Messaging and Marketing for Your Nonprofit: What Matters Most NOW

Presented By: David Munshine, President & CEO
Diana Leighton, Senior Vice President

April 29, 2020
TODAY’S PRESENTERS

DAVID MUNSHINE
President & CEO

DIANA LEIGHTON
Senior Vice President
OUR SERVICES

FUNDRAISING

- Feasibility/Planning Studies
- Capital Campaign Management
- Major Gifts Programs
- Endowment and Planned Giving
- Annual Funds and Multi-channel Approach Appeals
- Corporate Giving
- Grant Research and Writing
- Wealth and Philanthropy Research
- Grateful Patient Program Development

COMMUNICATIONS

- Integrated Fundraising and Communications Plans
- Case for Support Materials
- Donor Impact Reports
- Writing and Editing
- Blogging and Blog Management
- Digital Design
- Web Content Development
- Social Media Management
- Press Releases
- Media Training
- Crisis Communications

STRATEGY & IMPLEMENTATION

- Assessments and Benchmarking
- Strategic Planning
- Staff Search and Interim Staffing
- Staff and Volunteer Training
- Board Development
- Database/CRM Services
- Workshop and Retreat Facilitation
In the midst of every crisis, lies great opportunity.

ALBERT EINSTEIN
I. Review of philanthropy in the U.S.
   a. Recent giving trends
II. Why every nonprofit should be fundraising right now
III. Cut through the clutter
   a. How to make the ask
   b. Ignite your creative spark
   c. Collaborations to live by
IV. Pitfalls
V. Wrap-up
VI. Questions & discussion
Philanthropy is alive and well!

American charitable giving during downturns: giving doesn’t go to $0 in a recession.

Americans gave a total of $428 billion to charity in 2018.

Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy

Source: Giving USA, Annual Report on Philanthropy for the year 2018
In surveys of donors, when asked “How do you feel when you give to an organization?”

AMERICANS ARE GENEROUS

- Joyous
- Proud
- Grateful
- Part of something important

Traditionally, as many as 2/3 of Americans surveyed feel they should be giving more than they do.
- Good fundraising is never about money. It is all about the desire to make your community or your world better.
- Large charitable gifts from corporations, foundations and individuals for coronavirus relief reached $7.8 billion worldwide by mid April, with about two-thirds originating in the United States — dwarfing prior disaster relief efforts.
- Charity Navigator saw a 237% increase in gifts to nonprofits directly through its site compared to this time last year, and a 30% increase in the average donation size.
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<thead>
<tr>
<th>Rank</th>
<th>Reason</th>
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<tr>
<td>1</td>
<td>Because they were asked</td>
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<td>2</td>
<td>Relationship to the solicitor/organization</td>
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<td>3</td>
<td>To feel connected, part of something bigger and joy</td>
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<td>4</td>
<td>Belief in the mission or interest in the project</td>
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<td>5</td>
<td>To leave a legacy</td>
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<td>6</td>
<td>To challenge or inspire others</td>
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<td>7</td>
<td>Persuasive appeal of communications material</td>
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<td>8</td>
<td>Financial stability of the nonprofit</td>
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<td>9</td>
<td>To get recognition</td>
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<td>10</td>
<td>Tax benefits</td>
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Every nonprofit sector is relevant right now and should be fundraising!

- **Animals:**
  - If large number of pet owners become ill or do not have the financial resources to feed pets they will surrender them to shelters.
  - Shelters can become overcrowded if overwhelming number of pet owners become sick.
  - Increased need for supplies; increased need for fosters.

- **Arts, Culture and History:**
  - FDR and his New Deal administration inaugurated the Works Progress Administration Federal Art Project (WPA/FAP).
  - Project focused on the visual arts and included programs for music, theater, and writing, and Historical Records Survey.
  - Created to alleviate the plight of Americans, in particular those who were considered ill-housed, ill-clad, and ill-nourished, about a third of the country’s population.
  - Also today: if you can’t perform you don’t have earned income.
Environmental & Conservation:
- Pollution and greenhouse gas emissions have fallen across continents as countries try to contain the spread of the coronavirus.
- Organizations are working to maintain this positive trend while saving land, ensuring we have plentiful, fresh water, protecting wildlife and their natural habitat – all while we social distance, get some fresh air and try to stay sane.

