



**When fundraising  
and marketing  
work in tandem it's  
a beautiful thing!**

# Build relationships!



“At its core, retention revolves around a simple truth: If customers get what they expect and those expectations continually align with their needs, they’ll likely stick around. Break that expectation? That’s when you see churn.”

- Eli Weiss, VP Retention Advocacy, Yotpo

# Ephraim Gopin

- 2+ decades of experience combining fundraising and marketing to build relationships
- Worn all the hats from CEO on down (and like you, have worn multiple hats at the same job)
- Nonprofit email expert: Join Email 366 today!
- When fundraising and marketing work together it's a beautiful thing!

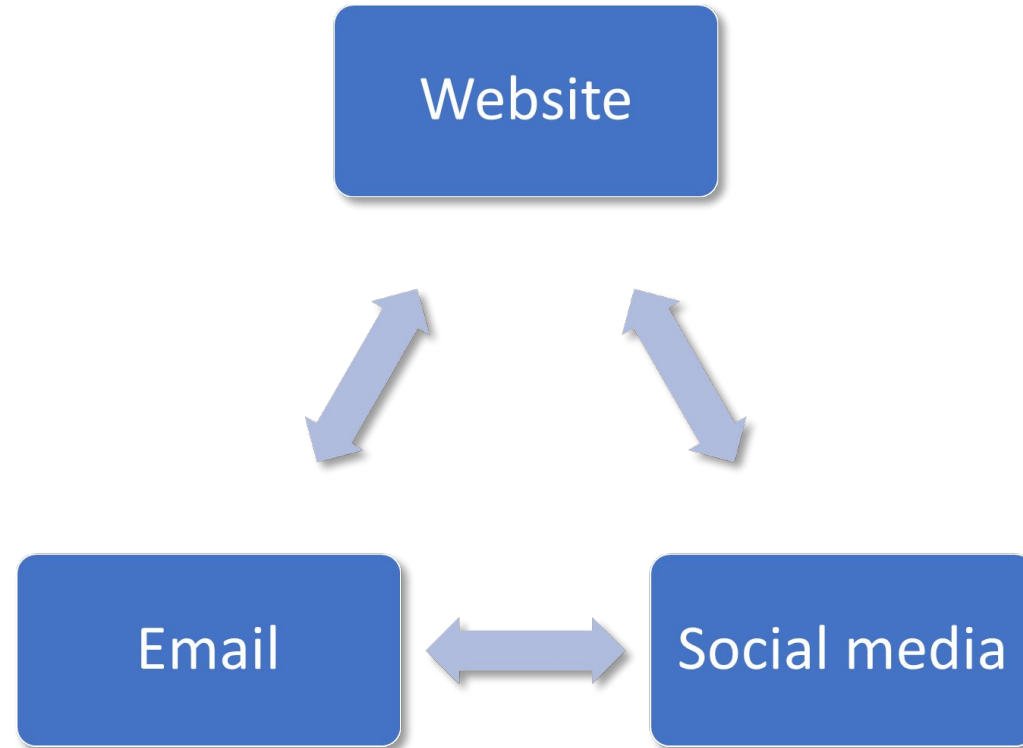


# When they're not working together





# When they work together



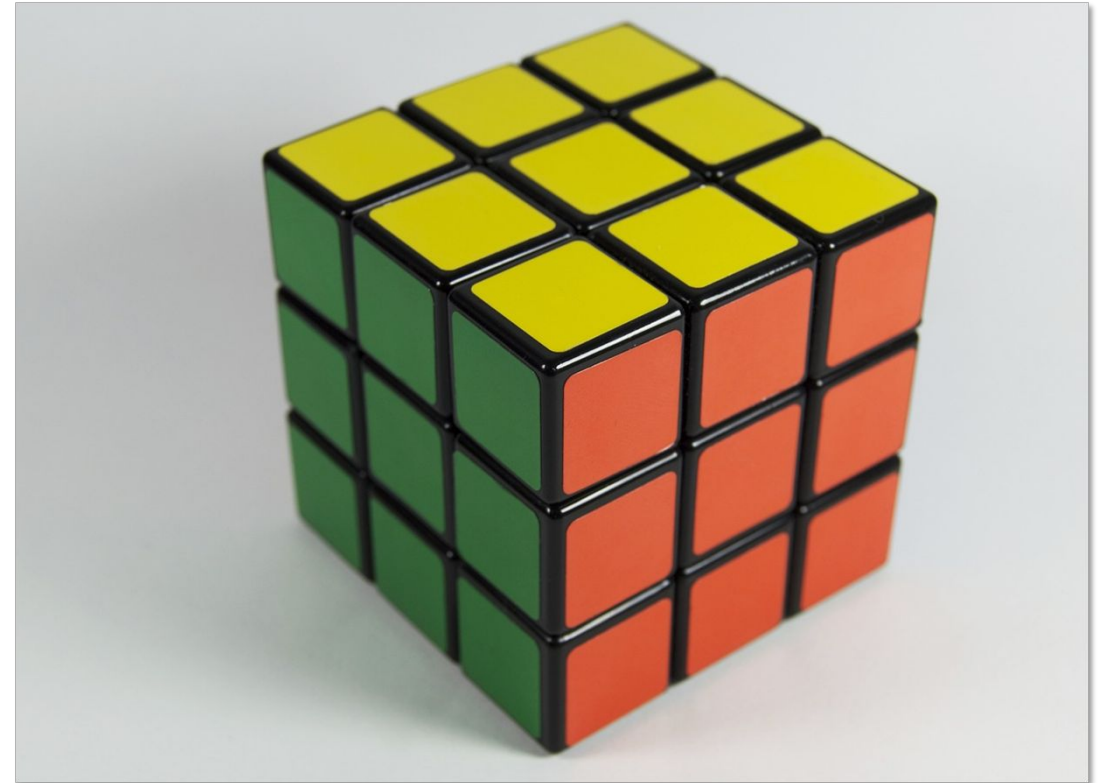
# When they work together

- Building relationships
- Retention
- Storytelling
- Creating value for the audience
- Creating an ongoing conversation



# Time to go from survival to thrival

- Fundraising and marketing **MUST** work together
- It's **NOT** a number's game!
- Why do donors give



# Have a gratitude attitude

**QUESTION:**

**What are the different ways to show gratitude?**





# Have a gratitude attitude

“The thank you is the single most important piece of communication that your donors get. **They have a higher recall of it than the appeal that generated the gift.**”

Dr. Adrian Sargeant, Co-Director,  
Institute for Sustainable Philanthropy



# Social proof



Adam L. Clevenger, CFRE • 1st

Philanthropy and Development Leader | Donor-Centered Fundraising Profess...

