DONORS
YOU ARE NOT THE TARGET AUDIENCE.
DONORS
DO NOT READ EVERYTHING.
DONORS ARE BUSY & FORGET ABOUT YOU.
DONORS WILL NOT EXPERIENCE YOUR WORK.
APPROACH
LEARN ACT GIVE
Educate donors through new creative prior to solicitation.
What could your donors and constituents learn from you before you ask for money?
1 in 5 children has a diagnosable mental disorder.

CHILDREN SHOULD BE SEEN, AND NOT HURT.
Help us heal the hurt in children — we may not grow, amend and thrive. Denice Nick.
The Children's Center of Wayne County.
LEARN ACT GIVE
Help donors act quickly to express their interest in the cause prior to giving.
What could your donors and constituents 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 communicate before the solicitation is sent?
Two little words that say so much: Thank you.

A little book of thank you's.

Thank you for being a friend.

You're helping to stop children being abused. That deserves a big thank you.

January 2014

Say thank you to the people who help vulnerable children on your behalf.

My message of thanks to those who will be there for abused children throughout 2014.

A big thank you.

Frequent: 0113 242 0007
Volunteer: 0113 242 0007
Email: help@nspcc.org.uk
Website: nspcc.org.uk
Say thank you to all the people who help vulnerable children on your behalf.

Thank you for being a friend.

You're helping to stop children being abused. That deserves a big thank you.

January 2014

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MULTI-CHANNEL
YEAR-END
MULTI-CHANNEL

A coordinated annual fund solicitation during a specific time frame 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.
Year-End options should have a minimum of Direct Mail, Email and Website and Social Media Mentions. Phone and private events should be considered for renewal.
TIMING
> November 23-26
> December 24-26 & 31
LEARN
> November 1-20

ACT
> Action alert sent the week of Thanksgiving

GIVE
> Direct mail in mailboxes no later than November 28
> Giving Tuesday on November 30 (separate from year-end campaign)
> Email 1 sent December 6
> Email 2 sent December 20
> Email 3 sent December 31
> Phone calls to lapse donors during last week of 2016
5 THINGS TO REMEMBER:

> People give to help a person, not a crowd

> Position the individual giver as the hero

> Your organization is simply a conduit between the donor and those you help

> Donors are empathetic – ensure your message is, too

> Donors need to feel and witness the issue you’re addressing through writing and imagery
5 THINGS TO DO:

> Take close-up photos of people you help

> Ask a person you help to describe the challenges they currently face

> Ask your program staff to share at least one story a week of someone you help

> Create a storyboard full of images related to an individual’s story

> Evaluate past solicitations and corresponding stories – what worked and what didn’t?
KEY DATES:

> Week 1: Visit with people you help
> Week 2: Analyze past solicitations
> Week 3: Storyboard themes
> Week 4: Choose a story and narrative for the campaign
OCTOBER
THE PLANNING MONTH
5 THINGS TO REMEMBER:

> You have donors – Not email, direct mail or online donors

> Donors should be exposed to the solicitation story through various approaches

> Even if a donor receives a message one time, you need to remind them about the opportunity to give

> Extend the narrative of the story across multiple solicitations

> Plan stories across all channels based on your audience
5 THINGS TO DO:

> Determine the schedule of solicitation release dates

> Present the timing, logistics and story of the year-end campaigns to all staff

> Ensure that you are ready to suppress donors that give during the campaign from future solicitations

> Create a donation page, direct mail and email wireframe

> Create a social media post schedule
KEY DATES:

> Week 1: Present the timeline, story and logistics to the organization
> Week 2: Review online donation pages
> Week 3: Create wireframes for all solicitation approaches
> Week 4: Determine mobile needs for campaign
NOVEMBER
THE LEARNING MONTH
WHY DO WE NEED TO LEARN AND ACT?
5 THINGS TO REMEMBER:

> Performing an act is a reinforcement of their interest and passion for the cause

> People need to warm up to giving – inspire them before asking

> Educate before exposing individuals to big concepts related to the cause

> Rather than thanking individuals for being supporters of the organization, thank them for supporting the cause and issue

> Individuals need a reason to give and that reason is the people you help
5 THINGS TO DO:

> Create a learning series about the issue for constituents
> Ask your constituency to “act” in support of the issue – not “give”
> Seek constituent input on creative strategy for the campaign
> Prepare for Giving Tuesday
> Thank donors for their remarkable contributions
KEY DATES:

> Week 1:  Send a message about the issue
> Week 2:  Ask donors to act for the cause
> Week 3:  Thank donors for their contributions – Thanksgiving
> Week 4:  Finalize Giving Tuesday solicitations
DECEMBER
THE GIVING MONTH
5 THINGS TO REMEMBER:

> Make your solicitation memorable by thanking the individual and asking him or her to support the issue

> Don't forget to incorporate an ask through phone calls during this month

> Giving Tuesday is an opportunity to ask people to start giving

> Launch the campaign with direct mail, followed by two emails and a solicitation on the last day of the year

> Suppress donors from future solicitations if they already gave
5 THINGS TO DO:

> Send handwritten notes two days before Giving Tuesday to thank donors for being remarkable

> Time email campaigns to land mid-morning

> Send at least two emails a week and a half apart

> Create an experience for donors during the month of December

> Call past donors to ask for their support
KEY DATES:

> Week 1: Send Giving Tuesday solicitation
> Week 2: Send first email solicitation
> Week 3: Call past donors asking them again to support if they have not given
> Week 4: Send final reminder to give on December 31
Download the Year-End Planning Guide: achieveagency.com/velocitypittsburgh/
WHAT TO CONSIDER WHEN:

