


 venture 1:9

Go 60: Fundraising in the Last 2 Months of the Year

1

- Americans gave \$499.33 **billion** to charity.
- The largest source of giving came from **individuals**, 64%.
- 21% of total nonprofit giving came from **foundations**.
- The majority of \$\$ went to **religion (27%) & human services (14%)**.
- 57% of donors are enrolled in **recurring giving** (up from 46%).
- The average **one-time** gift was up from \$115 to \$121.
- The average **monthly gift** was up from \$24 to \$25.
- 9% of donors participate in a **workplace giving program** (matching).
- About **30%** of annual giving happens in December.
- About 10% of all donations come in **the last three days of the year**.

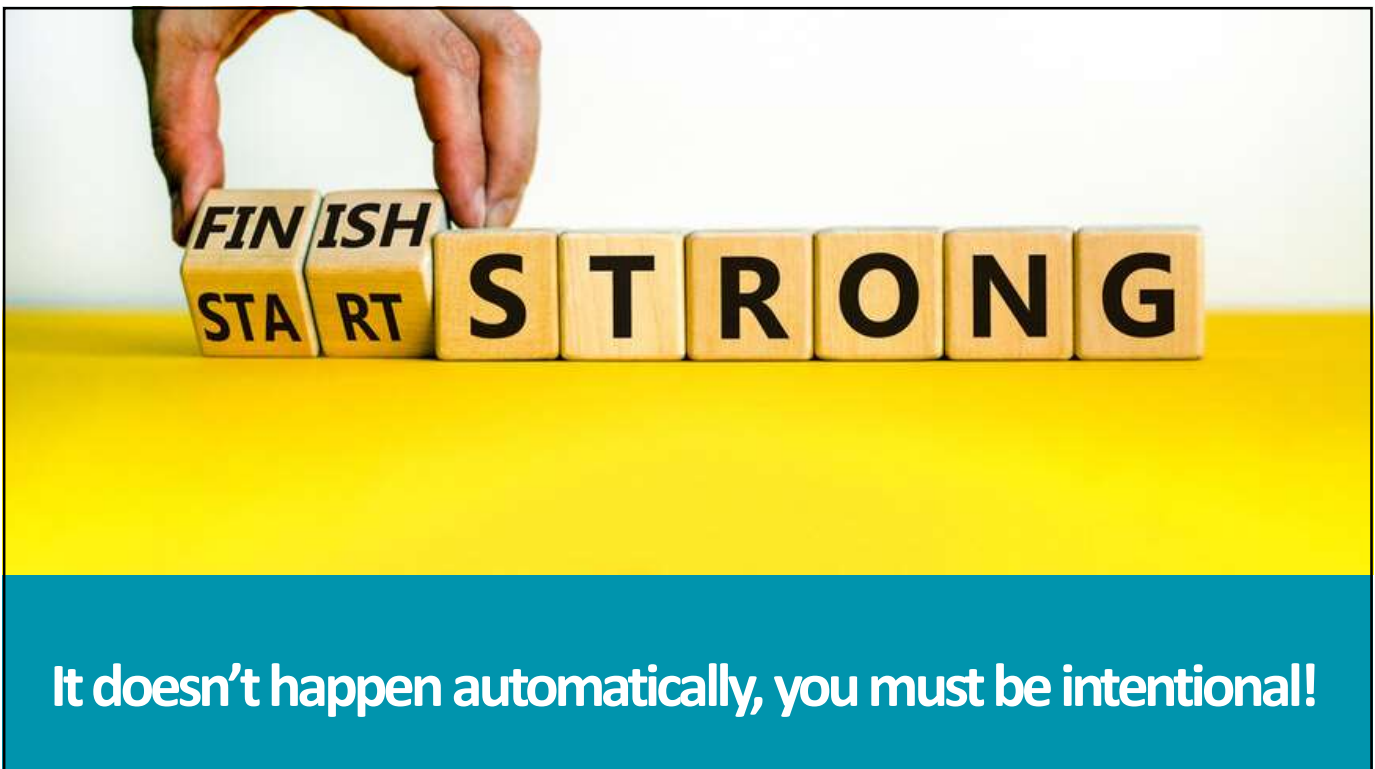
2022

2

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**It's not
too late
for 2023!**

3



It doesn't happen automatically, you must be intentional!