1w •



I was four years old when my mother quietly woke me early one morning. She hurried me out of bed and into her car. I was confused and, like all kids that age, kept asking her questions, but she drove in silence, refusing to answer. The bruises were still visible. My father had caused them the night before as I watched helplessly, without a voice or the power to stop him. That night we spent the first of many nights in an emergency shelter for abused women and their children. Donors made our stay possible.

I have devoted my life to philanthropy mainly because of my mom's terrifying and courageous decision to leave. I believe it us, the survivors, that should not remain silent. I feel compelled to share my story and make the same life-saving services possible for moms and kids, just like others did for us.

Over 200 friends and families have supported [Coburn Place Safe Haven](#), for six years. I never imagined we would accomplish such a feat, but you have proven me wrong time and time again. Your generosity will rise to meet the need of survivors. Coburn Place remains ready to help survivors, but they need our help.

Because of you, Coburn Place has housed survivors and given them tools to move past the abuse. At Coburn, survivors reach safety, access safe housing, build stability, and focus on well-being. Fresh starts for them, start with you.

There are two ways to give, on Facebook at <https://lnkd.in/gYU4UqvV> or directly to Coburn Place at <https://lnkd.in/g3jz73Wz>




# Social proof

**LSA** Loring, Sternberg & Associates  
332 followers  
4d • 🌐 [+ Follow](#)

It doesn't get more real than this. We are proud to have Adam as a partner.

[www.coburnplace.org](http://www.coburnplace.org)  
[#domesticabuse](#) [#domesticviolenceawareness](#)



Indy man shares domestic violence story in hopes to raise awareness an...  
[youtube.com](https://www.youtube.com)

# Diversify your fundraising portfolio

## QUESTION:

What does fundraising allow your nonprofit to do?





# Diversify Your Fundraising Portfolio



# Diversify your marketing portfolio

**QUESTION:**

**What does marketing allow your nonprofit to do?**



# Diversify your marketing portfolio



# Fundraising and marketing focus... NOT!





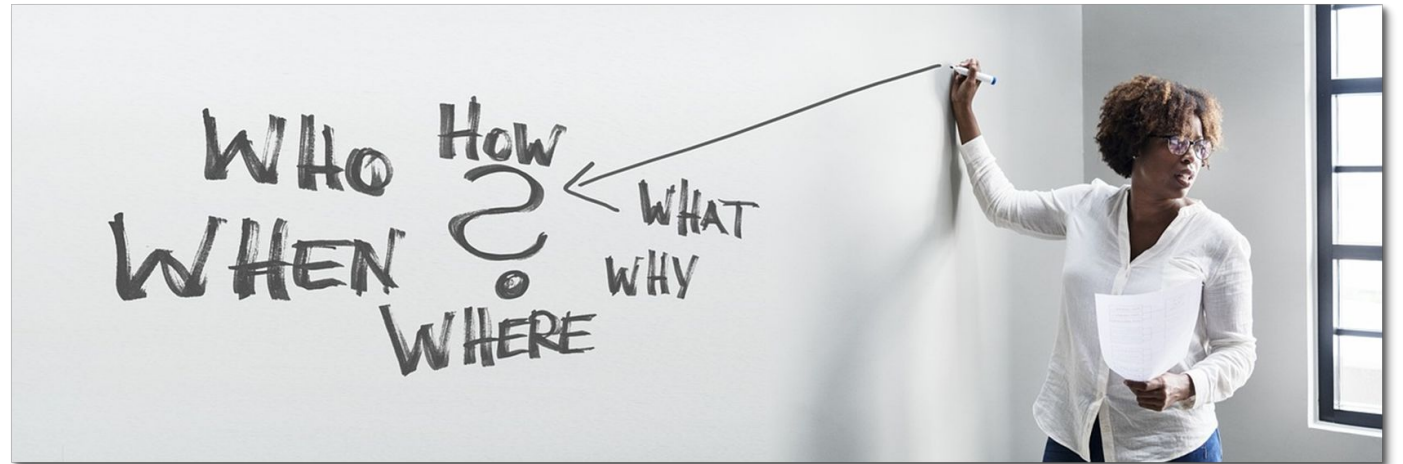
# Fundraising focus

- Retention (first year)
- Acquisition vs. retention
- Monthly giving
- Lapsed donors



# Marketing- the W questions

- **Who** (audience)
- **Where** (hanging out)
- **How** (reach them)
- **What** (content)
- **Why** (connect and engage)



# Marketing- July 25, 2024 snapshot

- Inbound vs. outbound
- Pay for play
- But when they reach your site...




# Marketing- Sleeves matter





# Email- tell the story of one



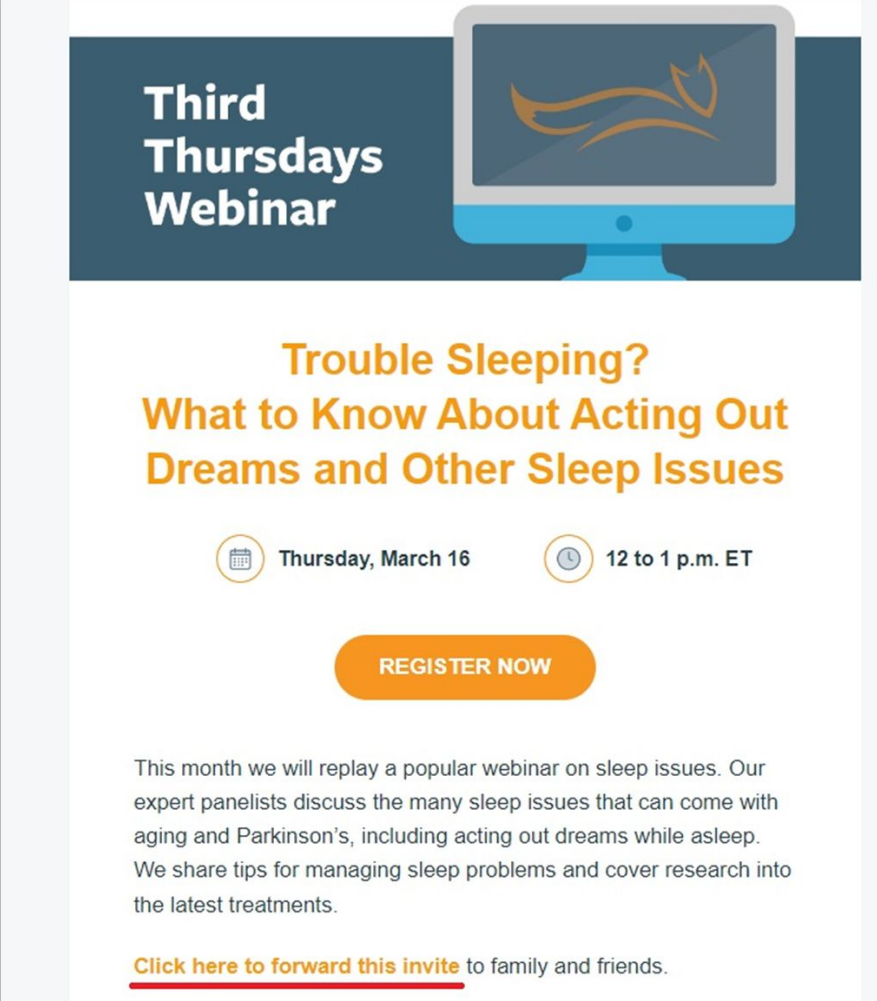
Today is the day to join millions around the world in giving back, spreading kindness and showing how YOU CAN MAKE A DIFFERENCE.

