



Build Your First (or Second) Year-End Giving Campaign in 6 Steps

venture 

Today's Sponsor!

Venture 1:9 is excited to announce a strategic partnership with...



MAKE BOB BROWN YOUR FIRST POINT OF CONTACT!

Schmitt Schneck Church and Ministry Law practice provides legal services to non-profit organizations and their members - para-church ministries, churches, denominations, and numerous other charities throughout the United States.

Service Offerings to Venture 1:9 Non-profits

Bob Brown looks forward to helping your non-profit with:

- Organizational documents such as articles, bylaws, and operating agreements
- Developing workable practice and procedure manuals
- Planned Giving Programs
- Developing and deploying best practices for the life cycle of board members, employees and volunteers
- Creating multi-site legal structures for growing ministries
- Implementing *Campus Preservation Planning* to help protect your facilities against uninsured claims
- Contract review for architects, construction, financing, etc.
- HR, employee, and benefit services

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SCHNECK:
CHURCH &
MINISTRY LAW

MAKE BOB
BROWN YOUR
FIRST CONTACT!



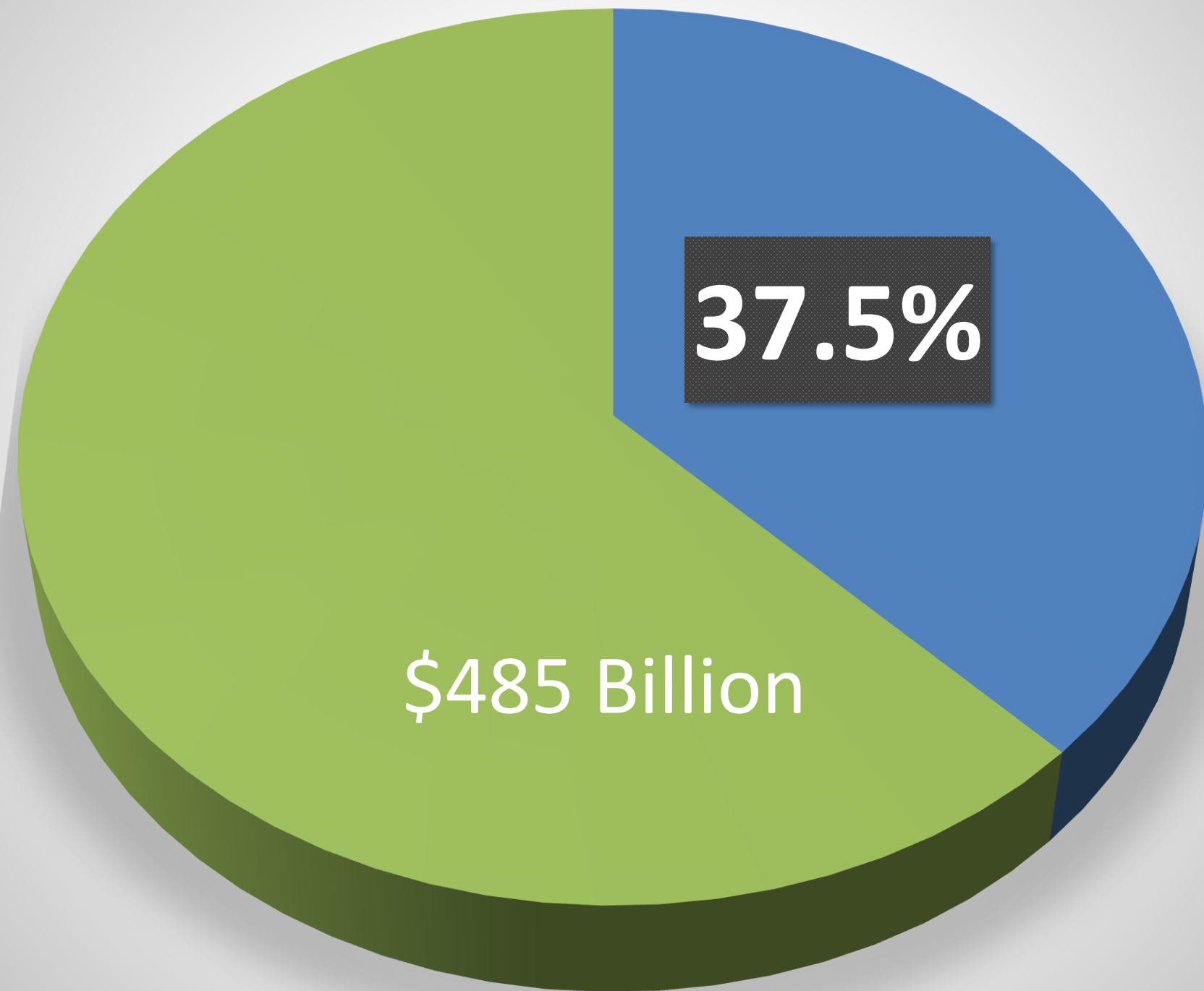
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venture 



Why is Year-End
Fundraising Important?

