

End-of-Year Fundraising Made Easy

Thursday, October 13, 2022 | 2:00 – 3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

A Little Housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.



Engage with us on social media!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



Rachel
MUIR

END OF YEAR MADE EASY

October 13, 2022 | Qgiv



Rachel Muir, CFRE

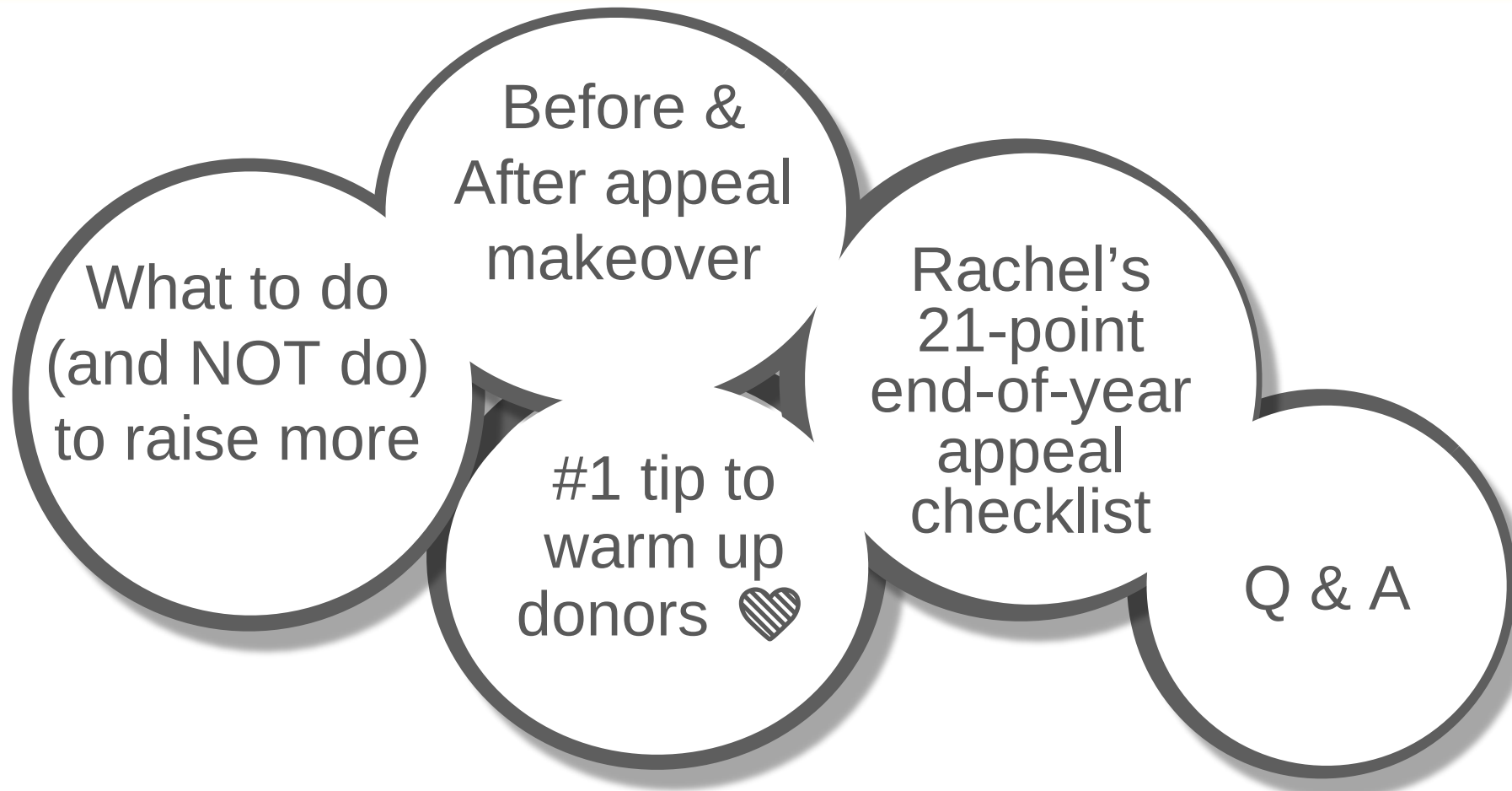
- Founder: Girlstart
- Featured on: Oprah, CNN, the Today Show
- AFP Outstanding Fundraiser of the Year
- What Rachel does: custom training, board retreats, online classes
- Weaknesses: chips, queso