[Giving Tuesday is a global day of unity, and we're inviting you to partner with Feed the Children. Your \\$25 gift can fill one box of food for a hungry child.](#)

How many boxes will you give?

**GIVE NOW**

# Email- Forward/share



The graphic is a vertical rectangular invitation for a webinar. At the top, a dark blue horizontal bar contains the text 'Third Thursdays Webinar' in white on the left and a computer monitor icon on the right. The monitor screen shows a stylized orange logo. Below this bar, the main title 'Trouble Sleeping? What to Know About Acting Out Dreams and Other Sleep Issues' is centered in orange. Underneath the title, two circular icons are placed side-by-side: a calendar icon followed by the text 'Thursday, March 16' and a clock icon followed by '12 to 1 p.m. ET'. A prominent orange rounded rectangular button with the text 'REGISTER NOW' is centered below the date and time. At the bottom, a paragraph of text describes the webinar's content, and a red underlined link is provided for forwarding the invite.

**Third Thursdays Webinar**

**Trouble Sleeping?  
What to Know About Acting Out  
Dreams and Other Sleep Issues**

Thursday, March 16 12 to 1 p.m. ET

**REGISTER NOW**

This month we will replay a popular webinar on sleep issues. Our expert panelists discuss the many sleep issues that can come with aging and Parkinson's, including acting out dreams while asleep. We share tips for managing sleep problems and cover research into the latest treatments.

[Click here to forward this invite](#) to family and friends.

# Email- Mobile



## Rescue Mission: Inside CAR T Brain Surgery

The patient is a 44-year-old man with an aggressive brain tumor. The surgeon is performing a surgery he has done thousands of times. The mystery is whether what this surgeon finds within the patient's brain tissue will qualify him for a clinical trial involving using his own immune system cells to fight the cancer. Step inside the operating room and follow the moment-to-moment action.

[DISCOVER MORE >](#)

# Email- The welcome



**WATCH THE VIDEO TO LEARN MORE**



# Email- use icons



## Emergency Shelter

Ensure families who have lost everything have a safe place to stay.

[GIVE SHELTER](#)

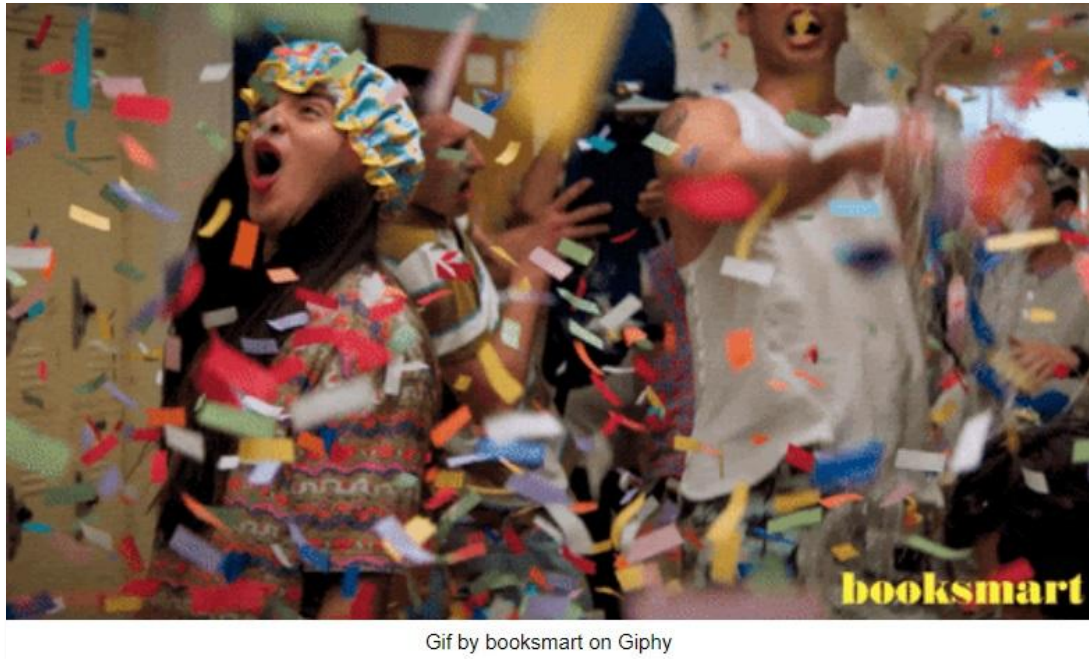


## Day of Meals for Shelter Residents

Provide meals to refuel those staying in our shelters.

[GIVE MEALS](#)

# Email content: Donorversary



Gif by booksmart on Giphy

- Full of gratitude, love, warmth, heartfelt
- Make them feel good
- One to one
- Memorable