Annual Giving

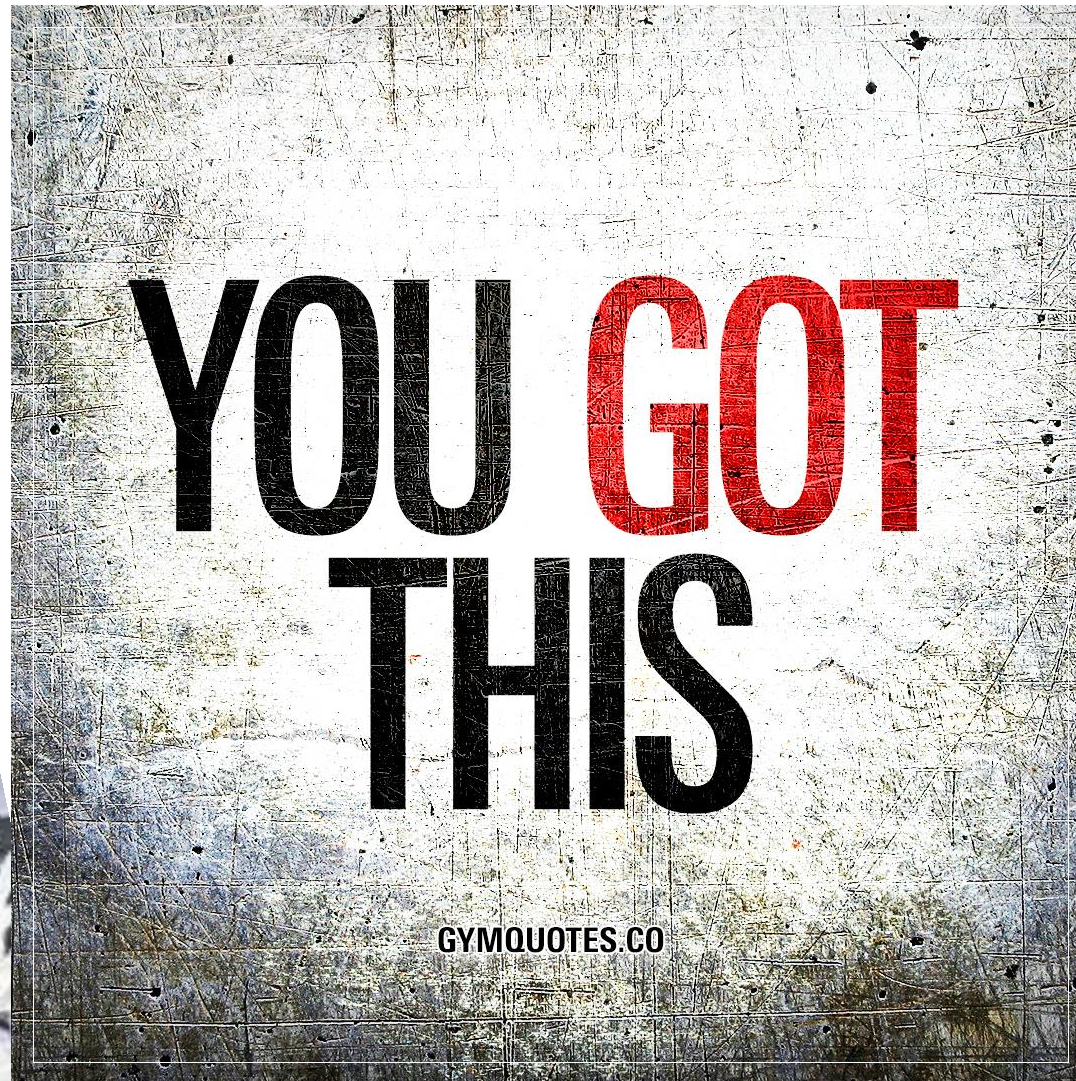


In 2021, more than a third of all charitable giving was raised in the last 3 months of the year...

And between 5-12% of that was raised in the last 3 days.

That doesn't make it automatic!

- Don't assume people will give to your work without being asked
- Don't wait till the last minute to ask
- Don't over ask
- Don't beg or make guilt-inducing asks



