

Love Letters: How to Create Peer-to-Peer Fundraising Emails that Participants Can't Resist

Presented By: Mark Becker, Cathexis Partners

Tuesday, February 14th | 2:00 – 3:00 PM



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.



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

Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with {partner name}, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data



We help nonprofits use technology to
raise funds and engage supporters
effectively and affordably.



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Today's Speaker



Mark Becker
Founding Partner | Cathexis Partners

Mark founded Cathexis Partners in 2008 to help nonprofit organizations get the most from their existing technology tools, implement new technology to address gaps, and find the best overall approach to using technology to support their missions. He previously served as director of IT consulting at a fundraising event production company focused on nonprofits.



Strategy



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

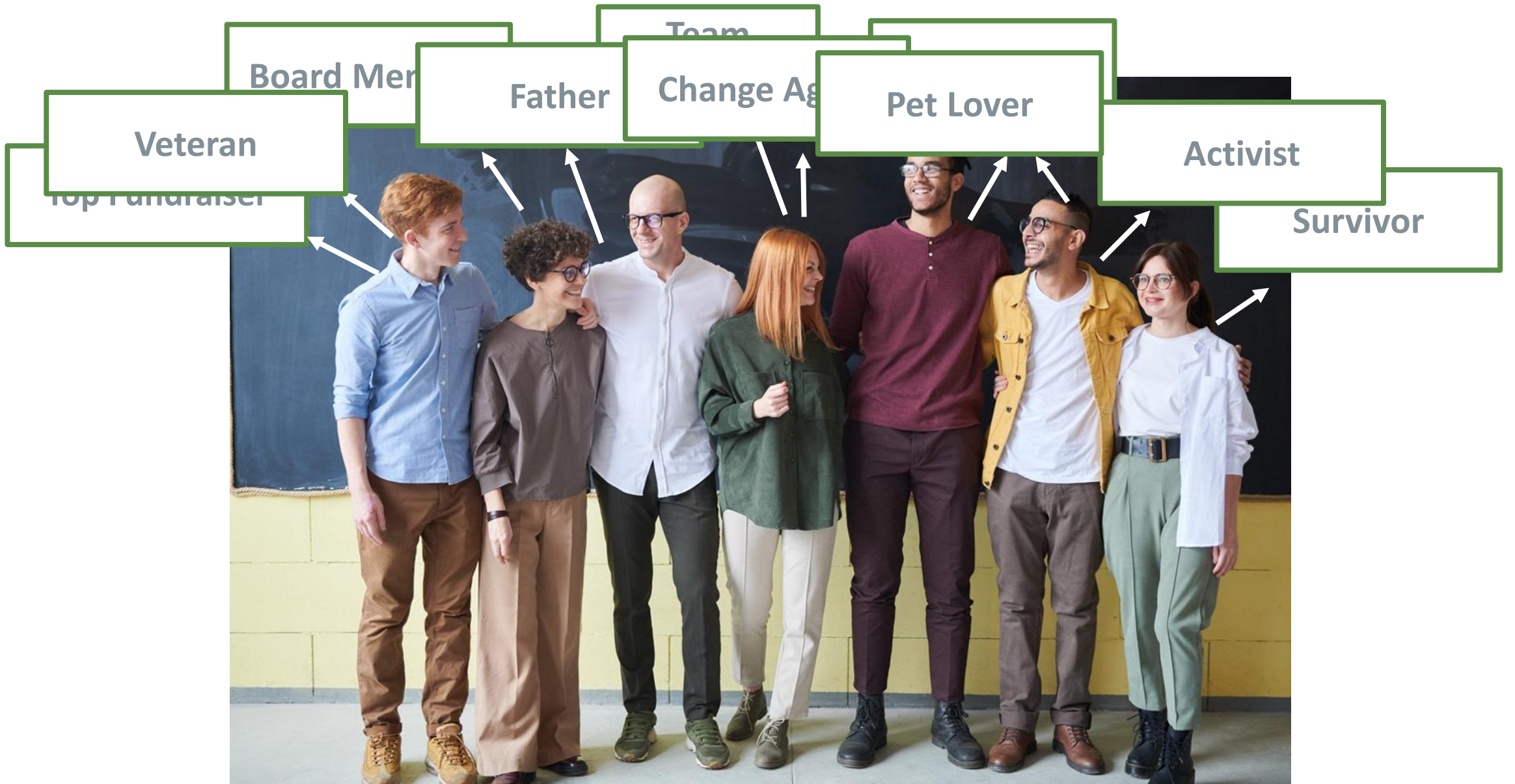
What are Your Goals?

