

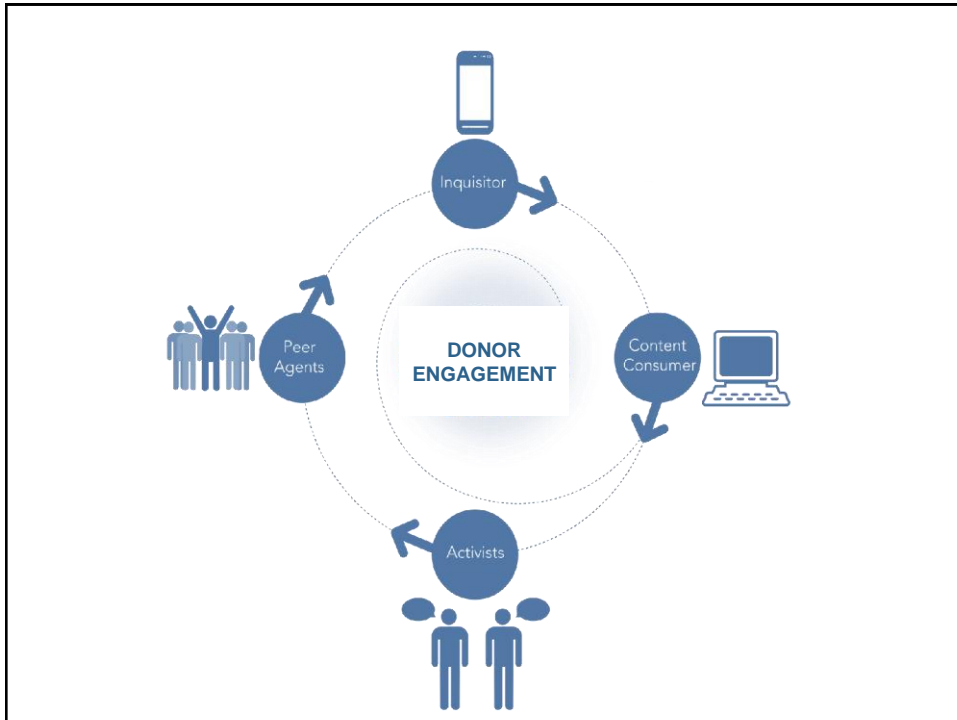
Multi-Channel Fundraising Campaigns

PART 2

DERRICK FELDMANN

@DERRICKFELDMANN | DERRICK@ACHIEVEGUIDANCE.COM

DONORS



APPROACH

**LEARN
ACT
GIVE**

TIMING

3 Multi-Channel Campaigns

Spring
Forward

Awareness
Appeal

End of Year
Campaign

MESSAGING

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



DIRECT MAIL



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.

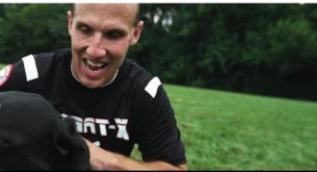
Not long after Adam finished studying computer programming in Austin, Texas, he met with a person from Bosma Enterprises who convinced him to return to Indiana and help improve the technology accessibility for clients at Bosma.

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 \$100 \$250 DONATE

Will help bring X
to X many people.

Will help bring X
to X many people.

Will help bring X
to X many people.

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



[INSERT NAME],
how can you make college unforgettable for students with spinal cord injuries?



Two days after his 17th birthday, Tyler was severely injured in a four-wheeling accident, leaving him paralyzed from the neck down.

Among the most pressing trials has been keeping a loyal, consistent caregiver – the person who assists Tyler with day-to-day tasks. Navigating the caregiver process can be daunting for someone who has never done it before, which is why Ramp joins students like Tyler in the process of searching for caregivers and preparing for college.

A donation to Ramp provides students with spinal cord injuries with scholarships and mentors to guide them through the college process.

By giving today, you are changing the life of someone like Tyler for tomorrow.



DID YOU KNOW THAT RECENTLY HEROIN USE AMONG INDIANA'S HIGH SCHOOL SENIORS IS MORE THAN DOUBLE THE NATIONAL AVERAGE?



**ACT NOW FOR THE HEALTH
OF YOUTH IN CENTRAL INDIANA**

[INSERT NAME],

This sad but reversible fact should move us all to action.

At the Ruth Lilly Health Education Center, youth learn about harmful drugs at an early age. We offer vital drug-prevention programming that educates students on the dangers of abusing all drugs, including heroin.

Your donation is essential for helping us educate students towards a healthier lifestyle, free of drug use. You'll be helping fund classes, programs and curriculum that tangibly makes a difference in the lives of Indiana youth.