Faith-Based:
- Spiritual connections to others as a source of hope, healing, and mental health

Private/Higher Education:
- Loss of revenue if not collecting tuition or running auxiliary programs.
- Substantial need for increased financial aid dollars as well as technology and tools for students and faculty.
- Even universities with multi-billion dollar endowments are not immune and are freezing spending.
● **Programming and Services for Children & Adults:**
  ○ Virtual programming and services can address mental health risks by providing opportunities for children and adults to continue to learn, virtually socialize with others, and develop an overall higher level of happiness.

● **Professional Associations:**
  ○ Builds and maintains collegiality, networking, opportunities to learn from one another
  ○ Matches needs with skills and resources
  ○ Offers volunteer opportunities
CUT THROUGH THE CLUTTER

50 ANNIWERY OF EARTH DAY

#EARTHDAY2020

HAPPY EARTH DAY FROM HACKENSACK RIVERKEEPER

Earth Day is an important day. It reminds us of our place within the natural world. It encourages us to connect with the land, water, air, our ecosystems around us and to care for them, since our health and well-being are undeniably linked to them. It takes just a moment to notice the big and small creatures going about their lives in our midst, with plants to gaze at and birds to meet. These neighbors of ours add so much beauty and wonder to the world—and lives, too, even if we don’t fully understand or appreciate each of their special roles.

On Earth Day and every day, the CHAAN project is helping wildlife to find their way through a fragmented world. Our goal is to make New Jersey’s landscape healthier for wildlife residents, as the all land animals can safely find the resources they need—including food, shelter, and each other.

Join us! Try out the interactive CHAAN Mapping to see where you fit into New Jersey’s connectivity puzzle, and find challenge ideas on how you can support wildlife habitat connectivity in your backyard, in your town, or beyond. We’ll have all the information you need for making a wider world for pollinators, birds and other wildlife.

Happy Earth Day!

Watch our video and learn more at CHAAN.nj.gov

New Jersey Conservation Foundation

HAPPY EARTH DAY

CHARITY SHOPPING

FISH & WILDLIFE

UPCOMING EVENTS

LOCATE ME ON MAP

City Nature Challenge

LOCAL WILDLIFE RESOURCES

For more information:

Watch our video and learn more at CHAAN.nj.gov

Questions? Contact Us

Email us at CHAAN@n.j.gov

Visit New Jersey Conservation Foundation’s website at njconservation.org for important updates. New Jersey Conservation Foundation is working this Earth Day to make New Jersey a better place for wildlife. Our friends at the New Jersey Environmental Commissions (NJEC) are sponsoring a special Earth Day screening of the documentary "Riverwatcher: Great Bend of the Passaic" on TV7 on the NJCAT channel. Check it out at https://www.facebook.com/events/1043755729278986/.

New Jersey Conservation Foundation is celebrating its 60th anniversary this year. The organization was founded in 1959 as the Newark Conservation Society for the improvement and beautification of the City of Newark. Since that time, NJCF has expanded its mission to include conservation and education programs for all of New Jersey. NJCF is dedicated to protecting the land and waters of New Jersey for present and future generations. NJCF is the only statewide conservation organization in New Jersey.

Did you know the New Jersey Department of Environmental Protection was founded in the 1960s and is marking its 50th anniversary this year? In person workshops in Somerset County about the Amberic Preserve are on Saturday, May 11. For more information, visit the website at https://www.nj.gov/dep/depenergy Env.

And you can participate in the City Nature Challenge beginning Friday, April 24. This international event challenges people to document as many species as possible during a 24-hour period. All you need is to download the Project Noah app to identify the plants and animals you encounter. For more information, visit https://www.inaturalist.com/challenges/city_nature/

Happy Earth Day, and all the best to you and your loved area,

Marylita J. Banks
Executive Director

320 Years, 125,000 Acres, 1 New Jersey
Dear friend of MCF,

As we’ve been hearing lately, we are all in this together. That’s true of dealing with the current pandemic. It’s also true of our world, the one place where we all live and breathe.

Wednesday, April 22nd is the 50th anniversary of Earth Day, and to mark the date — and to help secure Monmouth Conservation Foundation’s work at this difficult time, and going forward, we launched the Stand with Monmouth Earth Day Campaign.

We are very pleased to share that Monmouth Conservation Foundation Board of Trustees member Valerie Montecalvo has generously offered to match all gifts to the Stand with Monmouth Earth Day Campaign up to $5,000. Your gift will be matched dollar for dollar!

$50 ----- $100  $100 ----- $200  $250 ----- $500

OUR WORK CAN’T WAIT.
OUR EARTH CAN’T WAIT.

Please, don’t wait to make a donation to the Stand with Monmouth Earth Day Campaign.