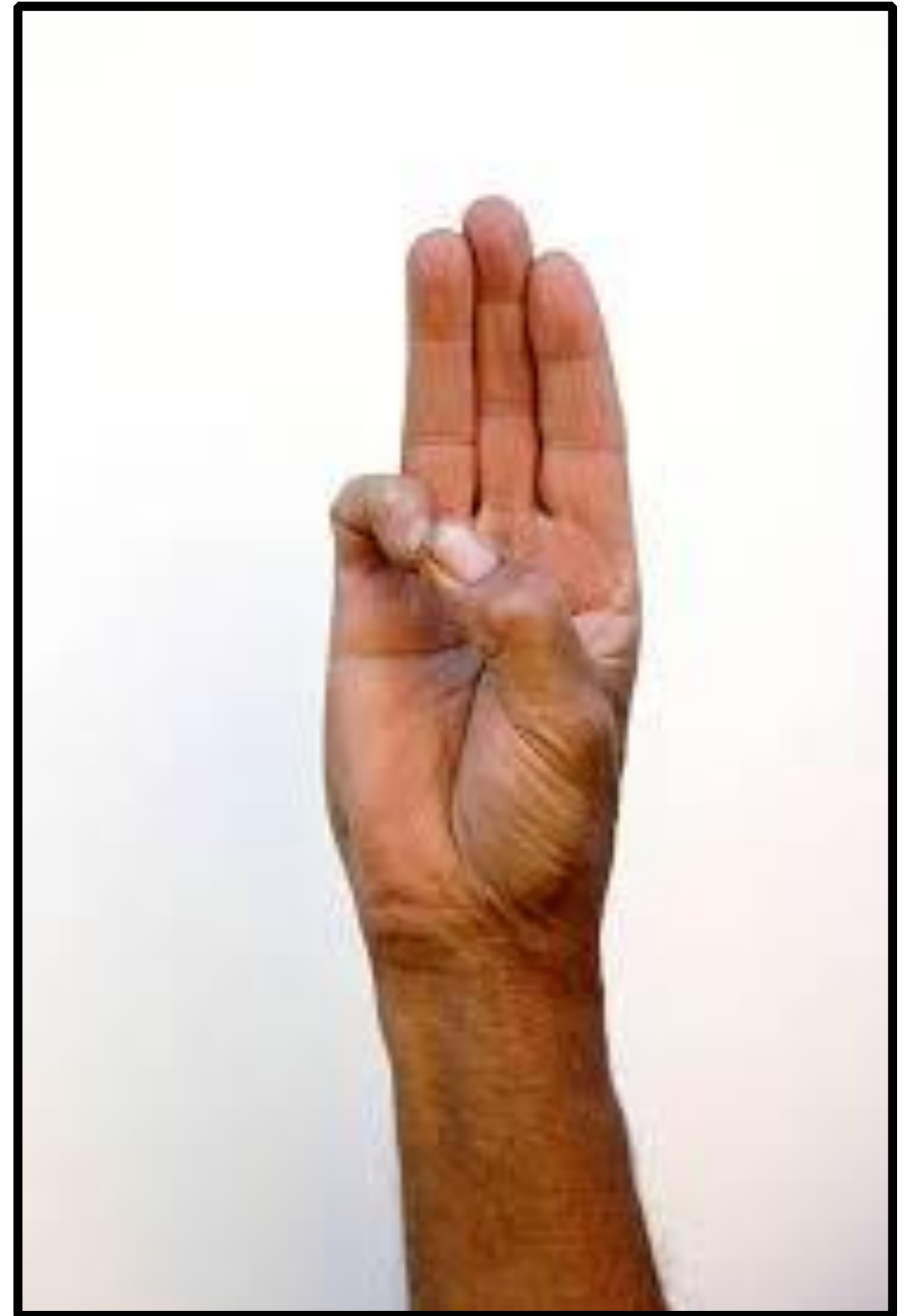
How Confident & Equipped do you feel today?



STEP 1: Start Early







"What you do NOW has a huge impact on what happens in a few months when it's holiday time."



TEAMWORK MAKES THE DREAM WORK



Assemble Your Team
Get everyone involved.

2022

January						
S	M	T	W	T	F	S
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16	17	18	19	20	21	22
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30	31					

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27	28	29	30	31		

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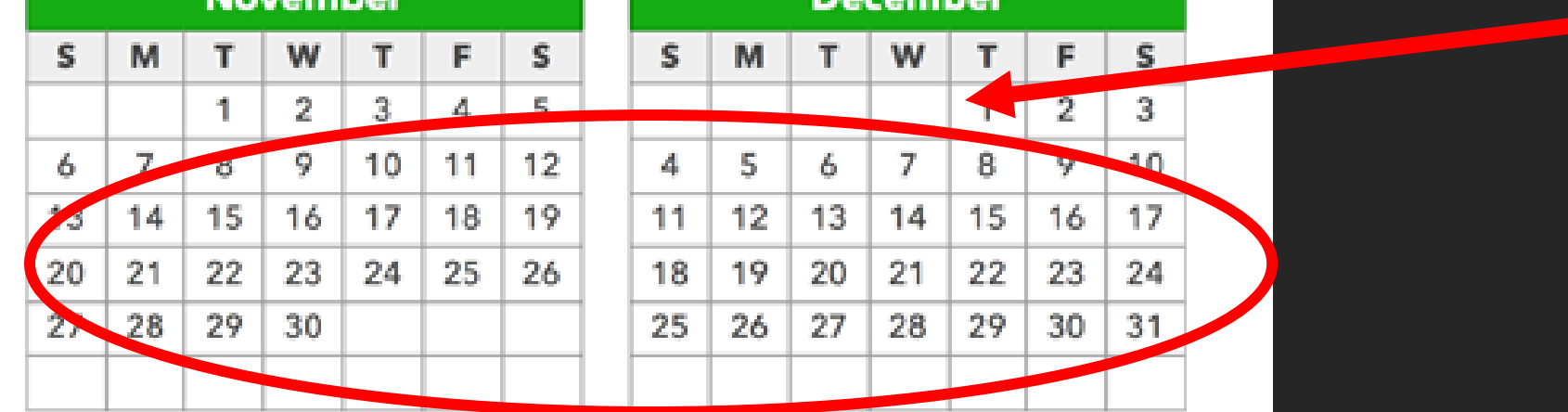
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31						

START
NOW!

PRIME
TIME!



2022

September

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October

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30	31					

November

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December

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

GET
READY!

WARM
UP!

GO!

GET READY!