4

December is when people **respond**.



5

LOOK BACK

LOOK FORWARD
(and set a goal)

RUN A CAMPAIGN



6

LOOK BACK

What did God do (through you!) in 2023?

Training: 19 events / 563 registrations (71%) / 99 orgs / 201 leaders

Coaching: 119 orgs / 188 leaders / 868 touch points

Granting: 20 Grants / Matched with? / Total impact / For what?



7

You have to know what's been accomplished
with the gifts that have already been given!

AND...

You have to put a face and a name to the
Look-Back.




8

Do you have *at least* ONE story that captures it all?!



9




Ministry Profile

LEAP OF FAITH LEARNING

Leap of Faith Learning's purpose is to unlock the God-given potential of children with special needs and equip parents to help their kids learn and grow. As a small ministry, we had limited staff and virtually no experience in fundraising. In 2021, Venture 1:9 blessed us with Bible-focused training, coaching, granting, and ongoing support that helped to take our program to the next level!

Thanks to Venture 1:9, our budget grew and our leaders turned into an energized fundraising team! We were able to meet the needs of each family and did not have to place any families on a



"Thank you, Venture 1:9, for challenging me and helping me become a better leader. You're pursuing your vision to equip Christian non-profit leaders and people are finding Jesus because of it."

LIZ BECK / HOPE FOR ADDICTION

www.venture19.org

Ron Vachon-Vierra
Executive Director

10



Dear Jonathan,

As I sit down to write to you today, I've been reflecting on what a year it's been—and all the good that's been happening, thanks to you.

You've been such a great supporter of Aim Right Ministries that I wanted to let you know the difference you've made.

Just this year, your generosity made it possible for over 100 at-risk youth to find direction in life.

I'd especially like you to meet Kimberly.



Kimberly's consistent presence at our programs is a testament to her resilience and determination. She has faced countless obstacles in her life, yet as a high school freshman, she continues to defy the odds and flourish. Your support has been instrumental in lighting up her path, enabling her to not only find joy but also to inspire it in those around her. Kimberly's story is a vivid example of the profound impact your generosity has on the lives of at-risk students.

Your investment in at-risk youth is an investment in:


- Trust-Based Relationships
- Spiritual Formation
- Safety & Security

Together we'll continue to help the at-risk youth find direction in life through the Gospel!

11

Julie Supplee



12

What's the opposite of looking back?

Take a minute...



13

LOOK BACK

LOOK FORWARD
(and set a goal)

RUN A CAMPAIGN



14

LOOK FORWARD
(and set a goal)

What is God calling you to do in 2024?



15

Cast the Vision
Explain the strategy
Set the Goal

(OR)