Give today:

\$50

pays for
5 students
to participate

\$100

pays for
10 students
to participate

\$350

pays for a
full class
of 35 Students

DONATE

**DID YOU KNOW THAT DIABETES
IS THE SEVENTH LEADING CAUSE OF DEATH IN INDIANA?**



**ACT NOW FOR THE HEALTH
OF YOUTH IN CENTRAL INDIANA**

[INSERT NAME],

The number of Hoosiers with diabetes continues to grow, with a proven link to childhood obesity and unhealthy habits starting at an early age.

At the Ruth Lilly Health Education Center, we show students how to make healthy choices and avoid diabetes. We provide much-needed resources and tools so students in Central Indiana will understand the importance of a healthy lifestyle and make the right choices for their long-term health.

We will see the number of students at risk for diabetes decrease in Indiana, but we need your help. Your gift is essential for allowing us to educate students on topics such as obesity, tobacco, drugs, bullying and other pressing health issues.

How much will you give today?

\$50

pays for
5 students
to participate

\$100

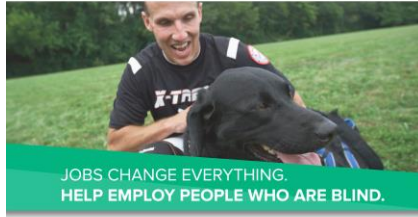
pays for
10 students
to participate

\$350

pays for a
full class
of 35 Students

DONATE

DO YOU REMEMBER YOUR FIRST JOB OUT OF SCHOOL?



**JOBS CHANGE EVERYTHING.
HELP EMPLOY PEOPLE WHO ARE BLIND.**

[INSERT NAME]

Can you recall what it was like to start your first day and how nervous you were? Think about how that job influenced the direction of your career.

For Adam, a childhood dream of working with computers became a reality when he started his first job at Bosma, teaching people who are blind or visually impaired how to use computers and find jobs. He couldn't have done it without donors like you supporting his dream.

Adam has been blind since birth. But that did not stop him from building a successful career in technology.

Your gift to Bosma helps individuals like Adam excel in their jobs, despite being blind or visually impaired.

\$100 GIVES A PERSON WHO IS BLIND
THE 4 HOURS OF REHABILITATION
TRAINING NECESSARY TO GET A JOB.

DONATE

B•SMA
Visionary Opportunities Foundation

bosma.org/donate
BOSMA EXPRESSES
8000 Donorville Road
Indianapolis, Indiana 46228
316.662.2552 / info@bosma.org

GIVE
10

Help the **Next Generation**
Of Brothers **Become Leaders**

As young alumni of Lambda Chi Alpha, you understand the benefits of leadership training that prepares you for the real world. Now is the time to give back and help a new generation of leaders discover their potential. With your help we can provide more scholarships to next year's Leadership Seminar.

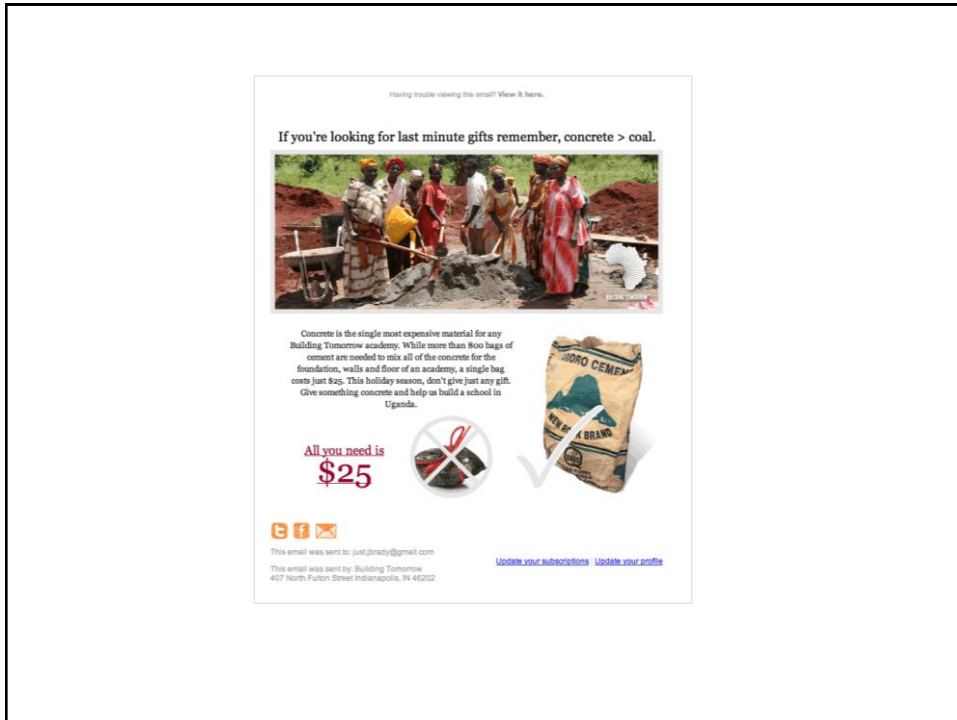
ARE YOU READY TO GIVE \$10?
You Can Help Send More Brothers to Lambda Chi Alpha Leadership Seminar

Give \$10 to provide scholarships to next year's Leadership Seminar in Memphis.