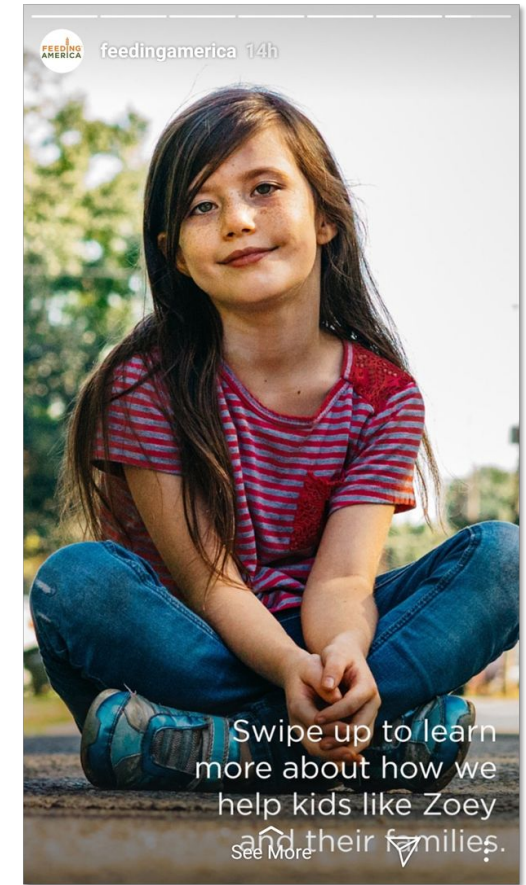
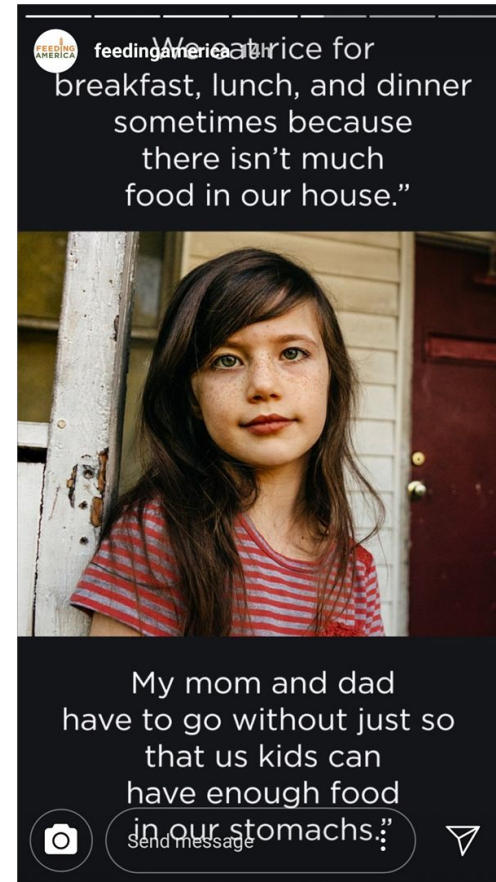
# Social media- Owned vs. rented property



- Social media, Google ads
- Who see emails vs. posts
- When everyone plays together nicely...



# Social media- pic + content + CTA





# Social media- video

**QUESTION:**

**What type of videos  
could you record and  
share?**



# Social media- use video



# Outside eyes please!!!



because two is stronger than one



# Storytelling: One vs. 30,000

**Right now, 6-year-old Mary has completed her thirteenth round of CAR-T immunotherapy for a rare brain tumor with no known cure.**

Mary was 4 years old when she was diagnosed with a rare, deadly brain tumor called diffuse intrinsic pontine glioma (DIPG). She began a clinical trial, funded in part by ALSF, at Lucile Packard Children's Hospital Stanford. The trial requires monthly visits from Mary and her family, who live 1,000 miles away. They get help from the Travel For Care program, and recent MRIs have shown that Mary's tumor has shrunk while the remaining cancer appears stable.




*"The support ALSF gives to this clinical trial is giving Mary a fighting chance against DIPG and we can only get there because of the support ALSF gives us. **We need organizations like ALSF to help find treatments and help families access those treatments.**"*

**- Kristin, Mary's mom**


Right now, you can support kids like Mary by donating to fund cutting-edge research and family support programs. **Give today to help us end**



# Storytelling- back door


 **Boston Children's Hospital**  
Yesterday at 11:30am · 🌐

Poppy looks like your average 3-year-old who loves Curious George, swim class, playing dress-up and being a big sister. But when she was only 4 months old, she was diagnosed with retinoblastoma. Poppy's care team — including Boston Children's ophthalmologist Dr. Ankoor Shah, neurointerventional radiologist Dr. Darren Orbach and oncologists from Dana-Farber/Boston Children's treated her with intra-arterial chemotherapy to remove the tumor and save her eye. Learn about Poppy: <http://on.bchil.org/1ooDuRR>




# Share ALL the stories!

- Staff
- Volunteers
- Board members
- Donors (origin story)
- Foundation and corporate partners



NEW  
INTERN



WELCOME MICHELLE

MFB Florida is thankful to have interns with a passion for our mission. Michelle is bringing her talents to impact her community.

LEARN MORE

The graphic is a horizontal banner with a yellow background on the left and a white background on the right. On the left, the text 'NEW INTERN' is in black, and 'WELCOME MICHELLE' is in white on a red bar. A photo of Michelle is on the right. The main text on the right is in black, and 'LEARN MORE' is in white on a red bar.

# Neglected real estate

Here. Until Parkinson's isn't.



[michaeljfox.org](https://michaeljfox.org)



Like this content? Share it with your friends, family or colleagues. Together, you will help us find a cure.

[Forward this Email](#) >

The Michael J. Fox Foundation for Parkinson's Research  
Grand Central Station, P.O. Box 4777, New York, NY 10163-4777

[Terms of Service](#) | [Privacy Policy](#) | [Unsubscribe](#)

[Manage My Preferences](#)

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# Neglected real estate

## BE AN ACTIVE SUPPORTER!

Stay connected to empower yourself with the knowledge to support yourself, family or friends facing infertility.



How can we support you?  
support@yeshtikva.org

[Home](#)

[Supporting Yourself](#)

[Supporting Others](#)

[Resources](#)

[Infertility](#)

[About Us](#)

[Contact Us](#)

