



Rachel
MUIR

END OF YEAR MADE EASY

Qgiv October 7, 2021

Rachel Muir, CFRE

- Founder: Girlstart
- Featured on: Oprah,
- CNN, the Today Show
- What Rachel does: online workshops & classes, custom training, board retreats

Weaknesses: chips, queso



@rachelmuir

rachel@rachelmuir.com

www.rachelmuir.com



Town crier for
donor love





What Rachel does:

Custom training

Board retreats

Keynotes

Webinars

Workshops

Speaking

All on fundraising...

Learn more at www.rachelmuir.com

A background image showing a person's hands typing on a laptop keyboard. The image is slightly blurred and has a dark overlay. In the top left corner, there is a logo for Rachel Muir. In the top right corner, there is a navigation menu with links to SPEAKING, CUSTOM TRAINING, BOARD RETREATS, RESOURCES, and WI. The main text is centered over the image, and there is a teal button with the text 'GET TO KNOW RACHEL' below it. At the bottom, there are two lines of text providing links to handouts and training resources.

**Speaker, trainer and nationally
recognized non profit founder and
thought leader.**

GET TO KNOW RACHEL

Today's slides: www.rachelmuir.com/handouts

Want training? www.leagueofextraordinaryfundraisers.com

Monthly training with Rachel only \$49

January

Launch a Monthly Giving Program

February

How to Make a Stewardship Plan

March

Finding & Acquiring New Donors

April

Email: Systems, Segmenting & Deliverability

May

Write Your Case for Support

June

How to Get Planned Gifts

July

Change Your Board & Get them Fundraising

August

Build a Major Gifts Program

September

End of Year Fundraising

October

Copywriting Clinic

November

How to Ask

December

Facebook Fundraising

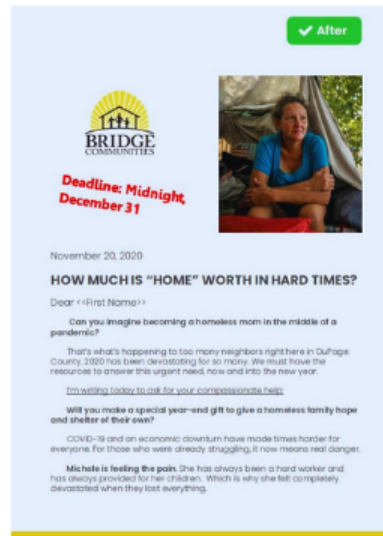
www.LeagueofExtraordinaryFundraisers.com

Need help with your end of year appeal?

Join now for instant appeal writing help!