 @rachelmuir

www.rachelmuir.com



Today's slides -> RachelMuir.com/handouts



End-of-Year Fundraising Made Easy

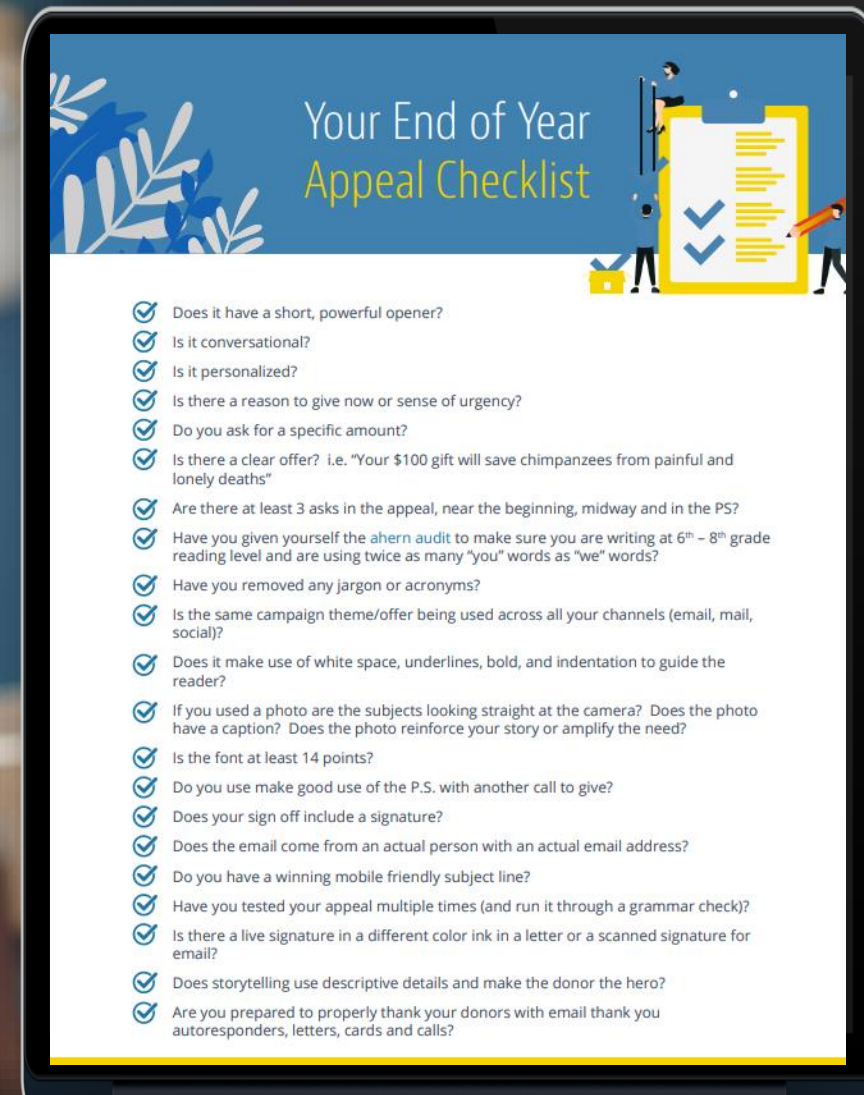
Type questions into Q&A
box

Chat into chat box

Slides ->
rachelmuir.com/handouts



End-of-Year checklist: RachelMuir.com/checklist



Want coaching from Rachel?

**Write Better
Emails &
Appeals**



October

**Get Corporate
& Foundation
Gifts**



November

**Winning
Fundraising
Examples**



December

LeagueofExtraordinaryFundraisers.com

Need more help? [Shop.rachelmuir.com](https://shop.rachelmuir.com)

Get help and an appeal rewrite!