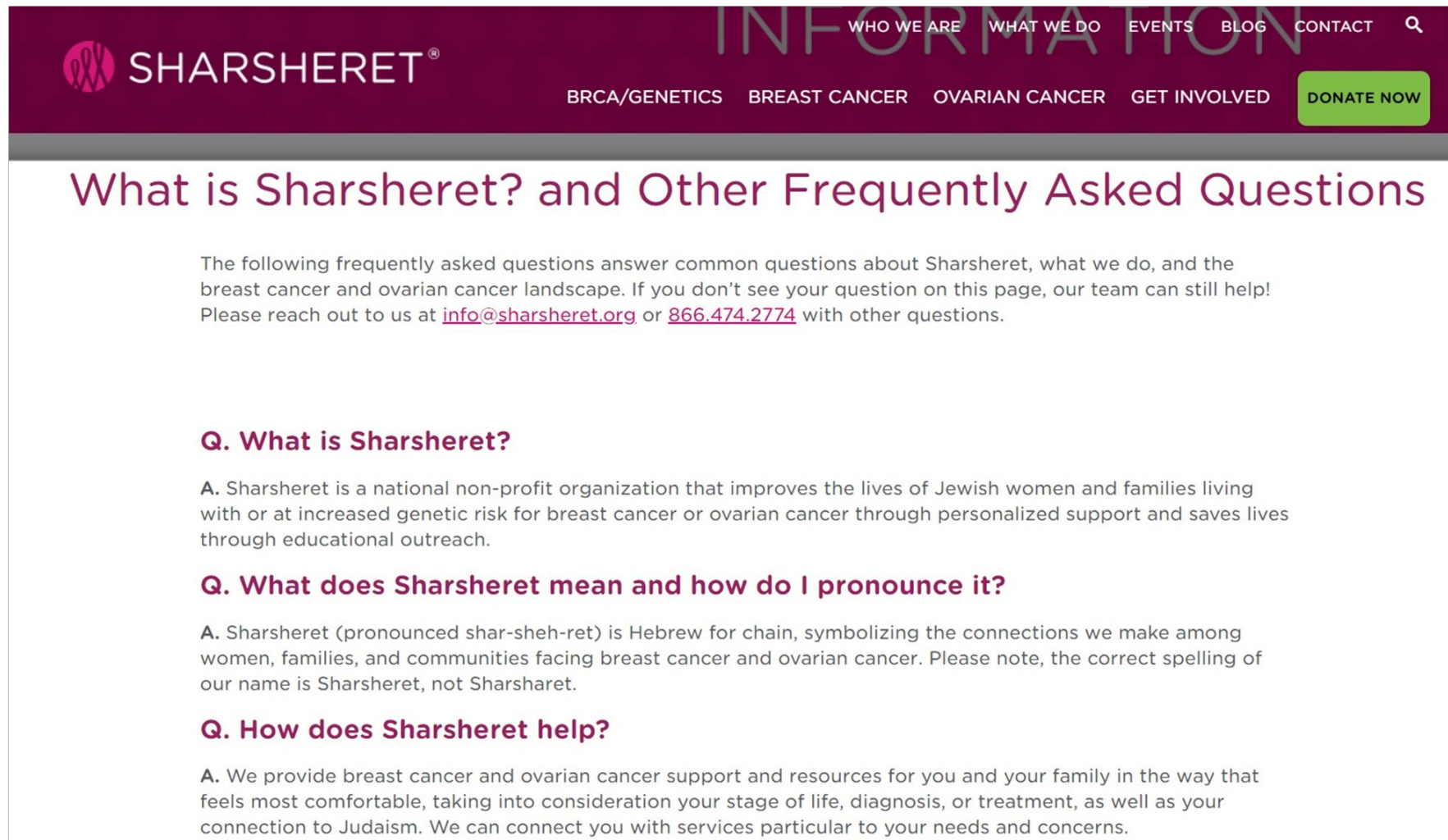



We are committed to financial accountability and transparency. Yesh Tikva has received silver level status at GuideStar.

Yesh Tikva is a 501(c)3 and your contribution is tax deductible to the full extent of the law. © 2021 Yesh Tikva - 324 S. Beverly Drive Suite 354 Beverly Hills, CA 90212



# Website- the FAQ



**SHARSHERET®** WHO WE ARE WHAT WE DO EVENTS BLOG CONTACT 

BRCA/GENETICS BREAST CANCER OVARIAN CANCER GET INVOLVED [DONATE NOW](#)

## What is Sharsheret? and Other Frequently Asked Questions

The following frequently asked questions answer common questions about Sharsheret, what we do, and the breast cancer and ovarian cancer landscape. If you don't see your question on this page, our team can still help! Please reach out to us at [info@sharsheret.org](mailto:info@sharsheret.org) or [866.474.2774](tel:866.474.2774) with other questions.

**Q. What is Sharsheret?**

**A.** Sharsheret is a national non-profit organization that improves the lives of Jewish women and families living with or at increased genetic risk for breast cancer or ovarian cancer through personalized support and saves lives through educational outreach.

**Q. What does Sharsheret mean and how do I pronounce it?**

**A.** Sharsheret (pronounced shar-sheh-ret) is Hebrew for chain, symbolizing the connections we make among women, families, and communities facing breast cancer and ovarian cancer. Please note, the correct spelling of our name is Sharsheret, not Sharsharet.

**Q. How does Sharsheret help?**

**A.** We provide breast cancer and ovarian cancer support and resources for you and your family in the way that feels most comfortable, taking into consideration your stage of life, diagnosis, or treatment, as well as your connection to Judaism. We can connect you with services particular to your needs and concerns.

# Website- online donation form



**malaria**  
NO MORE

**LET'S BE THE GENERATION  
THAT ENDS MALARIA**

Your gift moves us closer to our vision of a world where  
no one dies of a mosquito bite.

Thank you for your support!

Donation

# Website- online donation form

<b>*Email</b>	<b>Phone</b>
<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	Join the fight and sign up to receive email updates from United Way Worldwide. You can unsubscribe at any time. For more information, see our <a href="#">privacy policy</a> .