Collect some fundraising data:

1. What is your current donor retention rate for the year?
2. How many new donors have you gained this year?
3. How many monthly donors do you have?
4. How many major gift donors do you have?
5. How many gave at the end of last year?

Test your donor's giving journey:

1. Look at your GIVING webpage
2. Look at your DONATION forms
3. Give a gift and experience the process
4. Take notes!

A person is shown from the waist down, sitting on a blue exercise mat and stretching their right leg. Their hands are clasped together and resting on their right foot. To the left of the person, a clear plastic water bottle is visible on the mat. The background is a blurred indoor setting, possibly a gym or studio. The overall image has a teal color overlay.

Warm-up your donors!

WE ♥ OUR
DONORS!



"The things which you have heard from me...entrust these to faithful men who will be able to teach others also." 2 Timothy 2:2

Dear Friend,

There's a Christmas carol called "The Gift Goes On" which characterizes the *Generational Discipleship* seen in 2 Timothy 2:2. Here's the first verse and chorus of that song:

*The Father gave the Son - The Son gave the Spirit - The Spirit gives us life
So we can give the Gift of love
And the Gift goes on - And the Gift goes on, and on and on!*



It represents a perpetual giving from God to us! I believe a similar dynamic happens when you give to VCLi. We are able to pass on to others the gifts we have received from God. Those people in turn pass those gifts on to others...and the gift goes on and on and on! Let's look at several ways.

- You give → we taught Tim Ton → he taught Pastor Ravi Chari → who taught SALT in Hindi to 42 church pastors → who are teaching their 5,000 members in India. THE GIFT GOES ON!
- You give → we taught 189 students from around the world who earned their degree in Biblical Counseling → who are passing on what they received with others. THE GIFT GOES ON!
- You give → we taught Tim Nash, a Missionary to Mexico → who is taking SALT in Spanish to churches all across Mexico. THE GIFT GOES ON!
- You give → we taught Maria Marin → who trained her team → who share the SALT lessons with over 4,000 inmates in Arizona prisons this year. THE GIFT GOES ON!
- You give → we taught Erik Fish → who has trained 7,000 disciple-makers all over the world. THE GIFT GOES ON!
- You give → our staff is able to pass on to others what God has taught them → hundreds of individuals are ministered to and trained to disciple others. THE GIFT GOES ON!

THANK YOU FOR HELPING THE GIFT GO ON!

May this Christmas season be a blessed one for you and your family!

Feel appreciated

Feel important

Feel fulfilled

WOW!



Sue >

I've been thinking about you this week! Please thank you for you in your job and for your time with your kids! You are a light to them and they

Thank you also for partnering with me in ministry to leaders in AZ and globally. You are part of supporting them in ways that they need most to continue being faithful to God's call!! So grateful for you!!

Read

Love to you my friend



Walking back from the mailbox, sending a thank you video!

Feel appreciated

Feel important

Feel fulfilled



STEP 2: Set Your Goals/Theme

Create a brand-new campaign just for year-end
and make it something **unique, specific and
tangible!**

- New program launch or initiative
- Expanding programs or locations
- New staff
- New facilities or equipment

NEW YEAR: NEW VAN

\$50,000



- Specific goal
- Add 10%
- Round it!
- Name it!
- Creative & Catchy



If you need general funds, make it something **specific and tangible!**



Fundraising Goals!

- New Donors
- Monthly Donors
- Lapsed Donors
- Peer to Peer
- Direct Mail
- Online
- Social Media
- Calls/Texts

Improve our Donor Retention for this year!



STEP 3: Gather Impact Story/Stories

Obstacles Overcome

Milestones Reached

Victories

Break-throughs

What Has God Done?

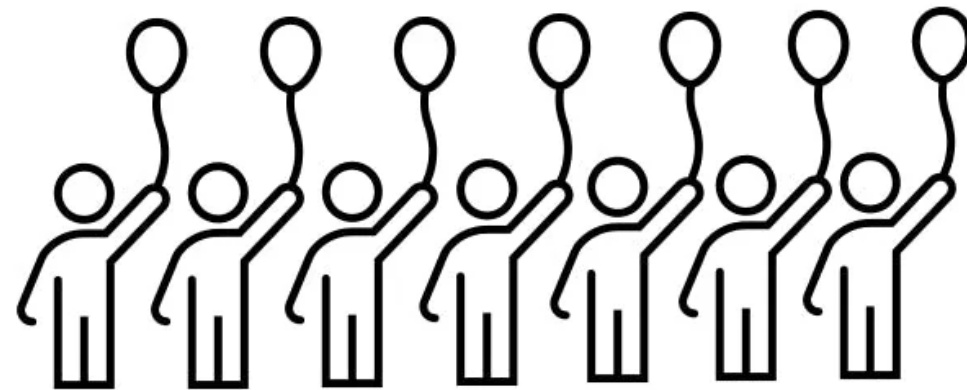
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Fundraising World:



Save 1 child



Save 8 children

The cost to save 1 child was the SAME as the cost to save 8 children.

Source: "Math Problems in Fundraising Story: Motivations and Barriers (Prof Russell James, 2022

Tell the story
of
1,
not the story
of many.

Story Mountain

Climax
This is when the problem reaches a high point!