**90-minute live
workshop**



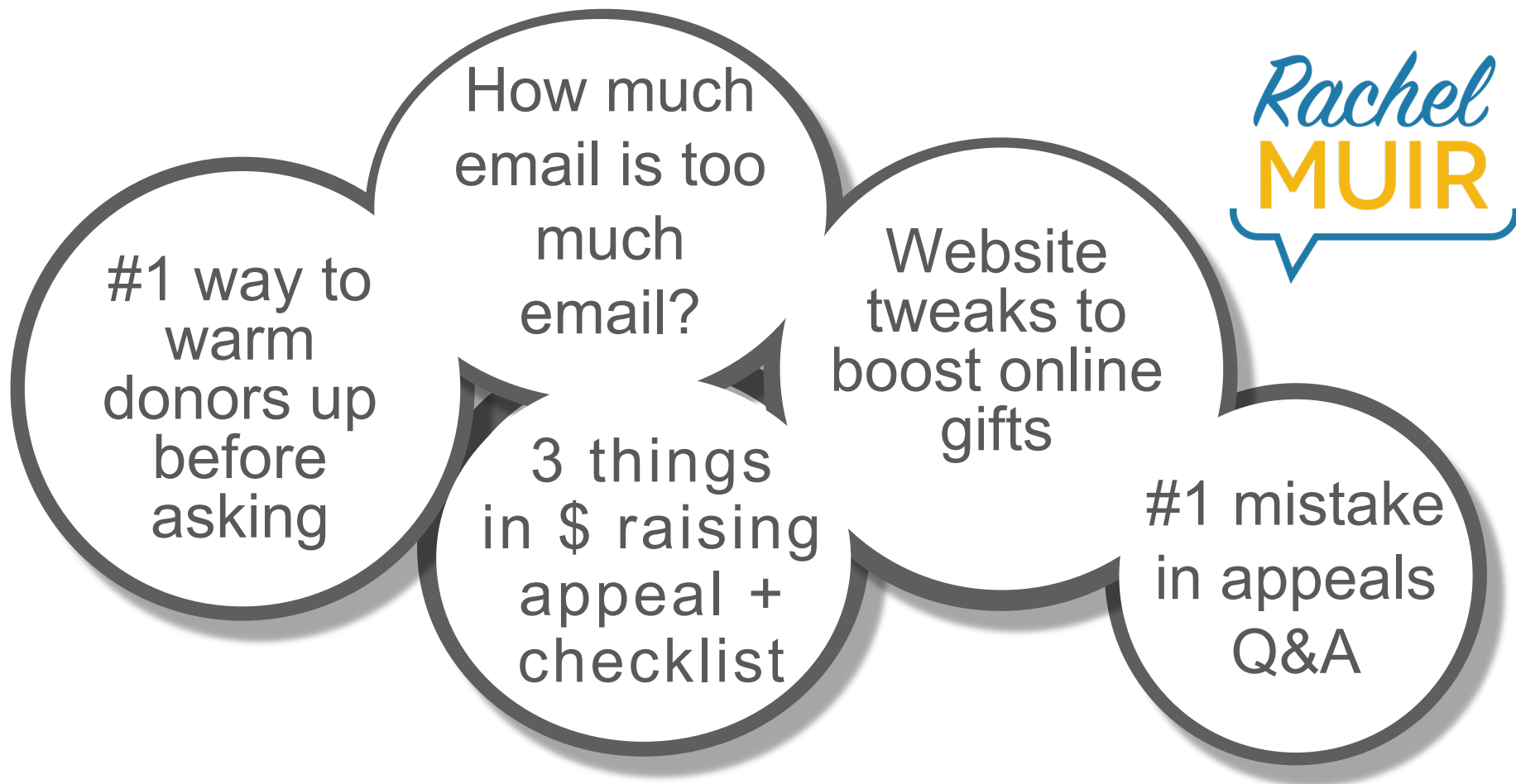
**Appeal templates,
checklists &
makeovers!**



**2 live critiques by
copywriter Julie
Cooper**

Deadline to apply is Oct 13

www.leagueofextraordinaryfundraisers.com



End of Year Made Easy

Which is you?



- ☐ **Yes! I've already written, proofed, tested & scheduled my end of year fundraising appeal(s).**
- ☐ **Kind of - I have a draft.**
- ☐ **No, I have not even started.**

Your budget for year-end fundraising expenses



- 1) \$0
- 2) Less than \$2,500
- 3) >\$2,501 – 5,000
- 4) >\$5,001 – 10,000
- 5) >\$10,001 – 20,000
- 6) Over \$20,000



@rachelmuir

www.rachelmuir.com

What is your year-end fundraising goal?



- 1) Goal? I didn't set one!
- 2) \$15,000 or less
- 3) \$15,001 – \$50,000
- 4) \$50,001 – 100,000
- 5) \$100,001 – 500,000
- 6) \$500,001 – 1 million
- 7) Over 1 million



@rachelmuir

www.rachelmuir.com

Which is you?



- 1) We write our own appeals (and do all our own stunts!)**
- 2) We contract with a fundraising copywriter**
- 3) We work with an agency. They write our appeals and do the segmentation, printing, mailing – you name it.**

How many appeals (mail & email) do you send?



- 1) Only 1**
- 2) 2-3**
- 3) 4-5**
- 4) 6-8**
- 5) 9-11**
- 6) 12-15**
- 7) More than 15**



@rachelmuir

www.leagueofextraordinaryfundraisers.com

Yes or no




Do you segment your appeals based on your audience (i.e. donors vs prospects)



@rachelmuir

www.leagueofextraordinaryfundraisers.com



"The season
to give is not a
reason to
give." Jen Love

"The ask is
never a one
day affair."
Misty
McLaughlin

"Saying thanks
is a privilege."
Shanon
Doolittle

GOOD
VIBES

• End of Year Truth Bombs

The harsh reality of EOY



Your brain versus reality

You think...

- Your donor reads each message you send.
- You are sending too much email.

Reality...

- They don't!
- The average nonprofit sends 9.8 emails in December for end of year.