Would you like to receive Task Force news? \*

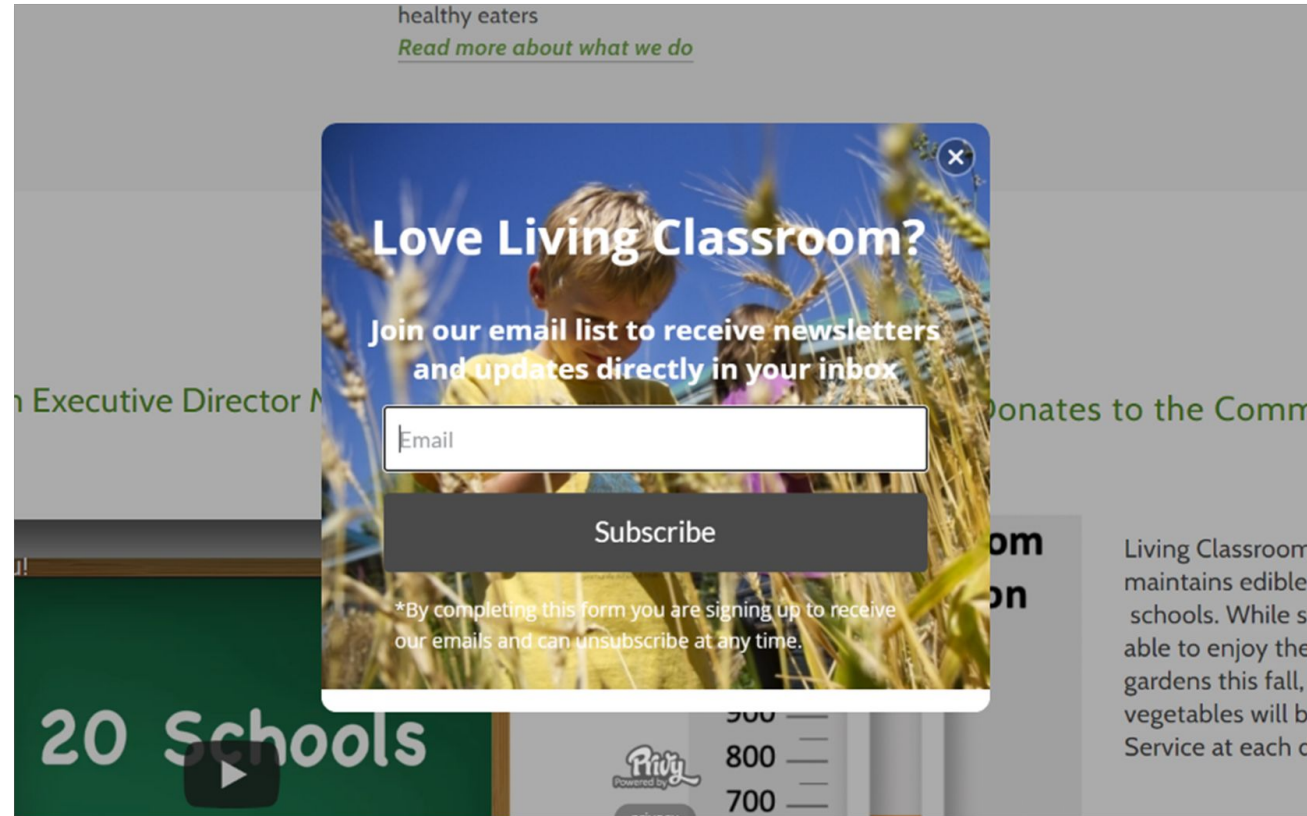
Yes

No

**\* Country**

Send me email updates about how I'm protecting wildlife and nature.

# Pop ups? Pop ups?!





# Events

## BACN'S 39TH BIRTHDAY BALL

The Bay Area Crisis Nursery turned 39 on July 20! Celebrate the 30,000 safe stays with have provided children by not showing up to our No-Show Birthday Ball!

That's right, celebrate our birthday safe at home in your pajamas rather than spending money on tickets, outfits, a babysitter, auction items, and sponsorship. All we ask for our birthday this year is that you make a donation to enjoy your night off!

**Thanks to our friends at the Quest Foundation, all donations up to \$30,000 will be matched until August 20! Your donation will instantly be doubled to make even more of an impact on the children that stay with us.**

Your donation supports our mission to prevent child abuse and neglect by providing supportive services to families. We give children a safe and loving homelike environment while their families take the time they need to mitigate a crisis situation or stressful time. All of our services are free of charge thanks to supporters like you.

We can't wait to not see you! Make a donation and tell us your excuse—we will be highlighting them on social media!



### Highlights include:

- No Silent and Live Auctions
- No Raffles
- No Dry Chicken Dinner

**Jul 20, 2020 - Aug 20, 2020**

**Location: Anywhere**

# Direct mail

 Tear here

Please turn over... 

**YES, DANA!** I want to help women like Monique!  
Enclosed is my most generous gift.

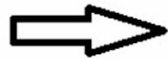
\$150  \$95  \$45  Other \_\_\_\_\_

Please add this slip with your check to the return envelope.

All checks should be made out to **For The Girls Inc.**

To safely rush your gift to help a woman in need today,

please go to: **iSupportTheGirls.org/donate**



Please turn over for monthly giving options. 

# Direct mail

I want to “Support the Girls” year-round as a monthly donor!

Each month I will give:

- \$20
- \$15
- \$10
- Other: \_\_\_\_\_

Please process my credit card on the:

- 15th
- 30th of the month
- Please charge my credit card:

Credit card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Card holder signature \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

You can also set up your monthly gift online at [iSupportTheGirls.org/donate](https://iSupportTheGirls.org/donate)

# Marketing Fundraising

- Annual report = impact/gratitude report
- **Have fun out there!**
- Countdown clock
- Email subject line

**YOUR EXTENDED #GIVINGTUESDAY  
GIFT DOUBLES FOR WILDLIFE!**

	<b>\$25 becomes \$50</b> Fun Fact: Puffins are about 25cm in length on average
	<b>\$55 becomes \$110</b> Fun Fact: Puffins can fly up to 55 miles per hour
	<b>\$120 becomes \$240</b> Fun Fact: Puffins spend about 120 days on land per year
	<b>\$200 becomes \$400</b> Fun Fact: Puffins can dive up to 200 feet underwater
	<b>\$400 becomes \$800</b> Fun Fact: Puffins flap their wings up to 400 times per minute to stay aloft

**MATCH MY GIFT**



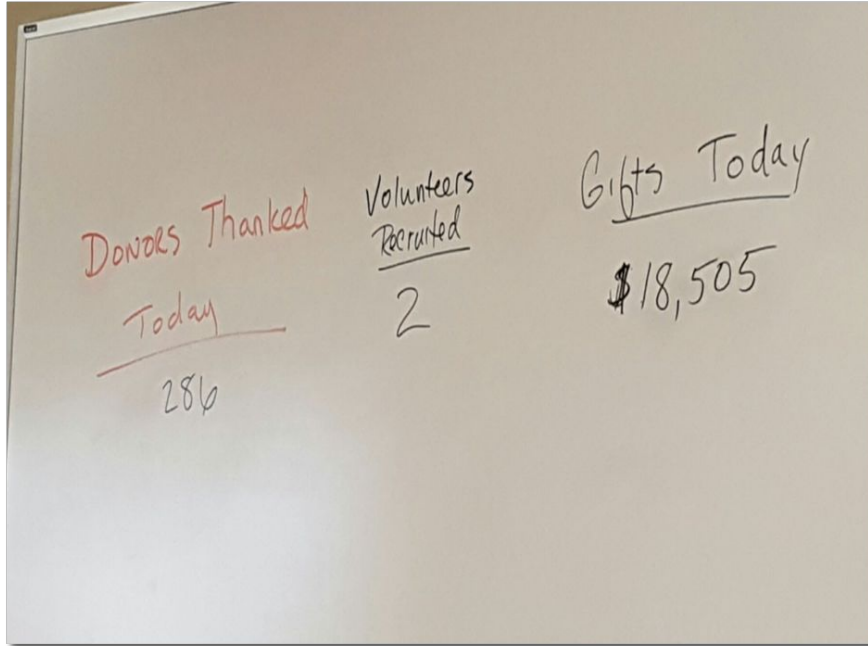
# Marketing Fundraising

The image shows the Twitter profile of the British Red Cross. The profile picture is a red cross on a white background. The bio reads: "The movement connecting human kindness with human crisis." Below the bio, the location is listed as "UK" and the website as "redcross.org.uk". A pinned tweet is visible, which says: "A small act of kindness can change someone's life." The tweet includes the hashtag #PowerOfKindness. The profile statistics are: 27K tweets, 3,644 following, 242K followers, 7,082 likes, 12 lists, and 8 moments.