- + What kind of peer-to-peer fundraising program are you working on?
- + What is the **primary purpose (goal)** of this program?
- + What role does this event or program play in your overall fundraising portfolio?



Example: Walk

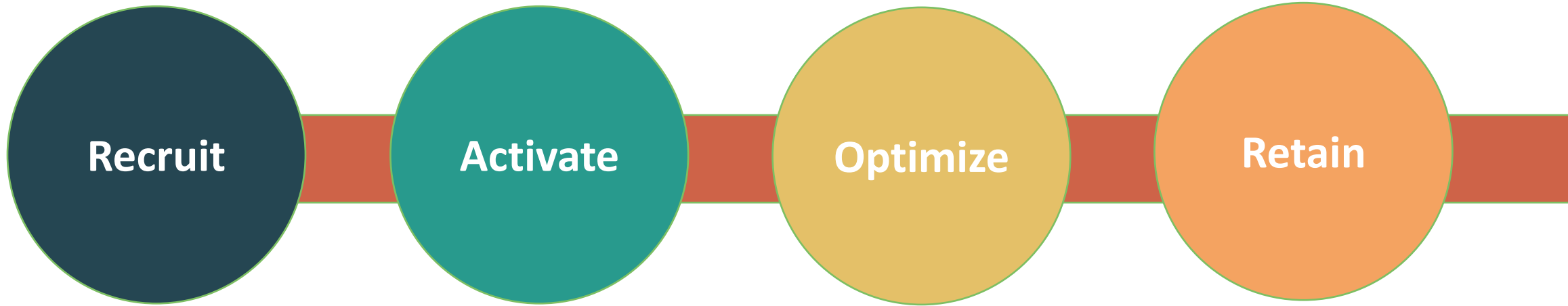
- + Primary Purpose: Our Walk program exists to connect newly diagnosed families with our organization and with other families who know what they're going through. While revenue is important, we also know that the Walk is an entry-point that fosters meaningful, life-long bonds with our organization.
- + Role in the Revenue Portfolio: We leverage Walk to build relationships and strengthen connection to our mission so we can activate attendees as peer-to-peer fundraisers and donors once their lives have normalized after diagnosis. It's an investment in the long-term.



Understand who you're talking to

Get clear about what you want them to do

Make the asks and inspire action



Will you register?

Will you fundraise?