@rachelmuir

rachelmuir.com

Your End of Year Appeal Checklist



www.rachelmuir.com/checklist

- ☒ Does it have a short, powerful opener?
- ☒ Is it conversational?
- ☒ Is it personalized?
- ☒ Is there a reason to give now or sense of urgency?
- ☒ Do you ask for a specific amount?
- ☒ Is there a clear offer? i.e. "Your \$100 gift will save chimpanzees from painful and lonely deaths"
- ☒ Are there at least 3 asks in the appeal, near the beginning, midway and in the PS?
- ☒ Have you given yourself the [ahern audit](#) to make sure you are writing at 6th – 8th grade reading level and are using twice as many "you" words as "we" words?
- ☒ Have you removed any jargon or acronyms?
- ☒ Is the same campaign theme/offer being used across all your channels (email, mail, social)?
- ☒ Does it make use of white space, underlines, bold, and indentation to guide the reader?
- ☒ If you used a photo are the subjects looking straight at the camera? Does the photo have a caption? Does the photo reinforce your story or amplify the need?
- ☒ Is the font at least 14 points?
- ☒ Do you make good use of the P.S. with another call to give?
- ☒ Does your sign off include a signature?
- ☒ Does the email come from an actual person with an actual email address?
- ☒ Do you have a winning mobile friendly subject line?
- ☒ Have you tested your appeal multiple times (and run it through a grammar check)?
- ☒ Is there a live signature in a different color ink in a letter or a scanned signature for email?
- ☒ Does storytelling use descriptive details and make the donor the hero?
- ☒ Are you prepared to properly thank your donors with email thank you autoresponders, letters, cards and calls?



END OF YEAR COUNTDOWN

91 DAYS LEFT!

Reality check: What do I do when?

PLAN THIS NOW

- Securing a match
- Plan campaign (theme, copy, channels, mobile optimization, timeline)
- Write appeal, thank you & report back
- Pre-ask stewardship
- Segmentation
- Prepare & allocate resources

During GT/EOY campaign

- Make your donation form your homepage
- Ensure every link works in your donation forms
- Pick up the phone and ask
- Thank them properly so they'll give again
- Segment

Time to warm them up with gratitude!





#1 tip to boost end of year gifts: Warm them up! Thankathons, Thanks(for)giving stewardship & reporting back

www.LeagueofExtraordinaryFundraisers.com/login

Which end of year item do you stress, worry about and spend the most time on?