Your campaign is not performing

Your campaign is not resonating with historical donors

Your campaign loses donors but meets monetary goals

Your campaign doesn't meet monetary goals and loses donors
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Your campaign doesn't meet monetary goals and loses donors
Should you outsource your multichannel campaign?
Showcase of Fundraising Innovation and Inspiration
www.sofii.org

NpEngage – Blackbaud
www.npengage.com

Science of Philanthropy Initiative
www.spihub.org
5 THINGS TO DO:

> A/B test your solicitations
> Create an appeal review committee – Not existing constituents/donor
> Spend more time with beneficiaries
> Provide an update on progress within 30 days of gift
> Create a bold, differentiating message and use it for awareness/fundraising
Dance is more than just performing.

When you attend an Attack Theatre performance, you become part of the emotional experience. As an audience member, you’re not just watching a performance on the stage. You’re also a part of the story, feeling the energy and emotions from the actors and the set design.

And it’s all to enrich you.

When you support Attack Theatre, you’re giving artists the chance to be a part of a company that is dedicated to producing quality dance and performances.

You’re helping to create a vibrant arts community in Pittsburgh.

For over 20 years, Attack Theatre has been creating dance and music that touches the heart and mind. With your support, we can continue to bring world-class performances to the stage.

Engaging in our community, supporting local artists, and bringing people together is what Attack Theatre is all about.

Jeffrey Boguslavsky, Artistic Director, Attack Theatre

P.S. Challenge #1: Do something new or different. It’s time to break out of your comfort zone and experience something new.

Donate online at attacktheatre.com/donate

ATTACK THEATRE | 2425 Liberty Avenue | Pittsburgh, PA 15222 | (412) 281-3335 | attacktheatre.com
Today is #GivingTuesday, which means it’s your chance to give artists like Ji Jil Vil and audience members like you a forward-thinking, open-minded environment where they’re encouraged to question the world around them through contemporary dance.

Ji danced much of her life, but her time at Attack Theatre was special. At Attack Theatre, dance connects artists, audience members, and the community.

“When you attend a performance by Attack Theatre, you become part of the creative process. You’re invited just as much as the artist on stage, and you’re nurturing the diversity and ingenuity that takes contemporary dance in Pittsburgh to the next level.” — Ji Jil Vil

This #GivingTuesday, pledge to be more than a passive audience member. Give today.

DONATE TODAY

To continue risk-taking contemporary dance in Pittsburgh for years to come.

Photo by Nicole Zarek

Dance is more than just performing.

As a dancer with the company from 2001 to 2006, Ji Jil Vil will always host Attack Theatre in a special place in her heart.

“Through Attack Theatre, artists like me have the chance to be part of a company where we’re treated as humans and performers.” — Ji Jil Vil

And audience members like you have the opportunity to be a co-creator and valued partner of high-quality dance that advances Pittsburgh’s culture.

Your participation in the arts through your support at Attack Theatre celebrates and connects the people of Pittsburgh.

Became a recurring donor today.

DONATE TODAY

To continue risk-taking contemporary dance in Pittsburgh for years to come.

Photo by Sarah Kugler

Time is running out to connect the people of Pittsburgh through contemporary dance.

DONATE NOW
Today is #GivingTuesday, which means it’s your chance to give artists like Jill Stifel and audience members like you a forward-thinking, open-minded environment where they’re encouraged to question the world around them through contemporary dance.

Jill danced much of her life, but her time at Attack Theatre was special. At Attack Theatre, dance connects artists, audience members and the community.

“When you attend a performance by Attack Theatre, you become part of the creative process. You’re invited just as much as the artists on the stage, and you’re nurturing the diversity and ingenuity that takes contemporary dance in Pittsburgh to the next level.” — Jill Stifel

This #GivingTuesday, pledge to be more than a passive audience member. Give today.

DONATE TODAY

To continue risk-taking contemporary dance in Pittsburgh for years to come.

Photo by Nicole Zapor

Dance is more than just performing.

As a dancer with the company from 2003 to 2004, Jill Stifel will always hold Attack Theatre in a special place in her heart.

“Through Attack Theatre, artists like me have the chance to be part of a company where they’re treated as humans and performers.” — Jill Stifel

And audience members like you have the opportunity to be a co-creator and valued partner of high-quality dance that advances Pittsburgh’s culture.

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Photo by Sarah Koppes

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Become a recurring donor today.

To continue risk-taking contemporary dance in Pittsburgh for years to come.

DONATE TODAY

DONATE TODAY

DONATE NOW

Act now - today is your last chance this year to help give artists like Jill Stivel and audience members like you a forward-thinking, open-minded environment where they're encouraged to question the world around them through contemporary dance.

Dance is more than performing, and being an audience member is more than just watching.

Give now to nurture the creativity and ingenuity of Attack Theatre, and help take contemporary dance in Pittsburgh to the next level.
Attack's total average email response rate was higher in 2015 than the national average (0.11% vs. 0.06% nationally). Its average email revenue per 1,000 emails delivered was also much higher than the national average ($172.61 vs. $40 nationally), and its average online gift was nearly double the national average ($156.92 vs. $82).
The Benter Foundation presents

**VELOCITY**
ACCELERATING FUNDRAISING FOR YOUR NONPROFIT

a program of Achieve

**DERRICK FELDMANN**
dfeldmann@achieveagency.com
@derrickfeldmann

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