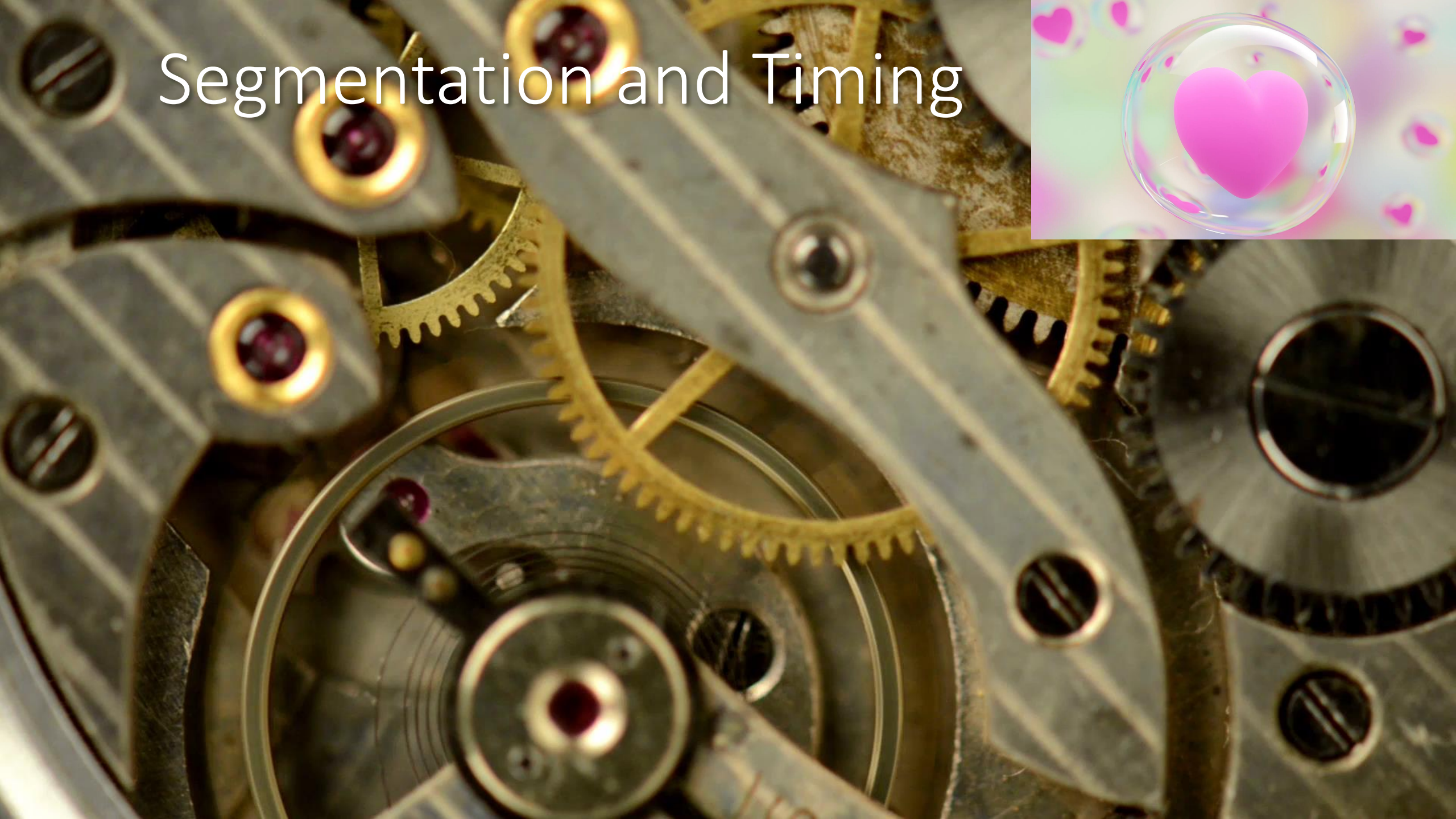
Will you keep fundraising?

Will you come again?

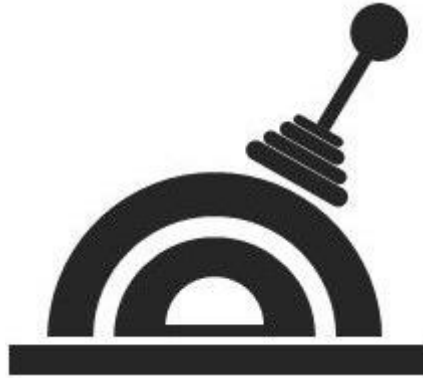
Will you start a team?

Will you build your team?

Segmentation and Timing



eComm Timing — 3 Levers



1.

When to Start

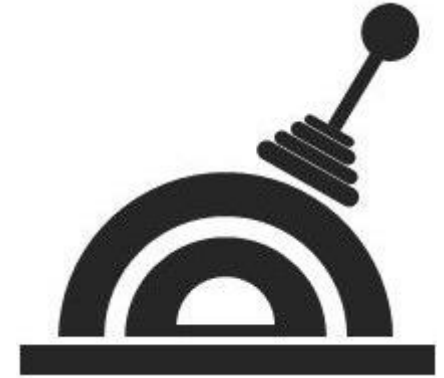
- Non-registered participants
- Registered participants



2.

When to Shift the Message

- Recruitment period
- Participant support



3.