**90 minute live
workshop**



**Before/after
appeal makeovers
& template to
easily write yours**



**2 workbooks
loaded with
guidance!**



**Rewrite of your
appeal by a
professional
copywriter!**

A photograph of several hands raised in the air against a green chalkboard background. The hands are of various skin tones and are positioned at different heights, with the one in the foreground being the most prominent and in focus. The text "Let's get to know you..." is overlaid on the right side of the image in a white, sans-serif font.

Let's get to know you...



7 APPEAL MISTAKES AND HOW TO FIX THEM

1



Maximize readability

Get an appeal template -> LeagueofExtraordinaryFundraisers.com

Problem: Great wall of text



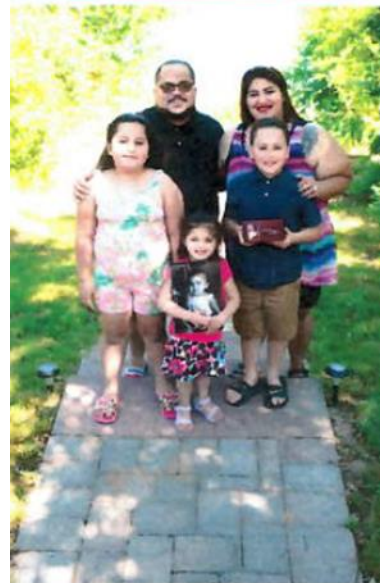
PROTECT THE FUTURE LEADERS OF UGANDA

Dear Musana Family,

What a year it has been! 2020 has not been the year anyone expected, but it has been a testament to God's provision. We are forever grateful for the amazing generosity of our friends and family who have given to our COVID-19 Relief and Rehabilitation Fund. Your ability to look outside your own borders during the COVID-19 pandemic, to Uganda, has helped save many lives!

Although schools and businesses have reopened around most of the world, 15 million Ugandan children have remained out of school, losing an entire academic year. This includes the 3,472 students who filled Musana campuses in the beginning of 2020. Fortunately, the government resumed schooling for graduating classes (Primary 7, Senior 4, and Senior 6) in October, which allowed Musana to welcome 291 students back. As we continue to provide psycho-social support to our returning students and listen to the challenges they experienced during the lockdown, we are committed more than ever to provide for those who are still away. **In 2021, it is vital that we safeguard our students' futures and open our doors back up to ALL 3,472 learners. In order to do so, we need YOU.** To abide by government mandates and protect our students and teachers from COVID-19, there is a lot to be done. **We need \$200,000 to secure the future of our children, like Phiona, by getting them back in school.**

Phiona is 16 years-old and has eight brothers and sisters. She comes from a town in Northern Uganda, where her father is a local pastor. Phiona is in Senior 4 at Musana Vocational High School where her favorite subjects are Chemistry and Mathematics. Not only is she the top of her class, but she is also the first girl in her family to go to high school. When school was closed due to the COVID-19 pandemic, Phiona traveled back home to be with her family. She spent the long break helping around the house cooking, cleaning, working in the garden, and utilizing her tailoring skills. It was challenging to be away from school, but Phiona was grateful to have her family's support to finish her education, no matter what. When school openings were announced, Phiona was thrilled to reconnect with so many of her friends. Now, she cannot wait to graduate and become the first female in her family to get a high school diploma! →



ZULEYKA'S STORY

We are Elba and Yaffir Cuadrado, parents of four wonderful children, 3 on earth and 1 in heaven. Life was going great until the week of November 1st, 2017 when our nearly one-year-old daughter, Zuleyka, was rushed to the hospital with a 104°F fever. Our journey began when the doctor told us she had leukemia.

Suddenly, we had so many nurses in and out of our room. Zuleyka was so helpless. She started what would be two years of chemo the very next morning. During treatment, her siblings showed her with hugs and kisses letting her know she was loved. Her older sister was even her bone marrow donor – twice. Sadly, on December 14, 2018, Zuleyka was called home. She passed away in my arms surrounded by her loving family. Losing her has been the hardest thing I have ever had to endure as a mother.

Zuleyka was called "the child with the golden smile." It didn't matter what she went through, she smiled through it all. Even on the worst days of treatment she could grin and gave out fist bumps. She was a ray of sunshine in our family and our world got a little dimmer when she left. After Zuleyka died, I struggled with depression, anxiety, and constant stress. Not only was I dealing with my feelings but how can I help my children grieve, especially my daughter who thought it was her fault because she was her donor.

