

Multi-Channel Fundraising Campaigns

PART 1

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DONORS

You are not the target audience.

Donors do not read everything.

Donors are busy and forget about you.

Donors will not experience your work.

**Donors are treated poorly by
other organizations.**

APPROACH

**LEARN
ACT
GIVE**



Educate donors through new creative prior to solicitation.

What could your donor and constituent community learn from you before you ask for money?



**Help donors act quickly to
express their interest in the
cause prior to giving.**

What could your donor and constituent community do for the cause or issue before you ask for money?



Create solicitations based on the creative from the learn and act approach.

What do you want your most engaged audience (donors, volunteers, board members) to hear before the solicitation is sent?

MULTI-CHANNEL

A coordinated annual fund solicitation during a specific timeframe that involves **multiple tactics** to raise support.

The approach is based upon a principle rule of donor engagement: The donor will receive information from multiple channels and select the gifting transaction method.

OPTIONS

Personal Solicitation
Phone
Direct Mail
Email
Special Events
Social Media
Website

EOY options should have a minimal of Direct Mail, Email, and Website and Social Media Mentions.

Phone and a private event should be considered for renewal.

TIMING

Time the approach based on the donor and not the organization's interests.

Learn

Information Send November 15

Act

Action Alert Send November 24

Give

Direct Mail Send November 25

Email Send December 2

Email Send December 17

Email Send December 31

MESSAGING

Is My Message Relevant?

Try to check off at least two of the
Six R's of Message Relevance with each of your messages.

- ☐  **It's Rewarding**
The **benefits** to following through on the call to action are clear.
- ☐  **It's Realistic**
The **barriers** to following through on the call to action are addressed.
- ☐  **It's Real Time**
It makes sense given the **context** and what else is happening right now.
- ☐  **It's Responsive**
They can tell we are **listening** and taking what we hear into account.
- ☐  **It's Revealing**
We are sharing or showing something **new or interesting**.
- ☐  **It's Refreshing**
The style and tone are **authentic** and maybe a little **surprising**.

This checklist works a lot better when you are clear and specific about your target audiences and your calls to action!





TANGIBLE

\$1 SAVES A LIFE



ONE DOLLAR ONE TREATMENT ONE LIFE SAVED



**THE GIRL DECLARATION IS
HERE.**

**THIS IS THE MOMENT
TO MAKE GIRLS
IMPOSSIBLE TO
IGNORE.**

ARE YOU IN?

ISSUE

THE GIRL EFFECT

WORDS



COMMUNITY IMPACT SUSTAINABLE EMPOWER



FEEL LIKE YOU CAN MAKE A DIFFERENCE



Jobs change everything.
Help employ people who are blind.

[INSERT NAME], meet Adam Rodenbeck.

Adam discovered his passion in second grade when his teacher brought in the class's first computer. Like most kids, he was captivated by what this new technology could do. But, unlike his peers, Adam wanted to know how the computer was built. It wasn't long before Adam and his friends were taking computers apart and then putting them back together on a regular basis.

What you may not realize is that Adam is blind.

Adam has always been fascinated with how things work and he knew he could make a successful career in computer programming, despite the fact that since birth Adam has been blind.

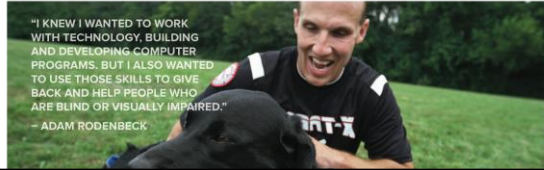
Not long after Adam finished studying computer programming in Austin, Texas, he met with a person from Bosma Enterprises who convinced him to return to Indiana and help improve the technology accessibility for clients at Bosma.

Although he hadn't considered teaching before, Adam soon found himself teaching people who are blind or visually impaired how to use technology and computers that would help them be more successful in their jobs.

Today, Adam is still making lives better through his passion for technology.

Overseeing our IT department, he is crucial to the day-to-day and long-term success of all we do here at Bosma. Adam is one of the thousands of examples of people who are blind or visually impaired in Indiana. Like Adam, these men and women are able to grow our communities and our economy when they have the chance to work and find jobs.

"I KNEW I WANTED TO WORK WITH TECHNOLOGY, BUILDING AND DEVELOPING COMPUTER PROGRAMS, BUT I ALSO WANTED TO USE THOSE SKILLS TO GIVE BACK AND HELP PEOPLE WHO ARE BLIND OR VISUALLY IMPAIRED."
— ADAM RODENBECK



Bosma has been creating opportunities for people who are blind or visually impaired since 1915. We work with people who are newly blind through outreach and rehabilitation, helping them transition and learn how to stay active and fulfill day-to-day activities. Through job training and employment services, we locate and facilitate employment for people who are blind or visually impaired.