Frequency

- Event Type
- Participant Type
- Special Deadlines
- Segmentation

Segmentation Options — Recruitment

Location

Openers

Non-
Openers

Interactions with
Communications

Audience
Source

Connection
to
Organization

Connection
to Event

Team
Captains

Fundraising
History

Past
Giving

Past Event
Fundraising

New,
Repeat,
Loyalists

Segmentation Options — Engagement

Connection to the Event
Newbie or Repeater or Loyalist

Team Status
Captain or Team member or Individual

Location
Virtual or Hybrid or In Person

Connection to the Cause
Personally affected – simple supporter

Historical Fundraising
Super-fundraisers / Minimums / \$0

Rewards

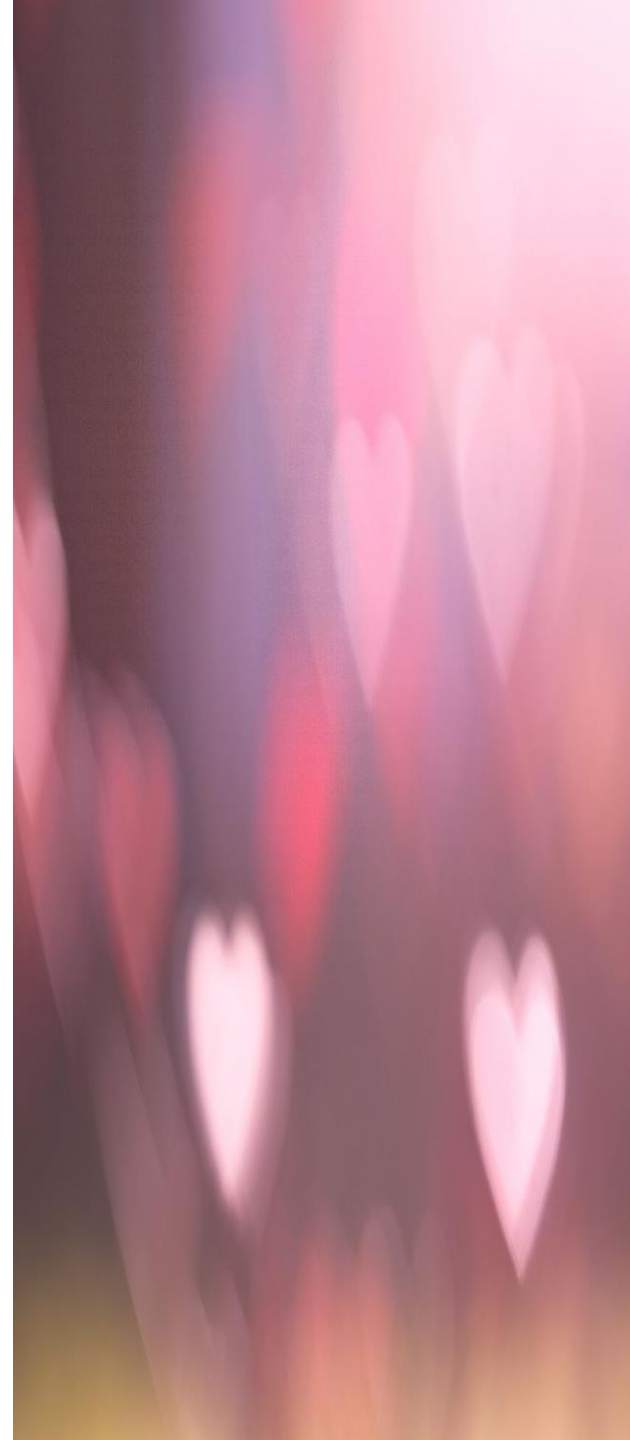
Fundraising

Current Fundraising
\$0 / low / mid / high

Participation Type



Content & Calls to Action



Map all of this out before you start to write

- + Priority of the message
- + Main message points
- + Subject line
- + Preview content
- + Links and “buttons”
- + The “P.S.”

Clear Calls to Action Correspond to the Stage



Recruit

Ends with
a “?”

Working CTA

- Will you join us?
- Will you join us again ?
- Will you start a team?
- Will you build your team?



Activate

Working CTA

- Will you start fundraising?
- Will you jump-start your team's fundraising?
- Will you start fundraising?



Optimize

Working CTA

- Will you keep fundraising?
- Will you ask more often?
- Will you ask for larger donations?



Retain

Working CTA

- Will you come again next year?
- Will you start a team?