Our social workers offered us the chance to go to Faith's Lodge. At first, I was mad! I didn't understand why I should go. I didn't want anyone's pity and certainly didn't want anyone asking me about my feelings. But after two years, I decided I was ready to meet other grieving parents. We requested and received financial assistance and we packed up the family. Immediately upon arrival, I felt at home. I felt like I didn't have to be so tough, and I could finally speak about my situation with other parents who would not judge me. I could finally open up about how hurt I was and the toll my daughter's passing had taken on me for so long. My children connected with other children and felt understood. Our whole family opened up about a lot of things – feelings that we had been keeping from each other. It was the answer to the question I didn't even know to ask. My hope is that other grieving parents have the opportunity to go to Faith's Lodge to heal and meet other parents so they know they are not alone—there are many more like us on the same journey.

~ Elba and Yaffir Cuadrado

THE NEED IS GREAT. GIVE TODAY.



**She woke up on her 45th birthday
and couldn't walk. YOU can help.**



Dear <FIRST NAME>,

When Susie woke up on her 45th birthday, she had forgotten how to walk.

Susie will never forget that day. Or the days that followed – a blur of confusion and fear.

First the family doctor. Then a neurologist. **When they took her to a private room to talk, Susie felt cold inside.** She knew: this is what it looks like when you get bad news.

What now?

Is my life essentially over?

How to boost readability

- **14-15 point serif font**
- **1.5 line spacing**
- **Short sentences & paragraphs**
- **Simple syntax**
- **Strategic bolding & underlining**

2

URGENT HELP for AUSTIN'S FAMILIES

☒ **YES, Kelly!** I want to help those trapped in abusive situations find hope and heal. Please accept my tax-deductible gift of:

☐ **\$20 when matched = \$40**

☐ **\$25 when matched = \$50**

☐ **\$40 when matched = \$80**

☐ **Other amount \$_____ will be doubled!**

Rachel Muir
4905 W Frances Pl.
Austin, TX 78731-5529

8367-A H10213JB



004866
P2

☐ My check is enclosed made payable to
The SAFE Alliance.

☐ I prefer to charge my gift (*please see reverse*).

☐ I prefer to give through my donor-advised fund.

☐ I would like to make a monthly sustaining gift
(*please see reverse*).

SAFE | stop abuse for
everyone

To give online, go to **safeaustin.org/urgent**

H1021

Reply device essentials: check box,
heading w/call to action, pre-print donor
name, 14 pt, necessary info only, add url

Problem: Using statistics in an appeal letter



November 1, 2021

Dear Friend,

Did you know that each year there are **75,000** new families in the U.S. who need a place to connect with others after the death of their child? Faith's Lodge is that place. We were built on the premise that we need human connection during times of profound grief. By gathering families of similar circumstance together with resources and support, Faith's Lodge creates transformative opportunities to grow hope.

Our tranquil setting provides a safe and peaceful escape for guests to refresh their minds and spirits while spending time with others who understand what they are going through. Despite the economic and social impacts of the pandemic, we remain open and demand has not diminished. Like anyone grieving a loss, we know that grief cannot be cancelled or postponed. We are serving guests and – thanks to support from donors like YOU – we aren't going anywhere.

None of it is possible without your generous support. Your gift illuminates the light of hope we provide to all who encounter Faith's Lodge. With gratitude, I wish you peace this holiday season and always.


Kelly McDyre
Executive Director

E m o t i v e

People cared twice as much about Rokia
than the whole of Africa

People who read about Rokia, a young girl from Mali and her personal circumstances and the help she had gained from Save the Children, gave \$2.38 compared with those who read statistics about the magnitude of the problems facing children in Africa who only gave \$1.14



Source: Jon Barrett, SlideShare

3



**STORYTELLING RULES.
EVERYTHING ELSE DROOLS.**

Grab your appeal checklist ->

RachelMuir.com/checklist

Problem: Appeal focuses on org, not donor

Don't have
list board in
appeal



2101 Sardis Road North, Box 15 • Charlotte, NC 28227
Phone: 980-245-2786 • Toll Free: 1-866-903-PARK (7275)
www.parkinsonassociation.org