The image shows a blue bin filled with several knitted teddy bears of various colors and sizes. The bears are made of wool and have simple, friendly faces. Some are wearing small hats or scarves.

The image shows a tweet from the account britishredcross. The tweet text reads: "Thank you to @rustybear2012 and all those knitting 'trauma teddies' for the @RedCrossAU to help comfort children in hospitals." The tweet includes the hashtag #PowerOfKindness. The tweet also includes several other hashtags: #britishredcross, #redcross, #traumateddies, #teddy, #teddies, #donate, #australia, #australianredcross, #redcrossau, #bear, #teddybear, #cuddlybear, #bears. The tweet has received several replies, including one from fairy.shopping1 and one from juju\_mc.

# Fundraising Marketing



**Adam Clevenger, CFRE**  
@adamclevenger

It's [#GivingTuesday](#), but here at [@SecondHelpings](#) we're calling our donors to say THANK YOU!

# Fundraising Marketing

Join Plan International Canada and let's work together to jump start your virtual fundraising ideas. We'll show you how to start a fundraiser and help you bring your network together to create positive change for children, families and entire communities during in this unsettling time.

1

Choose a cause that resonates with you



2

Choose a way to fundraise:  
Do Good Dinner,  
online campaign,  
walk or run etc.



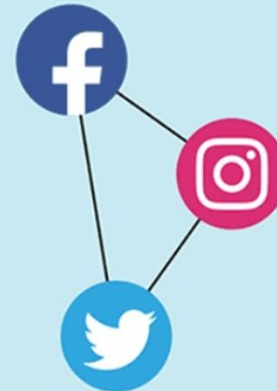
3

Set up a  
personal online  
fundraising page to  
collect donations



4

Customize and share  
your page with your  
entire network



5

Raise funds,  
make an impact!



# Fundraising Marketing

## Resources to help you raise money for a cause

New to fundraising? We can walk you through everything. Get access to great fundraising resources like toolkits and pledge forms here:



**DIY fundraising toolkit**



**Thank you letter template**



**Need a speaker?**



**Tax receipt information**



**Donation tracking forms**

**Pledge Form**

**General Buckslip**

**Because I am a Girl Buckslip**



**Downloadable posters**

**Poster Version 1**

**Poster Version 2**

**Logos - Version 1**

**Logos - Version 2**



# Fundraising Marketing

## Starting your own DIY fundraiser is easy



### Step 1: Choose your fundraiser

---

Whether it's dog walking or a garage sale, nothing is off limits.



### Step 2: Customize your own fundraising page

---

We have all the tools you need to personalize your fundraising page so people far and wide can support.



### Step 3: Promote your page

---

Tell your friends about your fundraiser on social and challenge them to start one too.

# Don't forget

- **Gratitude**
- Stories
- Impact
- Build relationship!

Robert [REDACTED] thank you for your gift today during Birds Give Back.  
You've probably never been thanked quite like this!

WATCH YOUR VIDEO!



# Volunteers


- Market to them!
- They WILL donate
- Higher lifetime value
- **Time = money**

## Your Time + Commitment = Change


**Have 5 minutes?**  
Tell Congress what YOU care about and demand change.  
[Take action](#)



**Have an hour?**  
Meet up with civic advocates by joining an upcoming event.  
[See our upcoming events](#)



**Have more time?**  
Become a leader in your community to make long-lasting change.  
[Lead in your community](#)



# Build relationships!



“At its core, retention revolves around a simple truth: If customers get what they expect and those expectations continually align with their needs, they’ll likely stick around. Break that expectation? That’s when you see churn.”

- Eli Weiss, VP Retention Advocacy, Yotpo







FIND YOUR IDEAL FOURTH OF JULY  
ADVENTURE ON PUBLIC LANDS

Friend of Trust for Public Land, it's quiz time!

Not sure how to spend the Fourth of July this year (or next)? Take our fun quiz to discover which public land adventure is perfect for you!

## **What's Your Ideal Fourth of July Adventure?**

♥♥ TAKE THE QUIZ NOW ♥♥

Based on your answers, we'll suggest the perfect public land destination for your Fourth of July celebration. It's a fun and easy way to plan your holiday!

Have a fantastic Independence Day, and thank you for supporting our mission to protect public lands!

Best,



Alana Fink  
Associate Director of Digital Engagement  
Trust for Public Land

## QUIZ TIME:

### What's Your Ideal 4th of July Adventure on Public Lands?

What's your favorite outdoor activity?

a Hiking

b Swimming

c Picnicking

d Camping



What's your preferred scenery?

a Mountains

b Beach

c Forest

d Desert

Who do you enjoy celebrating with?

a Family

b Friends

c Pets

d Solo



## Cape Cod National Seashore, Massachusetts

The beach is calling, and you must go! Bask in the sun and swim in the refreshing Atlantic Ocean. Cape Cod offers stunning beaches and picturesque lighthouses, ideal for a seaside celebration. **OUR WORK HERE:** For more than five decades, North of Highland Camping Area's 237 pine-shaded campsites have offered one of the few ways a family could stay at the Cape Cod National Seashore at reasonable cost. With the threat of development looming if the campground shut down in 2005, Trust for Public Land and partners stepped in. The survival of the North of Highland Camping Area ensures that future generations of visitors to Cape Cod National Seashore will be able to pitch a tent only a short walk from the beach.

[EXPLORE OUR PUBLIC LANDS NEAR YOU](#)







# View a State to Explore Our Impact

Select a state to explore the green spaces we've protected or created.