Give 10 minutes to register and/or update your contact information to receive the Young Alumni newsletters and the Cross and Crescent.

Share with 10 Lambda Chi Alpha brothers on Facebook and help your chapter receive a scholarship for next year's Leadership Seminar.

LAMBDA CHI ALPHA

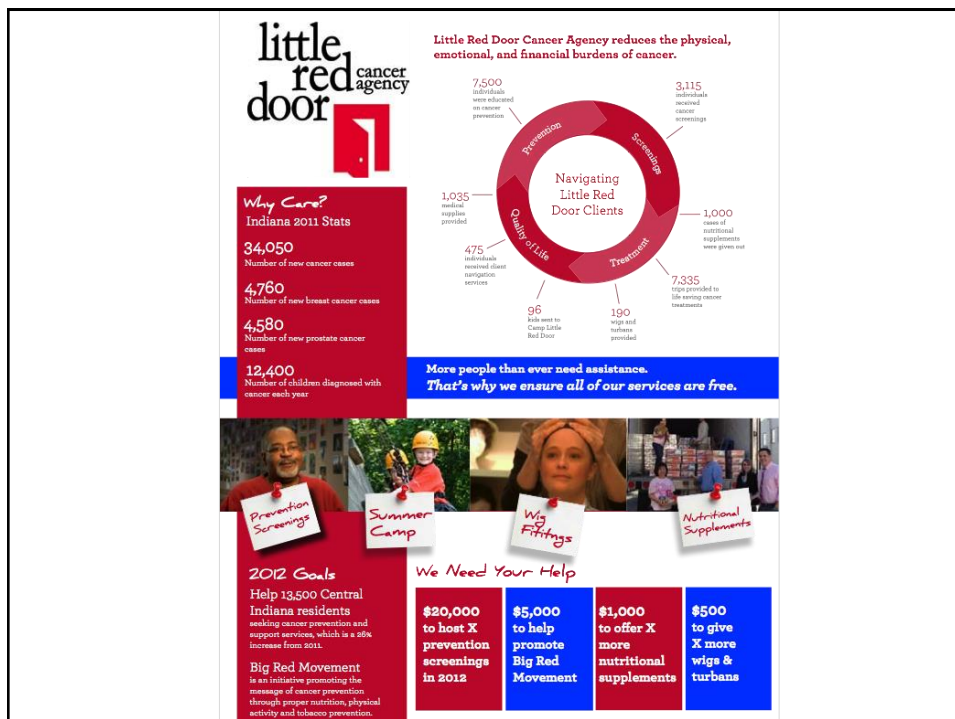


Conversations Tools

Simple and visual representation of who you are and what you do.

A way to provide a clear overview of an organization, specific areas of investment and how support can make **an impact**.

Focus on What You Do, Why You Do It, How You Do it, How We Can Help





**INVEST IN OUR
Transportation Services**

We have all heard the expression 'there is no such thing as a free ride,' but for some local cancer patients, a free ride is not just a nice gesture, it is a lifeline to life-saving treatment.



270
Transportation Clients



22
Trips Per Client



3
Accessible Vans



X
Tanks Of Gas



X
Cost Per Year



Watch Terry's Story on Fox59

Getting to and from Cancer treatments can be hard, and many of Little Red Door's clients have no reliable form of transportation. That's why Little Red Door Little Red Door provides free transportation for cancer patients in Central Indiana receiving chemotherapy or radiation treatments and for those who have limited cancer-related follow-up appointments. We ensure vehicles are accessible to both wheelchairs and walkers.

"This is one worry that I don't have to think about now. That took a lot of stress off me, knowing that I had a ride to my doctor's appointments." - Terry said.

To View Video Visit LittleRedDoor.org/Transportation

WE NEED YOUR HELP

\$10,000
to provide
X more
clients rides
in 2012.

\$5,000
to make
upgrades
to the vans

\$500
to fill X
tanks of
gas

QUESTIONS

Derrick Feldmann

derrick@achieveguidance.com
@derrickfeldmann

Achieve

achieveguidance.com
@achieve_consult