The
fundraising
copy

The
thank
you receipt
letter

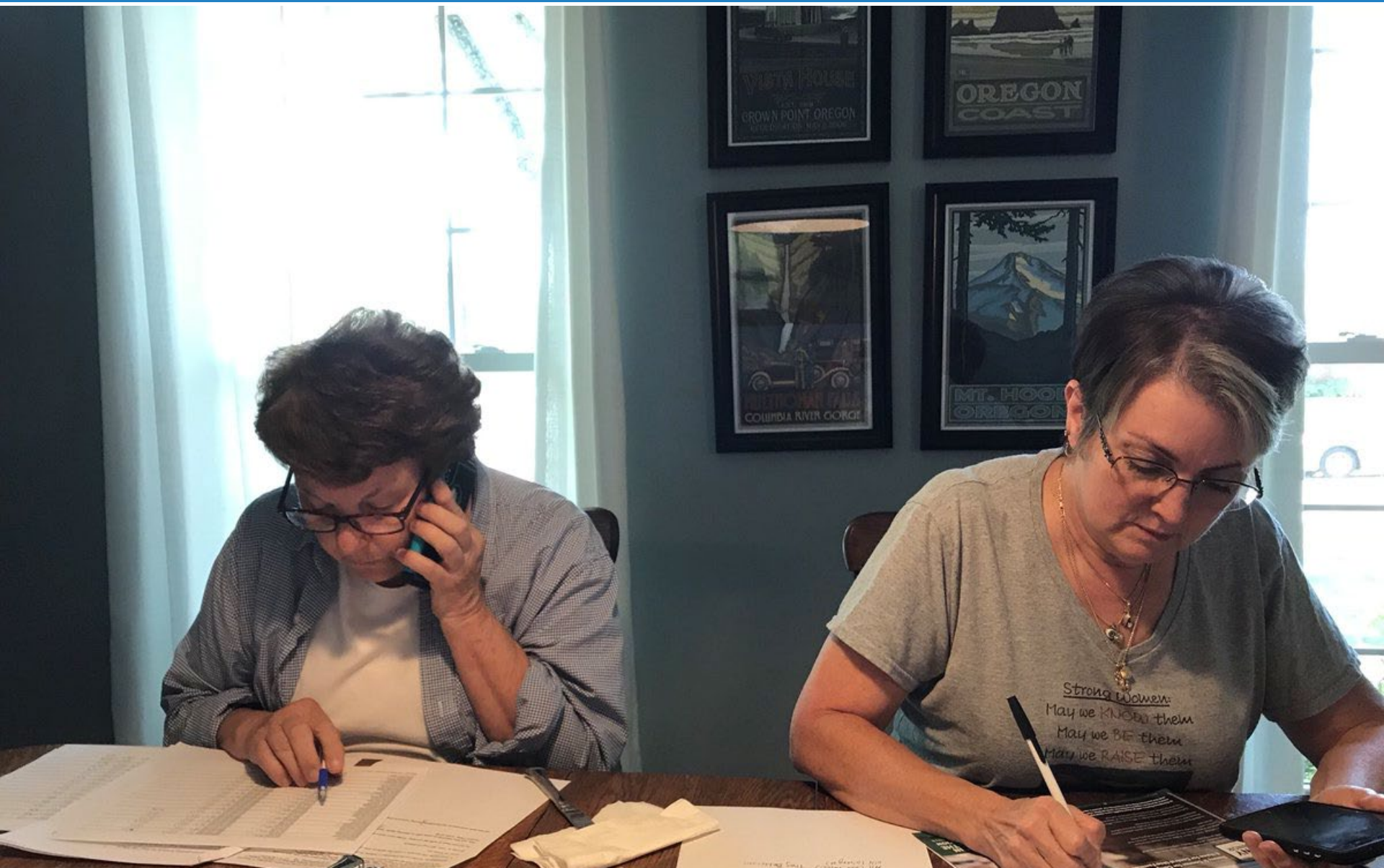
The Do's and Don'ts of Thanking Donors

www.rachelmuir.com/thankyou



Rachel
MUIR

Thankathon



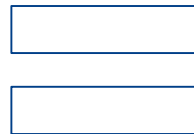
Impact on giving amounts

**Thank you call
from board
member w/in 24
hours**



+39%

**14 months
later**



+42%

70% retention!

Thanks-for-Giving



Thank you for helping Girlstart
reach a record number of brave,
creative, and curious girls this year!

Love,
your friends at Girlstart

girlstart

1400 W. Anderson
Austin, Texas 78757
www.girlstart.org

Julie

*Thank you!
Hope we are
making you proud!!*

Rachel Muir
4905 W Frances Pl
Austin, TX 78731-552

Will this REALLY raise me more \$?



Take these stats
to your boss or
board!

Here is the difference you made...



Planned Parenthood of Greater Texas

Your generosity provides essential healthcare and education to more than 85,000 people each year, regardless of their ability to pay.

Thank you for making our work possible.