**5,420**

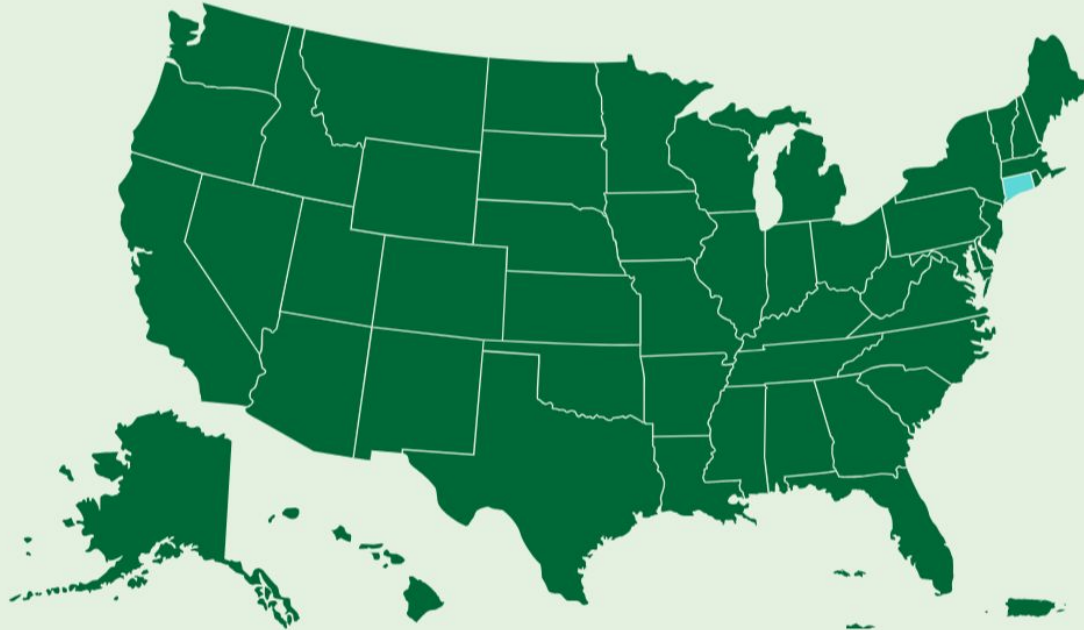
OUTDOOR  
SPACES  
CREATED

**4M**

ACRES  
PROTECTED

**9.7M**

PEOPLE  
CONNECTED  
TO THE  
OUTDOORS



Connecticut

In **Connecticut**, we've preserved over **8,493** acres of open land and completed more than **104** projects.

[View Connecticut](#)

# Featured projects made possible by our supporters

In Connecticut and across the country, we're working with communities and advocates to connect more people in more places to the outdoors.

[See All Connecticut Projects](#)

[See All TPL Projects](#)

COMPLETED



## Weir Farm National Historic Site

Connecticut

Lands

COMPLETED



## Coogan Farm

Connecticut

Lands

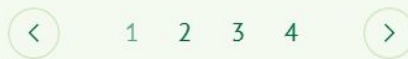
COMPLETED



## Still Pond Preserve/Silvermine Fowler Preserve

Connecticut

Lands



# Dig Into Our Expertise

Our extensive resource library helps communities make the case for parks, open space, and conservation policies across the country.

[Explore Our Resource Hub](#)



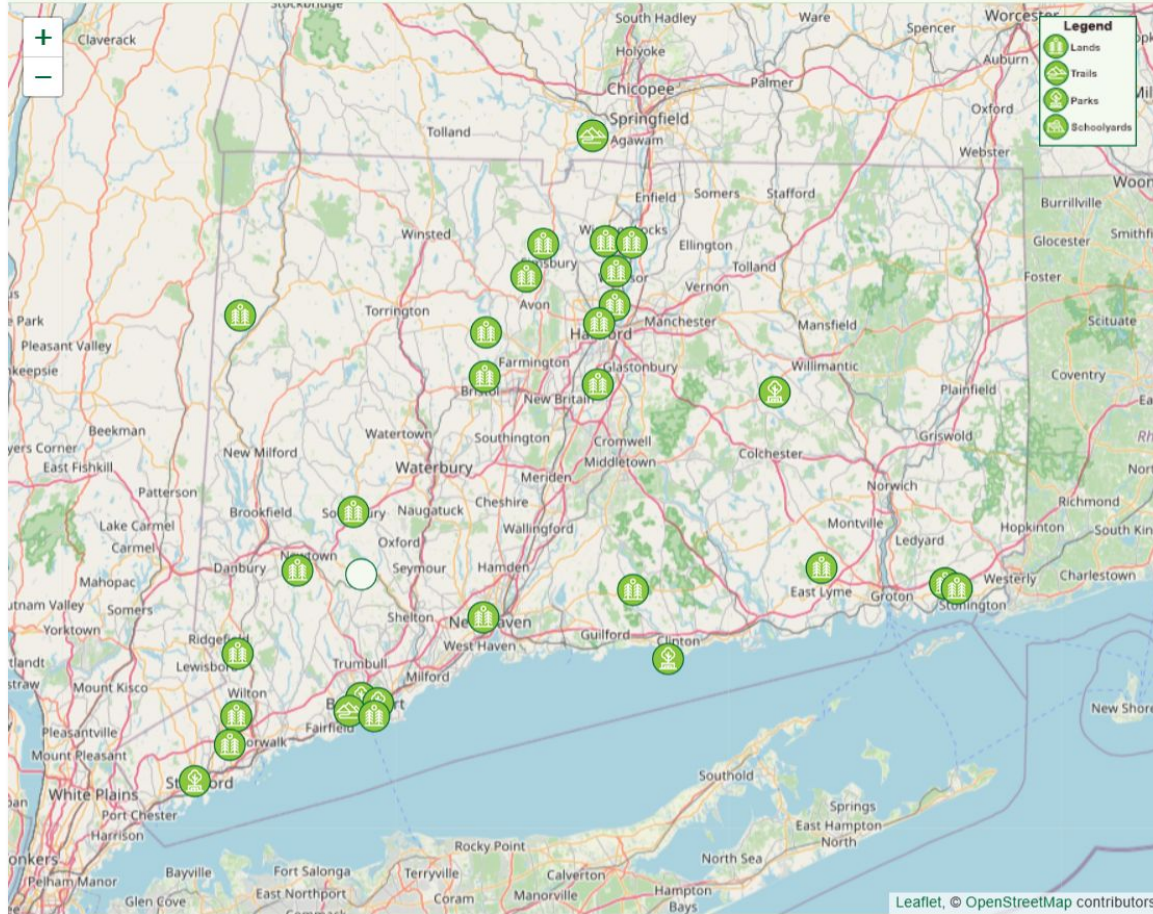
New Haven ParkScore® Analysis



Stamford ParkScore® Analysis



# Explore all of our projects in Connecticut



All In Progress Completed

Showing 35 projects

COMPLETED  
Mill River Park

Local Parks



COMPLETED  
New England National Scenic Trail

Lands, Trails



COMPLETED  
Sterling Street Sanctuary

Lands



FUNDRAISING  
Bridgeport Waterfront Pathway

Lands, Trails





# TPL Team in Connecticut

[Connecticut Advisory Board](#)

Support Our Work

## New Haven Office

101 Whitney Avenue  
2nd Floor  
New Haven, CT, 06510  
(203) 777-7367  
[connecticut@tpl.org](mailto:connecticut@tpl.org)

## [Walker Holmes](#)

*Vice President, Mid-Atlantic Region  
and Connecticut State Director*

203.777.7367 x3  
[walker.holmes@tpl.org](mailto:walker.holmes@tpl.org)





# Let's Connect!

**Website:** 1832communications.com

**LinkedIn:** Ephraim Gopin

**Email 366:** <https://1832communications.com/email-366/>

**Have a question?**

**ephraim@1832comms.com**