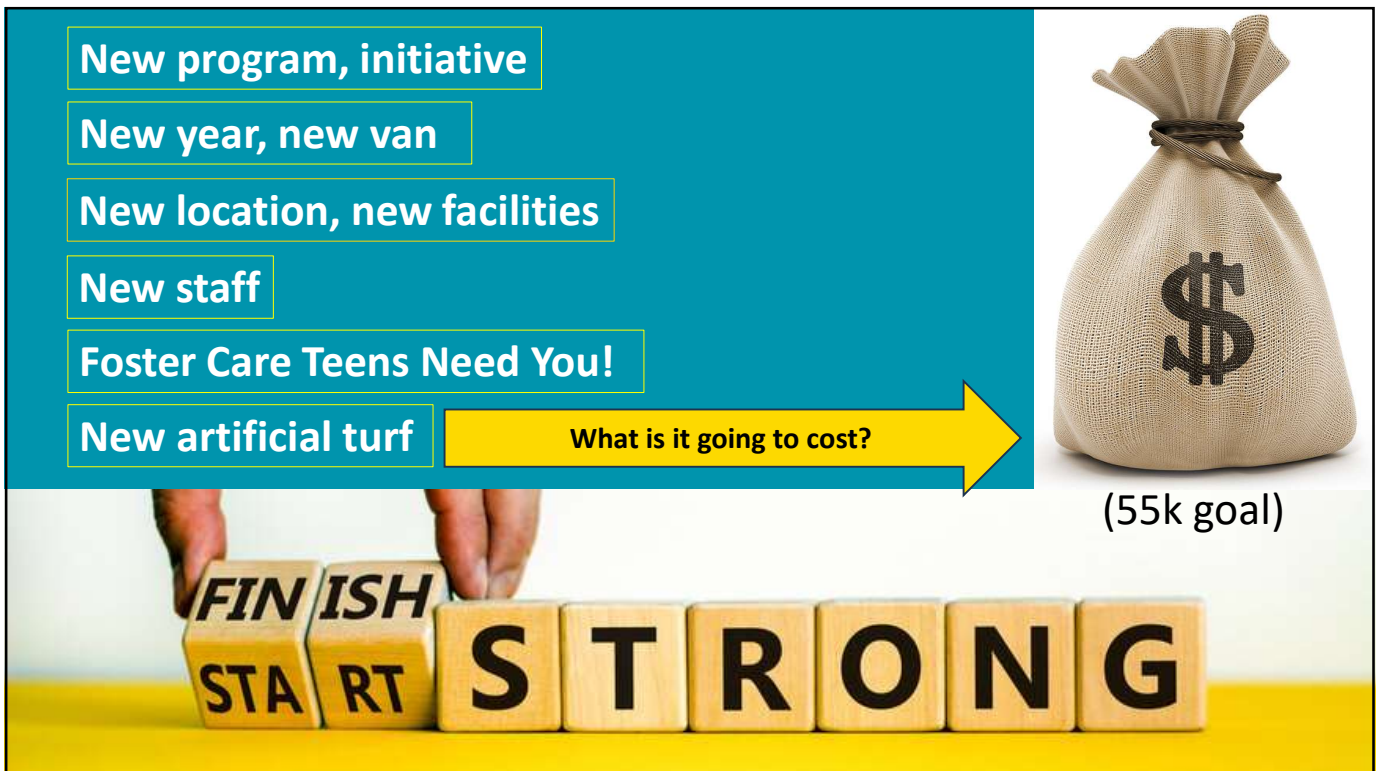
Problem
Solution
Result (and set the goal)