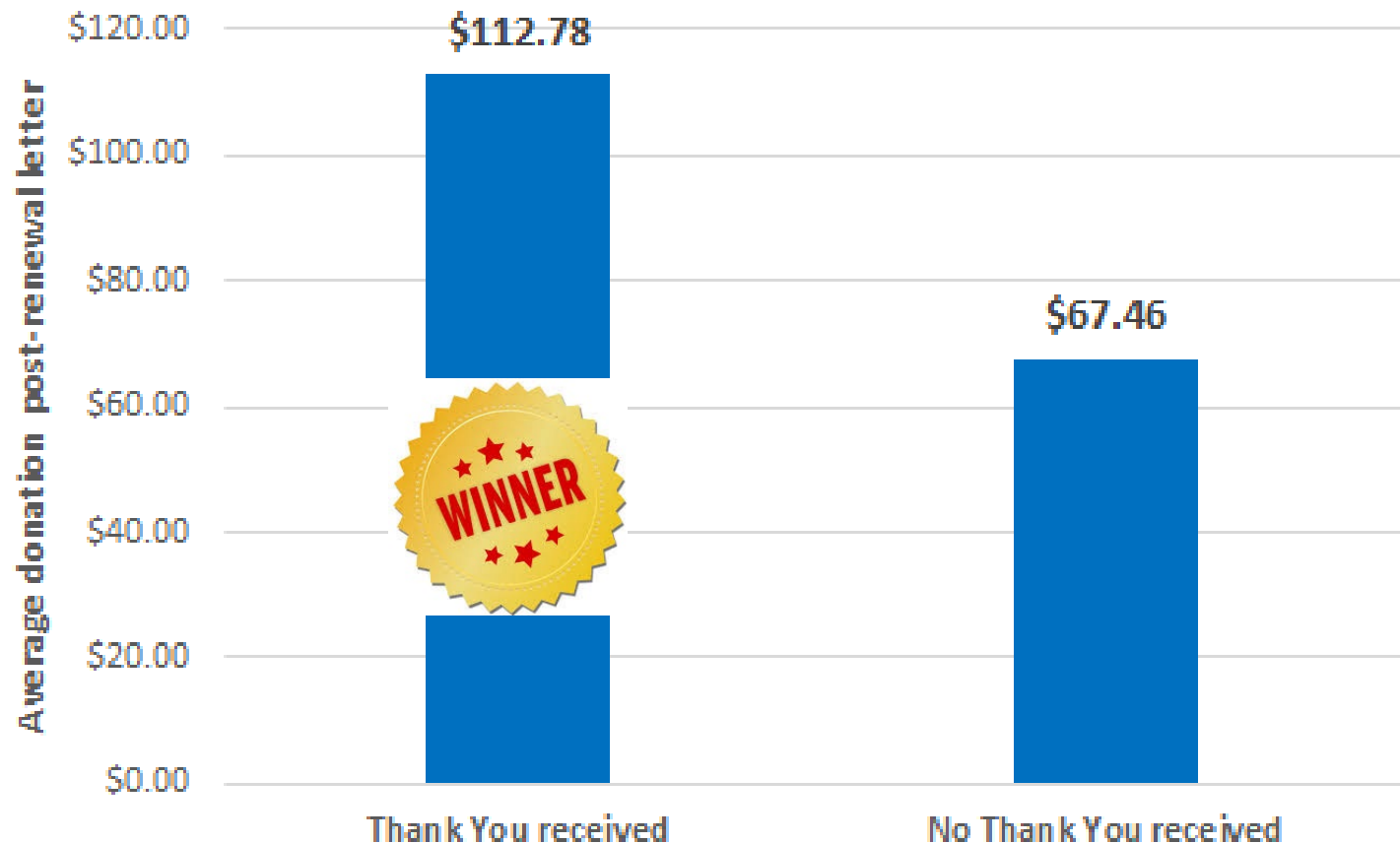
We wish you the joy of family, the gift of friends, and the best of everything this holiday season.

Sincerely,

A handwritten signature in blue ink that reads 'Ken Lambrecht'.

Ken Lambrecht, President & CEO
and the Planned Parenthood of Greater Texas
Board of Directors, Staff, and Volunteers.

“Thanks to you we did not have to turn away a single patient. We were there to hold every hand every time we were needed. We were there to respect, not judge...We were there to protect...every person until their need was met...



Those who received the email gave on average **\$45** more than those who did not. This is a **67%** increase in giving.

Reporting back example

Dear «FirstName»,

You have no idea how much we appreciate your recent gift.

«FirstName», thank you for responding so quickly and so generously. <- Thank the donor for responding rapidly and generously.

The fact you are thinking of others, «FirstName», during this worrying time says everything there is to know about your generous and caring spirit.

<- Reflect on their kindness in this time (coronavirus).

There are hundreds of kids in our community hungry for scouting adventures during this stay at home order and thanks to you, they were reunited with their peers in a virtual scouting experience.

Your generous gift was put to work giving kids unforgettable moments in scouting. <- Describe need facing beneficiaries & how donor met the need.

Here's some photos of your gift in action as the Phoenix Patrol in Scouts BSA's Girl Troop 219 worked together online to master fire starting skills for their Second-Class Rank:

<- Short story (with photo) of how need was met.



Source: Boy Scout Blue Mountain Council & Steven Screen, Better Fundraising



Pro tip: Write your Appeal & Report
back letter at the SAME time!

Want Rachel's help? LeagueofExtraordinaryFundraisers.com

Write report back & appeal together

1. Thank the donor for responding rapidly and generously
2. Describe the Need that was facing your beneficiaries / organization / cause
3. Tell the donor their gift perfectly met the need
4. Super short story (with photo if possible) of how the Need was met
5. Thank the donor for meeting the Need, and the other needs of your beneficiaries / organization
6. Tell the donor that she's an important part of the organization, and reflect on what a generous person she is

Don't get on the naughty list!