Appeal as
'report card'

Board of Directors

Michael Rosenthal, *Chair*

Robert McMillan, *Vice Chair*
Baird Private Wealth Management

Eileen Keogh, *Secretary*
Carolinas Rehabilitation

George Schaeffer, *Treasurer*

Jack Dietrich

Jennifer Reilly
TIAA

Seth Zamek

Jason Strow, *Pharm.D.*

Committees

Finance
George Schaeffer, *Chair*

Development
Robert McMillan, *Chair*

Program Advisory Committee
Jason Strow, *Pharm.D., Chair*

Dear Friends,

I hope this finds you safe and well as we approach the end of this unforgettable year.

Helping people in the Carolinas living with Parkinson's disease (PD) understand the array of treatments, therapies and new developments that can improve their symptoms and quality of life continues to be what Parkinson Association of the Carolinas (PAC) is all about. In 2020, PAC hasn't let a worldwide pandemic get in the way of delivering on that mission!

Perseverance is an important part of living with PD and has been a fitting theme for PAC this year as we have persevered with innovative programming to continue meeting the needs of our community. Outdoor & Virtual Yoga, Outdoor & Virtual PWR! Moves, Dance for Parkinson's, and Educational Webinars are great examples of our transition to virtual program delivery. In April and June, we hosted our annual **MoveIt! Walks** virtually providing education and updates through social media for topics ranging from Pharmacology to Deep Brain Stimulation. In September, 270 participants joined our annual **Caring for Parkinson's – Caring for You Symposium** which was also delivered virtually. While we missed interacting in person, we received great feedback on the quality of our usual robust agenda with the help of outstanding guest presenters and sponsors.

We are contacting you because we know you value the services of PAC – through your own personal connection, the connection of a loved one or friend, or simply through your appreciation of our work in the community. If you've contributed to **PAC's Annual Appeal Campaign** in the past, **THANK YOU!**

The virtual environment of 2020 has presented challenges with event fundraising which is a significant part of our annual budget. **With the current conditions, we have only been able to achieve 40% of our fundraising goal. We need your help more than ever.** We hope you will consider a financial contribution to help us continue the important work of PAC as we expand the reach of our very impactful programs to every corner of the Carolinas.

THANK YOU in advance for your generosity. Warmest wishes to you and yours as we approach this holiday season.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Rosenthal".

A handwritten signature in black ink, appearing to read "Ann Marie Worman".

Solution: Appeal focuses on donor, not org



**Deadline: Midnight,
December 31**



November 20, 2020

HOW MUCH IS "HOME" WORTH IN HARD TIMES?

Dear <<First Name>>

Can you imagine becoming a homeless mom in the middle of a pandemic?

That's what's happening to too many neighbors right here in DuPage County. 2020 has been devastating for so many. We must have the resources to answer this urgent need, now and into the new year.

I'm writing today to ask for your compassionate help:

Will you make a special year-end gift to give a homeless family hope and shelter of their own?

COVID-19 and an economic downturn have made times harder for everyone. For those who were already struggling, it now means real danger.

Michele is feeling the pain. She has always been a hard worker and has always provided for her children. Which is why she felt completely devastated when they lost everything.

But you can help:

Your gift to Bridge Communities provides a desperately needed home, safe from the pandemic. And a fighting chance to rebuild a new life.

Only your generosity can fill the gap between the need and our resources to meet it.

When you give to Bridge Communities, you're part of a special group:

You help a homeless family move into a safe, sanitized, two-year apartment. This transitional housing gives the secure foundation for a new start.

You give employment coaching and training through troubled times, and mental health support to recover from the traumas of homelessness.

You provide counseling and tutoring for children – along with remote workspaces and tools to navigate the most challenging school year ever.

You ensure we don't have to turn away people in dire need.

You offer hope.

You say:

I care about you. You are worth it.

**Put donor in
the story**

4



Solution: Put donor in the story

Grab your appeal checklist ->

RachelMuir.com/checklist

It isn't about your organization.

Your appeal is **NOT** about how wonderful your organization is.

Your appeal **IS** about how wonderful the donor is.



WHO IS THE HERO?

“When you see...”