Because of our work at Bosma, individuals like Adam go to work every day knowing their jobs will make a difference.

Stories like Adam's are possible for every person who is blind or visually impaired.

We need your help to continue offering rehabilitation programs and job services to every person who comes to Bosma.

Will you give to Bosma today?

We appreciate your support and helping create opportunities for people who are blind or visually impaired.

Sincerely,

[INSERT SIGNATURE]

Heather Quigley-Allen,
Executive Director, Bosma Visionary Opportunities Foundation

P.S. Change a life. Your donation gives people who are blind or visually impaired the chance to be successful in their careers.

\$50

Will help bring X
to X many people.

\$100

Will help bring X
to X many people.

\$250

Will help bring X
to X many people.

DONATE

bosma.org/donate

BOSMA ENTERPRISES
8020 Zionsville Road
Indianapolis, Indiana 46268
1866.602.6762 / info@bosma.org



[FIRST NAME],

I have been a resident of Indiana since 1942. I am the father of 3 children and have 6 grandchildren. Before becoming the CEO of the Indiana State Museum and Historic Sites, I was like every other person who visits our facility. I would bring my family, experience the exhibitions, hear stories of a time that seems so long ago, and leave in awe of the history of our state.

It never occurred to me to wonder about the things that happened behind the scenes. I never questioned the work it took to make that visit possible. I didn't ask about the countless hours it takes to curate an exhibition, develop an interactive story to grab the visitor's attention, or the carpentry used to build a display case so my children and grandchildren could get 'up close and personal'.

It wasn't until I became CEO that I understood the story of how we:

- unearth bones, like Fred's, from muddy fields throughout Indiana.
- discover artifacts in someone's attic.
- collect fossils in Madison, Indiana.

When I had the chance to learn about these things, I found them fascinating. That is why I am excited to share some of that same behind-the-scenes information about our new exhibit *Ice Age Giants: The Mystery of Mammoths and Mastodons* opening this month. In 1998, Fred, a bull mastodon, was discovered in Northeast Indiana. He is approximately 13,500 years old. It is truly fascinating to imagine these enormous animals walking across our state.



To make every exhibition a success, we rely on dedicated staff and expert historians. **But we also rely on donors to support digs, cleaning, and preservation for so many Hoosiers to benefit.**

By sending a gift of **\$25** you can buy a pair of coveralls for a trained volunteer to slosh through the mud and find bones. For **\$100** you can buy the necessary preservation tools and supplies we need to ensure bones remain intact and presentable to the public. For **\$1,000** you can cover a whole day's worth of out-of-pocket expenses for the staff to be on site to gather the necessary artifacts and bones and bring them to our facility, where they will be cared for and processed.

Any gift you make, no matter how large or small, will give us the opportunity to present the fascinating history of our state to more families like yours and mine.

Join us by making a gift today, and make it possible to continue to bring historical experiences like Fred's dig to you and your family.

Thank you for your generosity.
Sincerely,

Thomas A. King,
President and CEO,
Indiana State Museum and Historic Sites

CONCEPT

Live. Learn. Work.

Peak Community Services helps families and their loved ones with a disability live, learn and work independently.

RATIONALE

Interviews and surveys revealed a strong recognition of how much Peak Community Services helps the families of those who have disabilities as much as it helps the individuals themselves. Families rarely have the skills their loved one needs; fortunately, Peak Community Services can step in and teach the expertise they all need to live, learn and work independently.

MESSAGING OVERVIEW

We all do our best to care for our loved ones. But when they have special needs, we need the kind of experience, knowledge and expertise that only trained professionals can provide. In Cass and Pulaski counties, generous people make sure Peak Community Services is there for families caring for loved ones who have a disability.

MESSAGING KEY POINTS

Emotion and Humanistic Approaches

Donor Centric Language

Solutions Context

Needs Based Reality

Help One vs. Population

Opening Statement Providing Relevancy Drawing Donor In

Building A Stronger Movement Concept

Show Cause and Effect

Demonstrate Need Through Illustrative Writing

CONCEPT

Write Your Concept:

What is the theme of the end of year solicitation – the underlying foundation for what you want to help donors and your constituents understand?

RATIONALE

Why is this approach necessary?

Why is the theme this year stronger than in past solicitations?

How will you be illustrative about the rationale?

MESSAGING OVERVIEW

Provide up to 150 words about the core message you want your donor and constituent community to hear?

Remember:

Relevancy

Donor Centric

Draw the Individual In

Illustrative Language



QUESTIONS

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