NICE LIST

- You reported back on your donor's last gift
- You have well crafted emails written + scheduled
- You are taking donors OFF the merry go round when they make a gift
- You have the staff & resources to thank donors

NAUGHTY LIST

- You didn't thank your donors properly for their last gift
- You haven't updated/checked your thank you autoresponders since last year (or worse!)
- You aren't segmenting or personalizing



How to increase online donations

Want Rachel's help? LeagueofExtraordinaryFundraisers.com

Lightboxes, popups, aka shadowboxes

Love on Wheels – Meet Ricky Bobby

Ricky Bobby couldn't even walk when we rescued him from a puppy mill in North Carolina this year. We knew he had heart, but we weren't expecting him to be so fast about stealing ours.

Grab some tissues, watch his story, and become a hero for animals like him.

Make your year-end, tax-deductible gift for animals today.

DONATE NOW >



Donate banner followed each page



MAKE A DONATION TO AMNESTY BEFORE DECEMBER 31 AND YOUR GIFT WILL BE DOUBLED *Up to \$600,000 **DONATE NOW »**

ACTIVIST RESOURCE COMMUNITY | FIND RESOURCES | SEARCH AMNESTY

AMNESTY INTERNATIONAL  USA

NEWS EVENTS BLOG RESEARCH STORE

OUR WORK GET INVOLVED **DONATE** ▾ ABOUT US

WRITE FOR RIGHTS

Did your letters get added to our global count? If not report your letters now & write if you haven't yet by January 15.

REPORT OR WRITE »

YECENIA ARMENTA
RAPED, TORTURED & JAILED BY POLICE

SIGN UP **DONATE NOW** **ACT NOW** **ACT LOCALLY**

Prominent donate button contrasting color “above fold”



Search



JOIN US

LOG IN



NEWS ▾

PETITIONS

VICTORIES & UPDATES

LFT INVESTIGATES

DEFEAT DOG MEAT

ABOUT LFT ▾

SUPPORT LFT ▾



COVID-19'S DIRE WARNING ABOUT OUR OWN FOOD SYSTEM

NEWS

PETITIONS

UPDATES

SPONSORED



**VEGAN TOOTHPASTE RECIPE
FOR DOGS**

GET THE NEWSLETTER

Email *

SUBMIT

Compelling image + clear call to action



hope services



**Your support for Hope Services
will improve the quality of life for
individuals with developmental
disabilities and mental health
needs.**

*Your donation helps us pay for critical supplies and
salaries not covered by state funds.*

Donation Amount

\$150

\$250

\$500

\$1,000

\$2,500

\$5,000

\$

Donation Frequency

One-time

Your Note for the Donor Scroll

Write a public note about why you're choosing to give!

Reason to give, trust logo, ask string with option to make gift monthly



Donate

Support The Fight Against Cruelty



→ Donate now to help Lady Freethinker keep fighting for a free and compassionate world -- for all species. Your support enables us to keep publishing urgent news and petitions, as well as directly aid animals who desperately need our help.

Please consider choosing to donate monthly to sustain our lifesaving work.

Thank you for your support!



Choose amount



One-time

Monthly

\$ 20

\$ 35

\$ 50

\$ 100

\$ 250

\$ 500

\$

☐ Dedicate my donation in honor or in memory of someone

☐ Write us a comment

Next →

Powered by Donorbox

Lady Freethinker is a registered 501(c)(3) nonprofit organization. Your donation is tax deductible to the fullest extent allowed by law.



**THE DONOR EXPERIENCE RULES.
EVERYTHING ELSE DROOLS.**

Real autoresponder I got

Thank You for Your Lifesaving Gift! 🔍 Inbox x



3:53 PM (31 minutes ago)



Dear [REDACTED]

Thank you for your thoughtful gift of \$25.00! We are thankful to have you as a partner to help homeless pets and animals in need. With your gift, we can help animals like Naveen. An Australian

Thank you for your donation from all of us at [Organization]!

Over the next 3 weeks, Naveen participated in training and socialization with our staff and volunteers. Our dedicated team worked with Naveen daily, walking her through the shelter and introducing her to new, unfamiliar people. Eventually, Naveen became more relaxed and even took treats from strangers! With her new skills, including walking nicely on a leash and sitting politely for treats, Naveen was ready for her new home.

As you can see from her photo, Naveen is feeling much more confident and is always smiling! Her transformation was only possible with your help. Thank you for helping pets like Naveen who need a little extra care!





How does your online giving
experience stack up?