**YOUR
MINISTRY**

**Rising
Action**
This includes the events leading up to the main problem or conflict.

**Falling
Action**
This is when the characters work to solve the problem or conflict.

BEFORE

Background
This includes the introduction of characters and setting.

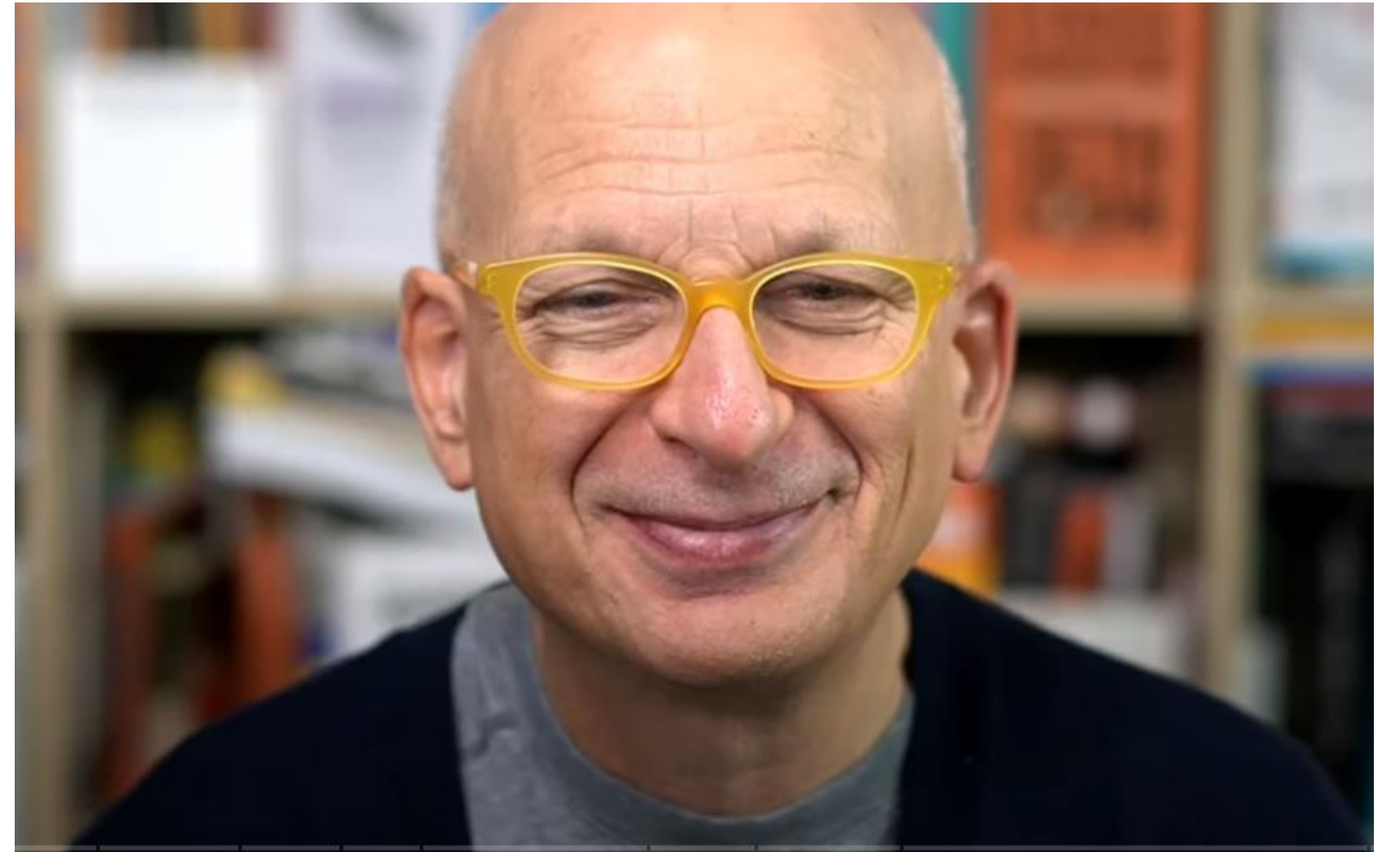


**WHAT
CHANGED!**

Resolution
This is how things end up in the story.

**Individuals,
Families, You,
Staff, Board
Members &
Donors!**

“People Like
Us
Do Things
Like This”



