in clean water yields \$4-\$12 in income. Give to charity: water here:  
<http://bit.ly/TmWS>

TWEET IT!

\$20 can give a person access to clean water. I just gave and you can too: <http://bit.ly/TmWS>

TWEET IT!

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# Email

- Black Friday/Cyber Monday email
- Include “share to social” links
- 85% of people delete an email solely based on the subject line
- Give new donors a special welcome
  - Is your auto responder boring?
  - Send a second thank you message
  - Ask for a monthly gift

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# Websites

- Easy navigation
- Photos are powerful
- Physical address and phone number
- Clear call to action
- Use an eye-catching donate button
- Is donation process simple
  - Minimize steps and information
  - Optimize donation form

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# Social Media

- Start with Facebook
- Post at least once a day (video, photos, events, links, comments)
- Staff: ¼ FTE
- Have a clear strategy (i.e. building community)

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Thank You!



Website: [Grizzard.com](http://Grizzard.com)  
Twitter: [@GrizzardComm](https://twitter.com/GrizzardComm)  
Facebook: [Facebook.com\GrizzardComm](https://www.facebook.com/GrizzardComm)

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