Sincerely,

William D. Kastning, AICP
Executive Director

DEAR BILL,

In the face of hardships and unprecedented circumstances, what am I most thankful for on the 50th Anniversary of Earth Day? The great outdoors.

Connecting to and championing the Earth is so important right now. Local farms and ranches continue to nourish us with the food they provide. And, we are staying physically and mentally healthy thanks to hikes on nearby trails or neighborhood walks where we can enjoy the trees and birds.

Although many Earth Day programs and volunteer opportunities have been canceled or moved online this year, there are still meaningful actions you can take today to demonstrate your appreciation for our planet.

#I hope you are able to get outside at least briefly — write a letter, give a virtual presentation, or just take some time outdoors.

#2 I invite you to join the Land Trust Alliance’s social media push to celebrate Earth Day today by raising awareness of land trusts and their important role in saving land. At 1 p.m. Eastern, join our social media leadership by posting a beautiful picture of your favorite open space to your personal social media accounts with this caption:

Land is My HappyPlace. Today, we need more än more than ever. Land trusts save the special places we need and love. Find one near you at LandTrusts.org.

#3 I hope you’re in a position to consider giving during this time. Will you please make a gift to the Land Trust Alliance to support land conservation and 1,000 land trusts nationwide?

- Consider joining our monthly donors program — a special group of committed supporters who have stepped up to protect priceless land every month of the year. Monthly gifts that fill your budget could make a big difference to land trusts who, more than ever, need sustainable support.

- Or, consider contributing a special one-time gift of $50 or more to celebrate the 50th anniversary of Earth Day. Your support helps the Alliance provide the extra care land trusts need today to preserve through unforeseen hardships.

In honor of Earth Day and the places you treasure, please consider being a champion for our natural world by making a gift to the Land Trust Alliance today.

DONATE

There’s much to be done — and much we all can do to help protect and restore our planet. No matter where you live, we are all affected by the great outdoors. And now, more than ever, conserved lands are what we need to protect.

I hope you’ll join our party today to celebrate Earth Day and honor the land we all need and love.

With many thanks,
Rashida
Manager of Annual Giving
202-800-3249 | Email

Community Forests Strengthen Towns
Since 2011, Ohio’s Community Forest Program has helped to protect the wetland and expansion of 12,134 community forests, providing vital habitat for the state’s unique and diverse species. (Photos: New Philadelphia, OH, and Cambridge, OH.) For more information, please visit: http://www.forestinstitute.org.
Essential Workers are Every Day Heroes!

Honor those Showing Up on the Front Lines.
• What did you learn from checking in
  o If you haven’t yet checked in - do this first!
• If you don’t ask, you don’t get.
• Why should I be asking?
• Who should I be asking?
  o Focus on your most loyal and generous donors.
  o Focus on recent lapsed donors.
  o Don’t only search for new donors.
    ▪ For every 100 new donors, you lose 99.
• Let the donor decide if it’s the right time for them to give.
Please contribute today to ensure our tomorrow

And if you’re unable to donate at this time, you can still support us. Advocate for us by sharing our mission with family members, friends and neighbors. Even a quick mention on your social media means the world to us.

With you. For you. Every Day.

THANK YOU
Please support
The Jewish Community COVID-19 Emergency Response Fund of Greater Mercer

Jewish Federation of Princeton Mercer Bucks will match all gifts up to $50,000

DONATE NOW

Jewish Federation of Princeton Mercer Bucks is mobilizing to help our partner agencies and synagogues to meet urgent needs in our community. The Jewish Community COVID-19 Emergency Response Fund of Greater Mercer is a comprehensive, collaborative community response to help our partner agencies and synagogues and the constituents they serve during these unprecedented times. The fund will provide financial support to Federation’s partner agencies who are on the front lines serving our most vulnerable community members.

100% of your donations will directly fund needs created by the COVID-19 pandemic.
IGNITE YOUR CREATIVE SPARK

RESPONSE RATES

- DIRECT MAIL ONLY: 6%
- DIRECT MAIL + WEB: 27%
- DIRECT MAIL + EMAIL: 27%
- DIRECT MAIL + WEB + EMAIL: 37%
• Prioritize
  o Make the donor the hero of the story
  o Make it skimmable - focus on the headlines, call to action

• Personalize
  o Segmentation
  o Name throughout body of the letter
  o Customized ask - last gift amount

• Provide Multiple Ways to Give
  o Reply Device
  o Website - unique URL/branded donate page
  o QR Code
IGNITE YOUR CREATIVE SPARK

Yes! I want to help during this unprecedented COVID-19 Pandemic.