A homeless person sitting
on a park bench, or sleeping
under a bridge, you wonder
what you should do. That’s
the kind of person you are.”

Jeff Brooks, [How to Turn Your Words into Money](#)



5



Solution: Tell an UNFINISHED story

Grab your appeal checklist ->

[RachelMuir.com/checklist](https://rachelmuir.com/checklist)

Problem: Finished story (means donor is not needed)

December 1, 2021

Dear XXX,

For Kia, every day was a struggle.

She had survived a learning disability, dropping out of high school, and then breast cancer, and spent her days as a single mother desperately trying to provide for her three children. But no matter how hard she worked, the opportunity was simply not available to her.

I can't imagine the heartache Kia felt, especially as a single mom, when she couldn't afford to provide for her children.

That's when Suited for Change — and you — changed everything.

Kia was referred to Suited for Change this year and is now working at the job she always wanted! Her journey toward providing her children — and herself — with a brighter future has begun. In her own words, her children “don't have to rely on food stamps” or live “pillow to pillow.”

And it's all thanks to you.

Solved problem =
no urgency

6



You know their name. Use it!

Grab your appeal checklist ->

RachelMuir.com/checklist

Problem: using “Dear friend” instead of their name



2101 Sardis Road North, Box 15 • Charlotte, NC 28227
Phone: 980-245-2786 • Toll Free: 1-866-903-PARK (7275)
www.parkinsonassociation.org

Board of Directors

Michael Rosenthal, *Chair*

Robert McMillan, *Vice Chair*
Baird Private Wealth Management

Eileen Keogh, *Secretary*
Carolinas Rehabilitation

George Schaeffer, *Treasurer*

Jack Dietrich

Jennifer Reilly
TIAA

Seth Zamek

Jason Strow, *Pharm.D.*

Committees

Dear **Friends**,

I hope this finds you safe and well as we approach the end of this unforgettable year.

Helping people in the Carolinas living with Parkinson's disease (PD) understand the array of treatments, therapies and new developments that can improve their symptoms and quality of life continues to be what Parkinson Association of the Carolinas (PAC) is all about. In 2020, PAC hasn't let a worldwide pandemic get in the way of delivering on that mission!

Perseverance is an important part of living with PD and has been a fitting theme for PAC this year as we have persevered with innovative programming to continue meeting the needs of our community. Outdoor & Virtual Yoga, Outdoor & Virtual PWR! Moves, Dance for Parkinson's, and Educational Webinars are great examples of our transition to virtual program delivery. In April and June, we hosted our annual **MoveIt! Walks** virtually providing education and updates through social media for topics ranging from Pharmacology to Deep Brain Stimulation. In September, 270 participants joined our annual **Caring for Parkinson's – Caring for You Symposium** which was also delivered virtually. While we missed interacting in person, we received great feedback on the quality of our usual robust agenda with the help of outstanding guest presenters and sponsors.

We are contacting you because we know you value the services of PAC – through your own personal connection, the connection of a loved one or friend, or simply through your appreciation of our work in the community. **If you've contributed to PAC's Annual Appeal Campaign in the past, THANK YOU!**

7



Have a CLEAR OFFER (Problem donor can solve)

Grab your appeal checklist ->

RachelMuir.com/checklist



To be the hero donors need a problem to solve

Offer = Tells the donor what the money will do

Here's what YOU can do right now:

- Your \$50 gift provides a Pedaling with Parkinson's group class.
- Your \$100 gift provides a Dance for Parkinson's group class.
- Your \$500 gift provides *three* yoga classes for a Parkinson's group.

Movement therapy classes are SO important to every person living with Parkinson's. And **these are our most expensive and challenging programs to fund.**

We don't receive any federal or state help to meet these needs. Nor are we affiliated with any national group.

Only if YOU help can we bring Parkinson's-appropriate movement to every person who needs it in every corner of the Carolinas.

We ask you urgently: **Please make your special gift before the end of the year.**

You can get more young people serving NOW:

- Your \$30 gift buys supplies for one family volunteer activity with a local nonprofit.
- Your \$120 gift enrolls a child and their caregiver in the 5 week Little Helpers program for kids ages 3-5.
- Your \$300 gift hires and trains one Activity Leader – a professional who organizes service and ensures a rewarding, safe, fun experience.