Seth Godin



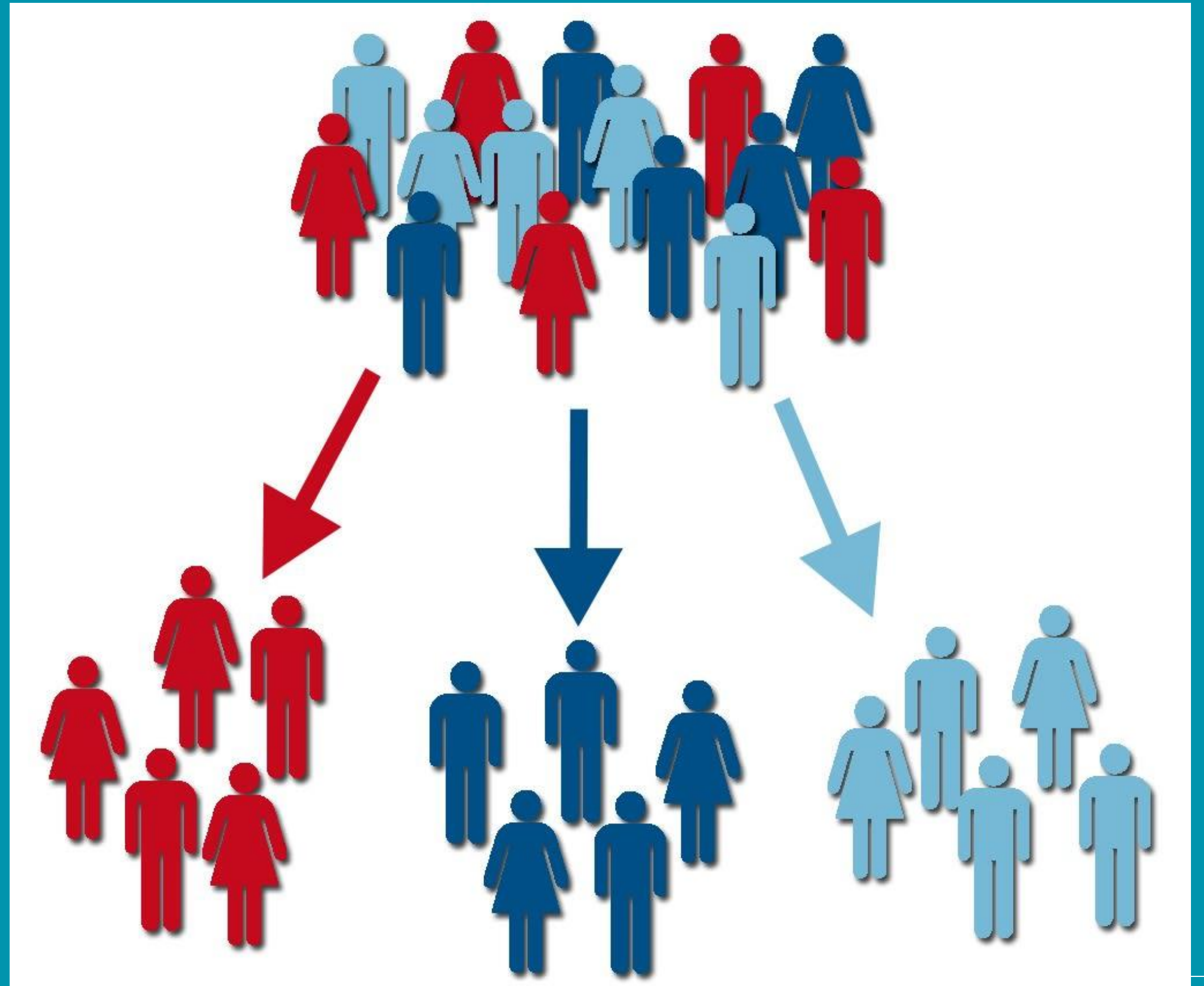
STEP 4: Map Out a Communication Plan

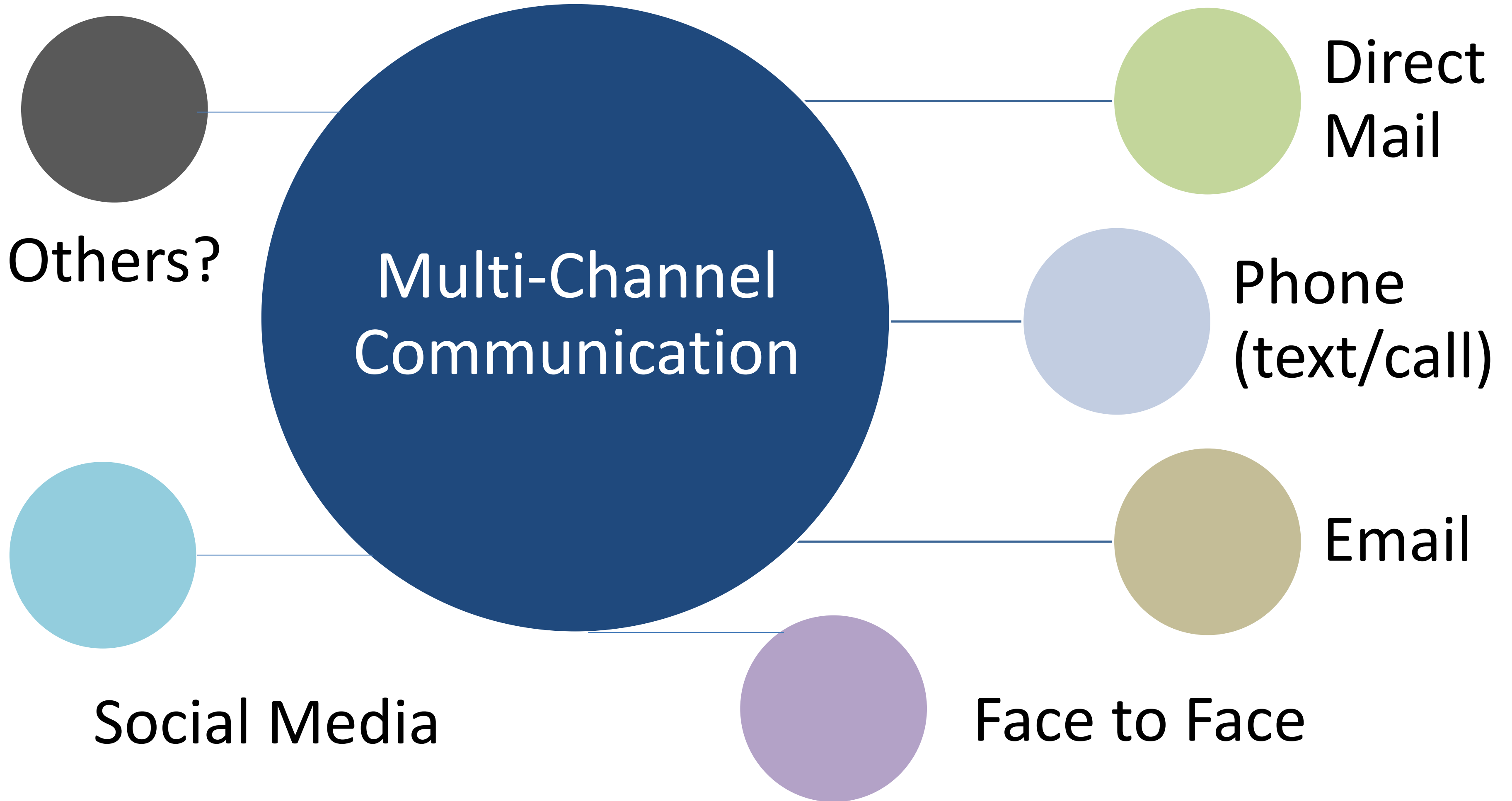
1. # of Touchpoints
2. Stories to Share
3. # of Asks.
4. Who to Ask
5. How to Ask - Channels
6. When to Ask
7. What to Ask