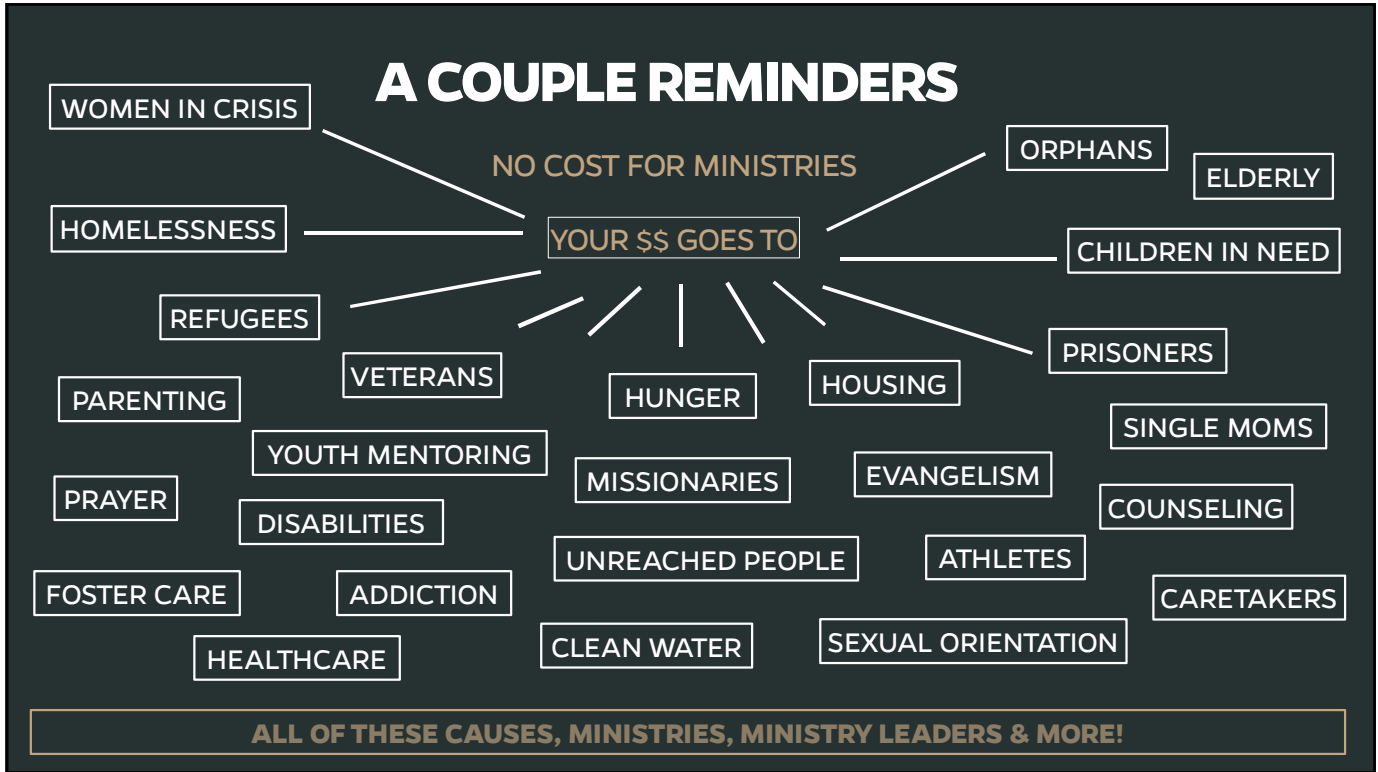
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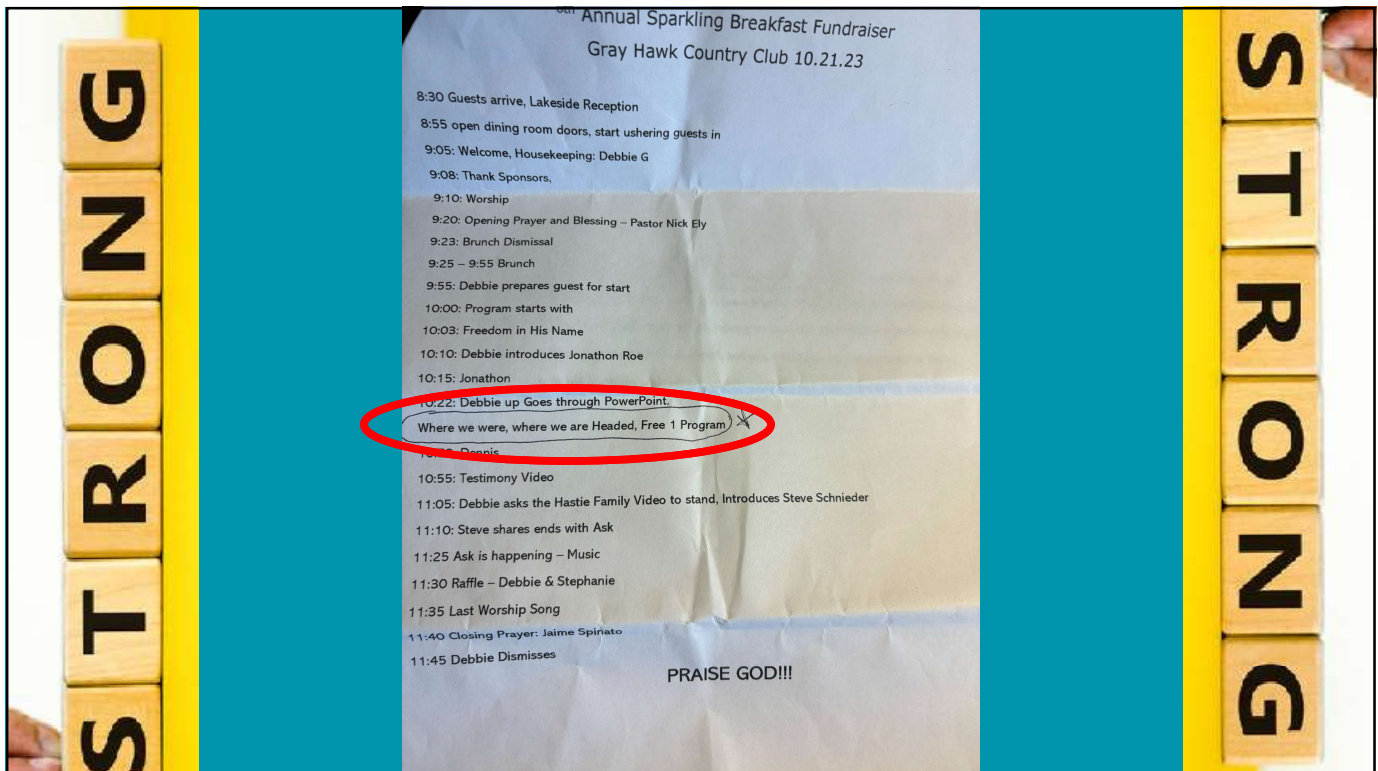