Will you add more service events to our 2023 calendar?

I know how much you care about our kids, our families, and the most urgent needs of our community. Right now, you decide whether we can answer the call in 2023.

YOU can fuel the next generation of heart-led service. With profound ripple effects for years to come.

No offer? No reason to give

Slides -> RachelMuir.com/handouts

Email appeal tips

Be ready w/thanks (landing page, autoresponder)

Clear Call to Action (CTA) & Ask OFTEN (3x)

Tie ask to something tangible

Keep it skimmable (1-2 sentence paragraphs)

Need to come from a human with real email

Personalize subject line w/first name if you can

Extra attention to subject line & P.S.

Write like you talk

Before/after appeal makeover

Grab these slides->

rachelmuir.com/handouts

Homeless Shelter Appeal Before

✗ Before

Dear _____,

You know that 2020 has been a year unlike any other, and with more challenges than ever before.

But when you begin the year in a homeless shelter, that's especially true.

Michele has always been a hard worker, and she has always provided for her children. Which is why when Michele and her daughters became homeless she was completely devastated.

"I felt like I had failed," Michele recalls. "My daughters' father left us, leaving me with all the rent, the utility bills—you name it I was working two jobs, and it was still not enough to pay the bills." Michele tried everything to make ends meet. She even asked family for help, but no one could step up.

Before long, she fell behind on her rent. The landlord threatened her and then one day, she came home from work to find he had changed the locks—leaving her with nowhere to go.

Michele and her daughters had no choice but to move into a homeless shelter.

I'm writing to you today to share the story of how Michele is turning her life around through Bridge Communities. I also write to you to ask that you consider making a gift to Bridge Communities.

Why? Because you can give a home, safe from the COVID-19 pandemic, and desperately needed healing to Michele and her children.

"I was literally crying every night because I couldn't handle seeing the lives of other people at the shelter. They looked so comfortable there and I didn't want that for myself—I knew that wasn't me."

She had never felt more depressed or hopeless.

"Everywhere I went, I felt like there were so many people thinking, 'Ugh, there's that homeless girl, again.'"

But Michele's caseworker at the shelter saw that Michele had determination and grit.

"My caseworker saw how hard I was trying, that I didn't give up, and that I got up and went to work every day," Michele says. "I wasn't looking for a handout."

And just as the pandemic started, Bridge supporters like you gave Michele a hand up, and welcomed her family into the safety of a Bridge apartment.

✓ After



**Deadline: Midnight,
December 31**



November 20, 2020

HOW MUCH IS "HOME" WORTH IN HARD TIMES?

Dear <<First Name>>

Can you imagine becoming a homeless mom in the middle of a pandemic?

That's what's happening to too many neighbors right here in DuPage County. 2020 has been devastating for so many. We must have the resources to answer this urgent need, now and into the new year.

I'm writing today to ask for your compassionate help:

Will you make a special year-end gift to give a homeless family hope and shelter of their own?

COVID-19 and an economic downturn have made times harder for everyone. For those who were already struggling, it now means real danger.

Michele is feeling the pain. She has always been a hard worker and has always provided for her children. Which is why she felt completely devastated when they lost everything.

#1 tip to warm them up

Grab the appeal writing checklist-> RachelMuir.com/checklist

Time to warm them up with gratitude!



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 Lane
Austin, Texas 78757
www.girlstart.org