SEGMENT YOUR COMMUNICATION

- Monthly Donors
- Major Gift Partners
- General Donors
- Lapsed Donors





Multi-Channel
Communication

Direct
Mail

Phone
(text/call)

Email

Face to Face

Social Media

Others?

HOW DONORS WANT TO ENGAGE POST-PANDEMIC

	Gen Z	Millenials	Gen X	Baby Boomer
Only Virtual	22%	22%	14%	7%
Mostly Virtual	32%	27%	16%	10%
Balance In-Person and Virtual	20%	28%	24%	15%
Mostly In-Person	9%	10%	12%	11%
Only In-Person	5%	3%	10%	14%
Not Sure, N/A	13%	10%	24%	44%

Source: *Tipping Point: Aligning with Supporters in a Changing World*, Chart 22. Retrieved August 2, 2022: <https://institute.blackbaud.com/tippingpoint/>

Enhance Your Online Giving Process

- Turn your homepage into a donation page
- Use a pop-up window
- Create a specific Year-End Giving Page
- Update your donation form
- Update your thank you receipt

LAYERED COMMUNICATION

- Asks
- Relational Touches
- Relational Touches
- Relational Touches
- Asks

YEAR-END FUNDRAISING COMMUNICATION TIMELINE TEMPLATE

Color Key:

Red – Deadlines and Special Dates

Pink – Feel good/thank you

Green – Asks

Black – Team Work

September – Get Ready

- Sept 1-9 – Gather your team and your data and collect impact stories
- Sept 12-16 – Test your Donor Giving Journey and take notes (and collect impact stories)
- Sept 19-23 – Define your goals and theme (and collect impact stories)
- Sept 26-30 – Map out your Communication Plan (and collect impact stories)

October – Warm up

- Oct 3-28 – Create theme branded materials, homepage banner, design YE giving pages and donation forms, phone scripts and written appeals.
- Oct 6th – **Social media shout out to all Monthly Donors! Email to monthly donors as a group of people who make a difference every month!**
- Oct 14th – **Major Gift Partner calls – impact of last gift, impact story**
- Oct 21st – **General Donors & Lapsed Donors – we are grateful for your past gift (date) and value your partnership with impact story.**
- Oct 6th – **Impact Story from this year's programs to ALL Donors**

November – More Warm up and GO!

- 1st – **Gratitude Month – one thing I'm grateful for each day... YOU! Postcard to All Donors**
- Nov 4th – **Go live** with theme branded website materials, design home page banner, YE giving pages and donation forms.
- Nov 7th – **Seek Matching Grant from specific Major Gift Partners.**
- 8th – **Introduce Year End Goal/Theme! First ASK by email and social media**
- 15th – **We need you! Did you know... people want to make and difference and they want to know who you think they should give to!! Ask to be a bridge to connect them to be part of (theme) this Giving Tuesday.**
- 22nd Giving Tuesday 1 week reminder email with theme to "share"
- 24th – **Thanksgiving email greeting** (make em laugh and feel special)
- 28th – **Giving Tuesday – Sharable Themed Ask 2x by email & social media with QR code, text to give and Giving Tuesday donation page**