Want Rachel's help? LeagueofExtraordinaryFundraisers.com

Donor Experience Checklist



- ☐ Prominent donate button or call to action on homepage?
- ☐ How many clicks to giving form?
- ☐ Mobile friendly?
- ☐ Invited to make gift monthly?
- ☐ Personalized email autoresponder?
- ☐ Instant tax-receipt?
- ☐ Invited to share gift on social media?

See Lynn's results: bit.ly/DonorGuru



**THE #1 KILLER MISTAKE THAT TANKS
ANY APPEAL**

Not having a strong offer

Tell the donor WHAT their gift will do

“Your \$100 will pay for a month’s worth of baby formula for a hungry orphan”

How the money will be used

What OUTCOME will result from the dollar amount you are requesting

3 ingredients to any appeal

Problem

Solution

Your gift
will solve
it





**WHY IS WRITING GREAT COPY
SO DANG HARD?**

Your End of Year Appeal Checklist



www.rachelmuir.com/checklist

- ☒ Does it have a short, powerful opener?
- ☒ Is it conversational?
- ☒ Is it personalized?
- ☒ Is there a reason to give now or sense of urgency?
- ☒ Do you ask for a specific amount?
- ☒ Is there a clear offer? i.e. "Your \$100 gift will save chimpanzees from painful and lonely deaths"
- ☒ Are there at least 3 asks in the appeal, near the beginning, midway and in the PS?
- ☒ Have you given yourself the [ahern audit](#) to make sure you are writing at 6th – 8th grade reading level and are using twice as many "you" words as "we" words?
- ☒ Have you removed any jargon or acronyms?
- ☒ Is the same campaign theme/offer being used across all your channels (email, mail, social)?
- ☒ Does it make use of white space, underlines, bold, and indentation to guide the reader?
- ☒ If you used a photo are the subjects looking straight at the camera? Does the photo have a caption? Does the photo reinforce your story or amplify the need?
- ☒ Is the font at least 14 points?
- ☒ Do you use make good use of the P.S. with another call to give?
- ☒ Does your sign off include a signature?
- ☒ Does the email come from an actual person with an actual email address?
- ☒ Do you have a winning mobile friendly subject line?
- ☒ Have you tested your appeal multiple times (and run it through a grammar check)?
- ☒ Is there a live signature in a different color ink in a letter or a scanned signature for email?
- ☒ Does storytelling use descriptive details and make the donor the hero?
- ☒ Are you prepared to properly thank your donors with email thank you autoresponders, letters, cards and calls?

Do the 'you' test – Double "you's"

Enter or paste text to analyze

Copy text

Analyze

Dear First Name,

When Maria, Diego and Kevin ask, Why can't I go to preschool today? the response comes with complicated words like: quarantine, coronavirus, and furlough. It's a complicated and uncertain time for everyone. And we know it is especially confusing for children who long for stability, familiarity, and routines of playing with friends.

Frankly, even we aren't absolutely sure when the Children's Learning Center will reopen, although we are aiming for mid-June -- a full three months since the coronavirus forced the Children's Learning Center, along with all schools and businesses in Vermont, to close for an undetermined length of time.

What we do know for sure is that we need your support now, like never before, to be able to give children a clean, sanitized and safe environment, in classrooms and on the playgrounds, where they can be virus-free from the moment they walk in the door to the moment they leave at the end of the day.

Before we can open the doors, we need to undertake some costly, thorough disinfecting of every room and every surface. And we'll need extra supplies to be able to do it again every day, several times a day.

It will require a new level of hyper vigilance and extra effort, on the part of teachers, parents, staff and even children. It will take a greater investment in extra safety materials like thermometers, plastic gloves, and gallons more soap and boxes more paper towels.

Results

3230	Characters	2'22"	Reading Time
532	Words	25	Sentences

The "You" Test

You used "you" words 4 times and "we" words 10 times. Ideally, you should use twice as many "you" words as "we" words. [Learn more](#)

Reading Level 11th grade

Your text is likely to be understood by a reader who has a least a 11th-grade reading level. The text should be between a 6th and 8th grade reading level and should be easy for most adults to read.