Here are examples of how your generous gift will be used:

- Other: ________
- $500-iPad for Communications
- $250-Cleaning Supplies
- $100-Breakfast for a House
- $50-Hand Sanitizer
- $25-Materials for Masks

Matching gifts help! Have you enclosed your company's matching gift form?

Please charge my gift to: [ ] Visa [ ] MasterCard [ ] Discover [ ] Amex
[ ] Check enclosed: Amount USD:

Name as it Appears on Card:
Credit Card Number:
Expiration Date: ____________ CVC Code:
Signature:
Phone: Email:

Thank You!
Your gift supports the individuals, programs and staff of Community during its intensive response to the COVID-19 Pandemic.
Dear Diana,

Recently, a dear friend of St. Jude Children’s Research Hospital, Grammy Award-winning country music artist, Ashley McBryde, named the “New Artist of the Year” at the 2019 CMAs, held an online concert for St. Jude kids — wearing a dinosaur onesie of course.

“Giving back is good for your soul,” Ashley said.

She’s right. Generosity comes in so many forms, and during this pandemic, we have been inspired to see how people choose to demonstrate their compassion for the kids of St. Jude.
PITFALLS

Welcome.

Hopefully, this message finds you well on the 50th anniversary of the first Earth Day. It's ironic that a movement built on “take to the streets” activism, must celebrate its half-century mark indoors, because of the Coronavirus. This isn't stopping anyone though. As you read this, millions of people are taking action for the earth.

The Land Trust Alliance, along with other land trusts across the nation, are raising awareness for land protection through the #EarthDay2020 digital campaign. Youth and adults across the globe are "40 Days of Change: Actions for a Sustainable Future." Showing us even though the landscape has changed, the mission remains the same. Earth Day Network's mission is to diversify, educate, and advocate for environmental movement worldwide. That means that we need to do our part here on the Eastern Shore too.

With that being said, staff wanted to bring some Eastern Shore serenity to your screens. Click the image below to see some of our favorite spots on Maryland's Eastern Shore.

Once you finish the video, please take a moment to read Paris's essay about the history of Earth Day and Maryland's role in the environmental movement.

We encourage you to celebrate Earth Day 2020 knowing that our next election, arguably the most important of our lifetime, is only six months away. As individuals, voters, consumer, and community members, you have the power to protect the people and places you love most. Let your voice and actions drive the transformational change we need.

Here are some ways you can get involved in the Earth Day 2020 movement:

- Share photos and videos of your favorite places with us. You can email them to or post them on social media with the hashtags #MyHappyPlace #LandAll.
- Follow landtrusts on social media.
- Clean up your neighborhood or local park.
- Join the Earth Challenge to help other online scientists collect valuable data on air quality and plastic pollution.
- Participate in the City Nature Challenge by documenting plants and wildlife right outside your doorstep.
- Inspire the next generation with some earth-inspired crafts and activities, Make an Earth Day Terrarium. TerraCotta, terrarium, and plastic plants.
- Participate in the 40 Days of Change with Flowers from our yard, make #FlowerShopBags, start maggie, and herbs, beginning with DIY Newspaper Planters.

Most important, you are one of yourself and the least unusual. Find some time to get outside and enjoy this beautiful day that we’ve been blessed with. Not all days, but nothing that an extra layer can’t help.

Sincerely,

Protect what matters most. Make a contribution today!
Help Our Community Programs Today!

Donate

Donate today to help us continue building community through the arts.

Donate Today!
6 Principles: Marketing that Works

1. Compelling subject line and call to action
   a. Keep it short
   b. Create a sense of urgency
   c. Pose an intriguing question
   d. Ask early and often

2. Unique, creative messaging that is authentic, relevant, and heartfelt
   a. Articulate the impact
   b. Make it skimmable
   c. Look deep into your mission statement

3. Personalized, customized content
   a. First step: clean up your data
   b. Ask volunteers to help with any missing information
6 Principles: Marketing that Works

4. Proper Formatting:
   a. Mobile responsive
   b. Functional links
   c. Updated header, footer and donate page
   d. Test, test, test

5. Clean, functional design
   a. Balance the white space
   b. Use photography appropriately
   c. Prominently feature the donate button and/or call to action

6. Thank well
QUESTIONS & DISCUSSION
Complimentary Coaching Session

You will receive a follow up email from UWGMC with more information about the offering.