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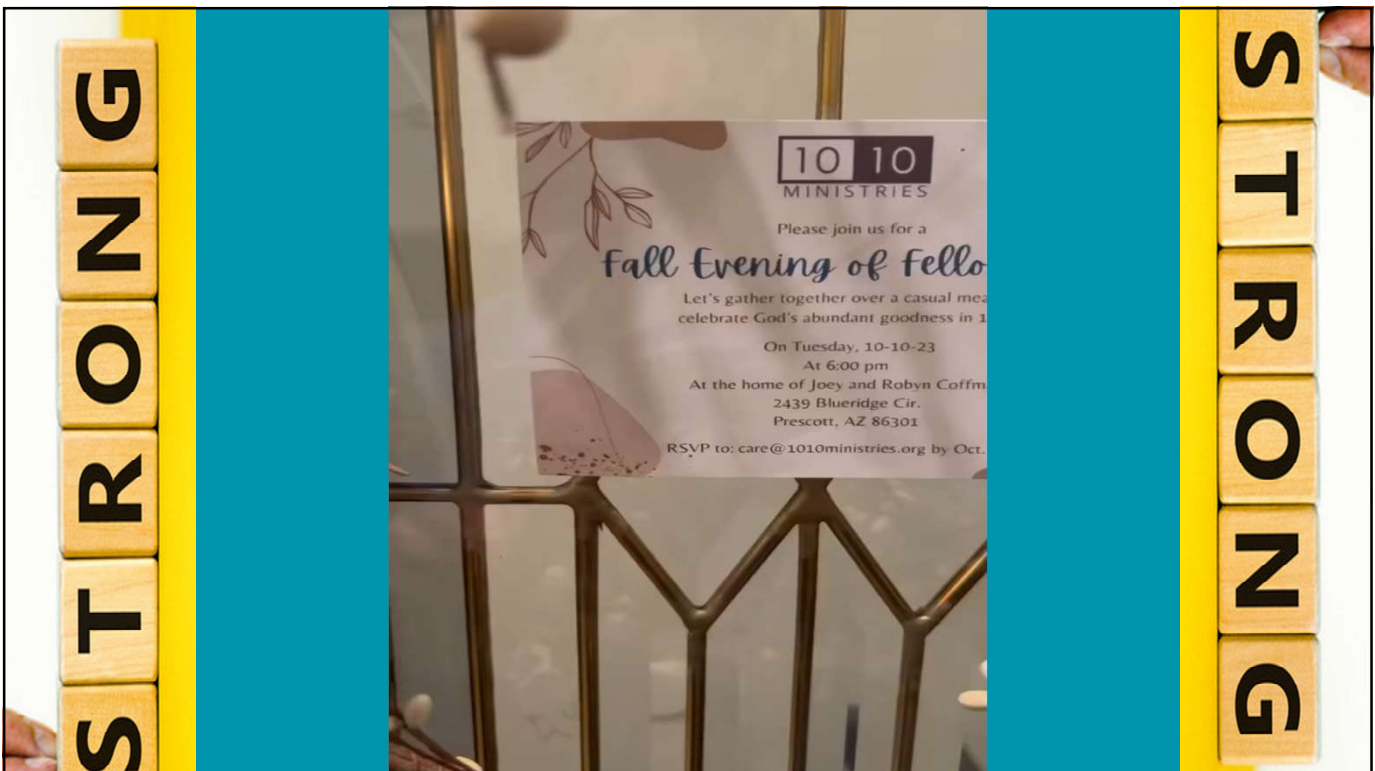