This is based on the Flesch-Kincaid reading levels. [Learn more](#)

www.bloomerang.co/commsaudit

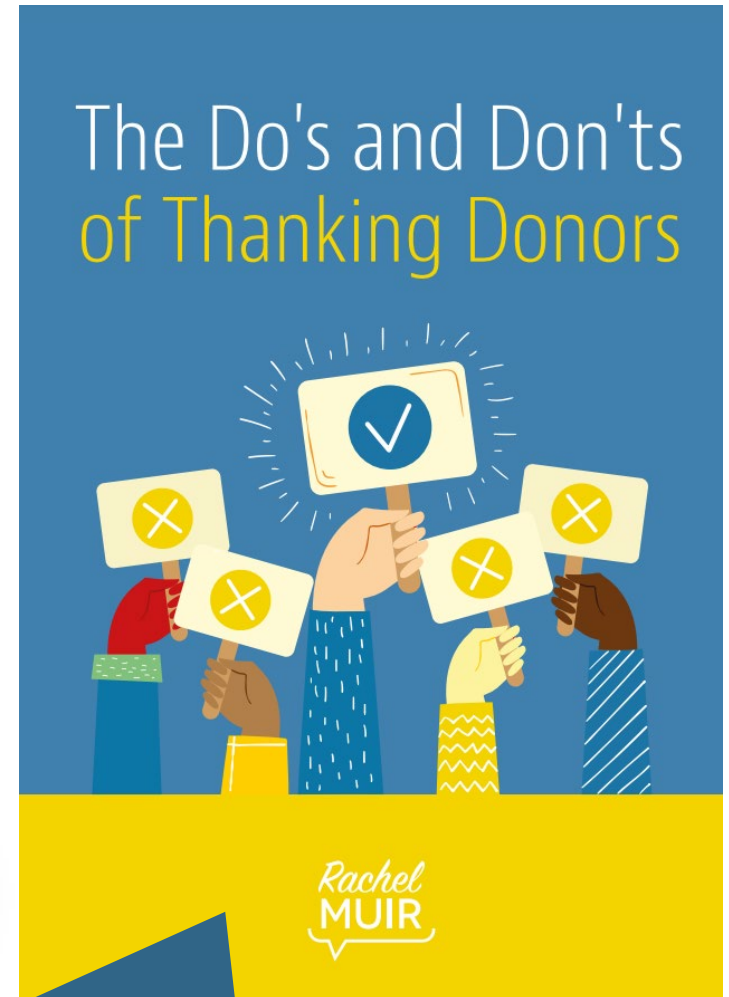


Questions?

Don't forget your party favors!



RachelMuir.com/checklist



RachelMuir.com/thankyou

Want help from Rachel?

Join now get instant year-end fundraising help!



**90 minute
workshop**



**Complete guide to
writing an appeal**



**End-of-year calendar
& development plan
template**

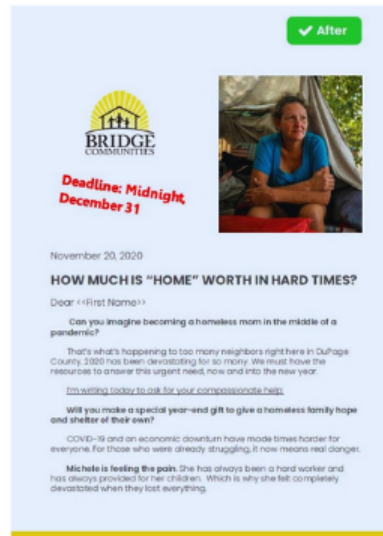
www.leagueofextraordinaryfundraisers.com

Need help with your end of year appeal?

Join now for instant appeal writing help!



**90-minute live
workshop**



**Appeal templates,
checklists &
makeovers!**



**2 live critiques by
copywriter Julie
Cooper**

Deadline to apply is Oct 13

www.leagueofextraordinaryfundraisers.com

Monthly training with Rachel only \$49

January

Launch a Monthly Giving Program

February

How to Make a Stewardship Plan

March

Finding & Acquiring New Donors

April

Email: Systems, Segmenting & Deliverability

May

Write Your Case for Support

June

How to Get Planned Gifts

July

Change Your Board & Get them Fundraising

August

Build a Major Gifts Program

September

End of Year Fundraising

October

Copywriting Clinic

November

How to Ask

December

Facebook Fundraising

www.LeagueofExtraordinaryFundraisers.com

Thank you!



 @rachelmuir



Facebook.com/RachelMuirFundraising

Slides: rachelmuir.com/handouts

rachel@rachelmuir.com
www.rachelmuir.com

Want to rock your end of year?
Check out -> LeagueofExtraordinaryFundraisers.com