Things that a charity wants to tell a donor

Things that a donor wants to hear from a charity



bluefrog
FUNDRAISING

Assign People



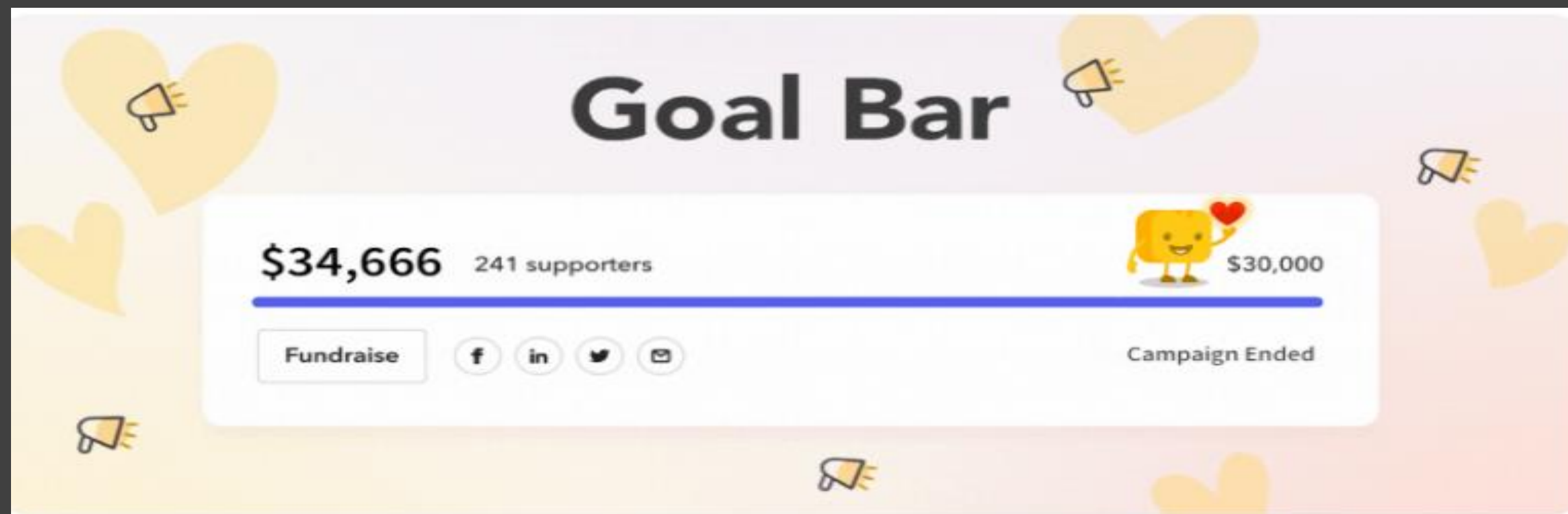
Assign Deadlines

Priority	Due Date	Owner	Attachments
!	6/15/2022	Crystal Codebase	
—	6/20/2022	Harry Helpsalot	
!	6/20/2022	Roger Reports	
—	6/20/2022	Crystal Codebase	
↓	7/4/2022	Beth Bigidea	
—	7/4/2022	Peter Perfcycle	
↓	7/15/2022	Beth Bigidea	

Execute the Plan.



STEP 5: Track & Share Results



I'm 78% funded! 22% before we can see my face again!

- Update emails/texts/ posts
- Instant gratification
- Personal investment in the goal
- Milestones to goal



STEP 6: Follow-up



1.

Receipts

Receipts are transactional IF they don't also reaffirm to your donor that they've made a great decision to join your community. Show appreciation. Commit to making an impact together!

2.

Thank You's

Calls, texts, videos and other creative ways to say THANK you must be timely, warm and sincere! Focus on the partnership and work to do together!

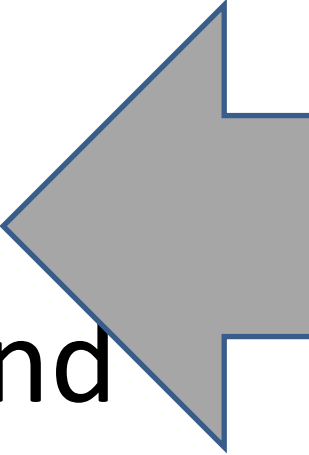
3.

Welcome Series

With just 3 automated emails you are going above and beyond, guide your NEW donors into your community and build a lasting relationship!

January Follow-Up

- ✓ Post Social Media Thank you to everyone that helped reach the goal!
- ✓ Thank you notes to major gift givers, loyal long-term donors, monthly donors who gave an extra gift
- ✓ Phone calls to ALL new donors!
- ✓ Set up Welcome Series emails for new donors and Welcome Back series for lapsed donors.
- ✓ Prepare your annual tax statements and include an impact story and a vision for the new year!



Pick at least
2 that align
with your
YE
Fundraising
Goals

STEP 1: Start Early

STEP 2: Set Your Goals/Theme

STEP 3: Gather Impact Story/Stories

STEP 4: Map Out a Communication Plan

STEP 5: Track & Share Results

STEP 6: Follow-up



My Next 2 Steps

- Commitment
- Consistent Day/Time
- Build a Team
- Identify Your Goals/Theme
- Gather Impact Stories



"What you do NOW
has a huge impact on
what happens in a
few months when it's
holiday time."

Sandy Rees
Chief Encouragement Officer

GET FULLY
FUNDED



How
Confident
& Equipped
do you feel
NOW?

**YOU GOT
THIS**

GYMQUOTES.CO

QUESTIONS?



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