20

When honoring your givers, that's the perfect time to
LOOK BACK & LOOK FORWARD!



21



22

LOOK FORWARD
(and set a goal)

Take a minute...



23

LOOK BACK

LOOK FORWARD
(and set a goal)

RUN A CAMPAIGN



24

RUN A CAMPAIGN

A 60-day campaign, Nov. 1 – Dec. 31

Includes Look Back, Look Forward, Financial Goal

A MAPPED-OUT COMMUNICATION PLAN



25

Number of Touchpoints?

When will you Ask?

How will you Ask (channels)?

What stories & copy?

What relational touchpoints?

Will you segment communication?

An outline...



26

Nov. 01 – Touchpoint #1: Exciting launch

Nov. 10 – Touchpoint #2: Things are happening update

Nov. 22 – Touchpoint #3: Thanksgiving update (video?)

Dec. 01 – Touchpoint #4: 1 month down, 1 to go update

Dec. 13 – Touchpoint #5: 2 weeks left update (who hasn't given?)

Dec. 22 – Touchpoint #6: Christmas greeting update (video?)

Dec. 26 – Touchpoint #7: All channels; last days to reach our goal

Dec. 29 – Touchpoint #8: THIS IS IT!



27

RUN A CAMPAIGN

Turn your homepage into a campaign page

Create a campaign pop-up window

Transform your giving page

Brand your donation form

Update your thank you receipt



28

RUN A CAMPAIGN

Generate a matching fund
 Make Giving Tuesday about this campaign
 Create sharable content
 Your campaign could be about monthly donors
 Your campaign **DOES NOT** take the place of one-on-ones



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JANUARY FOLLOW-UP

Thank you to everyone that helped reach the goal! **(All Channels)**

Personal contact to major givers, loyal long-term donors,
 monthly donors, who gave an extra gift **(How?)**

Plan for your new givers: **Welcome Series**



30

JANUARY FOLLOW-UP

- Email #1: Thank you
- Email #2: Reiterate vision
- Email #3: We want to know you (survey)
- Email #4: Impact story
- Email #5: The next opportunity (prob not \$)



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JANUARY FOLLOW-UP

**Tax statements out by 1/31:
Reiterate the vision and another impact story!**



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LOOK BACK

LOOK FORWARD
(and set a goal)

RUN A CAMPAIGN