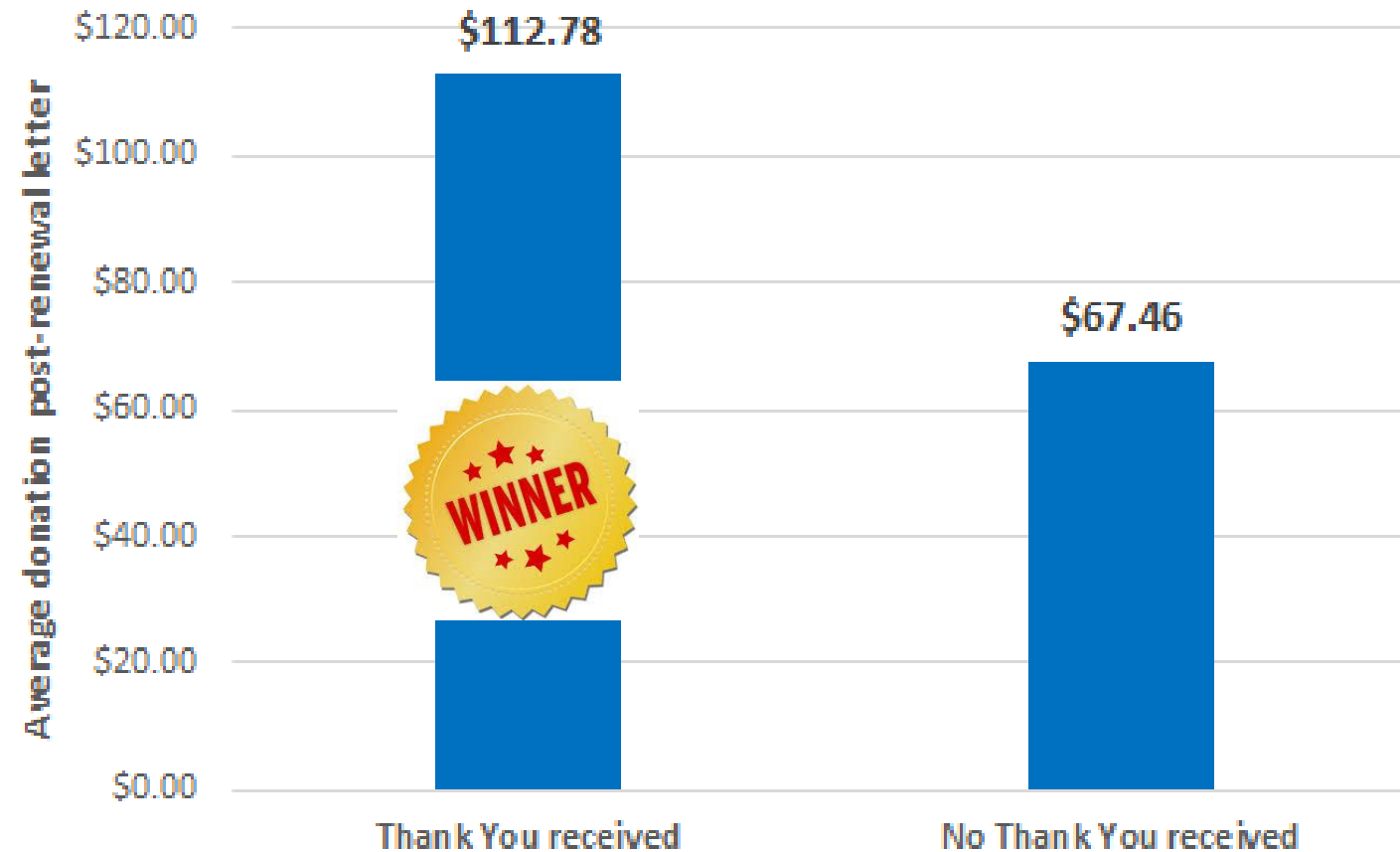
Julie

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

Rachel Muir
4905 W Frances Pl
Austin, TX 78731-5529

Will this REALLY raise me more \$?





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

“Start where you are.
Use what you have.
Do what you can.”
— Arthur Ashe



Questions?

Please type your questions in the Questions Box!



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Only \$49! LeagueofExtraordinaryFundraisers.com

3 lucky winners get live appeal feedback!



**90-minute live
workshop Thursday
Oct 20 at 11 am CST**



**with special guest
copywriting guru
Julie Cooper**



**Bonus templates,
checklists &
makeovers!**

Thanks for joining!



FOR MORE INFORMATION ON QGIV

contactus@qgiv.com | 888-855-9595

www.qgiv.com

FOR MORE INFORMATION ON RACHEL

Rachel@rachelmuir.com | www.rachelmuir.com

Twitter: @rachelmuir | Facebook: facebook.com/rachelmuirfundraising

For help with an appeal rewrite visit: Shop.RachelMuir.com

Want coaching from Rachel every month? Check out...

LeagueofExtraordinaryFundraisers.com

For Rachel's end-of-year checklist visit: RachelMuir.com/checklist



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