Design & Deliverability



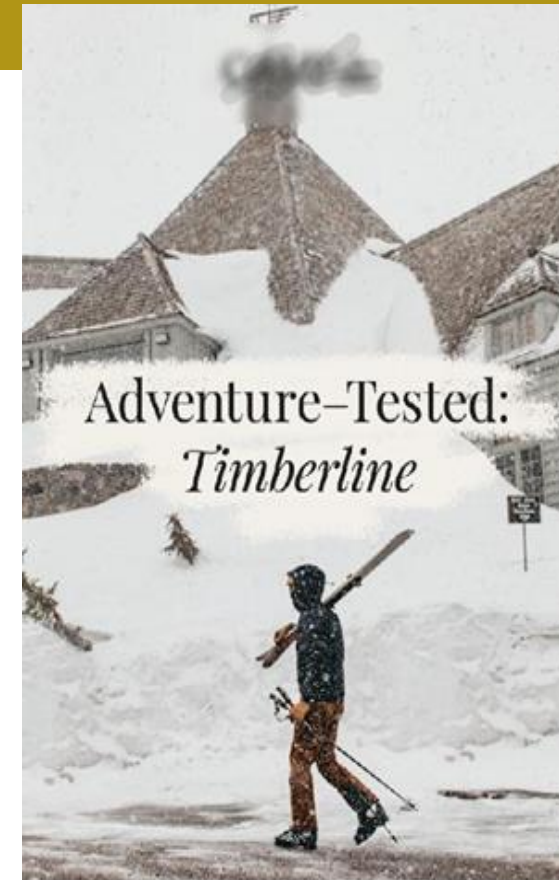
ELEMENTS OF GREAT DESIGN

ENTICING
CONTENT

INCLUDE
PROMINENT
CTAs

Sign Up Now

- **Tell a story**
 - Possibly break into separate emails
 - Make it eye catching
- **KISS – Keep it Simple & Short**
 - Break content into short sections
 - Easy to consume
- **Calls to action should be:**
 - Highly visible
 - High Contrast
 - Good use of space
 - Large enough for mobile (clumsy fingers)



A weekend away
in the *mountains*.

Getting out of town to play outdoors is what feeds the soul, so we packed up our skis and few of our favorite CAMP frames and trekked up to the historic Timberline Lodge on Mt. Hood for some weekend adventuring.

ELEMENTS OF GREAT DESIGN

ENTICING
CONTENT

BRAND
GUIDELINES

INCLUDE
PROMINENT
CTAs

CONSISTENCY

NECESSARY
DEPARTURES

COLOR

PRIMARY



Medium Pink
Pantone: 232C
CMYK: C0, M86, Y0, K0
RGB: #222, 074, B56
HEX: #e3499c

Dark Pink
Pantone: 227C
CMYK: C28, M100, Y36, K5
RGB: #78, 050, B101
HEX: #406e65



Black
Pantone: Black
CMYK: C0, M0, Y0, K100
RGB: #0, 0, 0
HEX: #231f20

Dark Grey
Pantone: Cool Gray 3
CMYK: C62, M53, Y48, K19
RGB: #000, 010, B05
HEX: #63666a

Light Grey
Pantone: Cool Gray 3
CMYK: C21, M17, Y12, K0
RGB: #000, 000, 000
HEX: #c9c8c7

SECONDARY (Limit use to 20% or less of overall design.)



Blue
Pantone: 30B
CMYK: C100, M8, Y8, K50
RGB: #0, 99, B124
HEX: #00587c

Gold
Pantone: 324
CMYK: C0, M21, Y100, K22
RGB: #200, 018, B10
HEX: #e6ae0e

ORGANIZATIONAL PILLARS (Limit use to 20% or less of overall design.)



Action
Pantone: 1505
CMYK: C0, M71, Y100, K0
RGB: #255, 010, B0
HEX: #ff9900

Community
Pantone: 2995
CMYK: C81, M2, Y1, K0
RGB: #0, 082, B225
HEX: #00a3e0

Care
Pantone: 7688
CMYK: C56, M0, Y93, K0
RGB: #122, 020, B75
HEX: #f76e6d

Community
Pantone: 256
CMYK: C56, M82, Y0, K0
RGB: #01, 081, B89
HEX: #f76e6d

The Primary Color Palette is 80%-100% of the overall design. The two Komen pink colors represent the hope of one day finding the cures as well as Komen's renewed commitment to making pink an enduring symbol of action. The black and gray colors provide a sense of balance, depth, and grounding that offset pink's at-times lighthearted associations. Komen's signature pinks remain the primary color medium to communicate the Komen brand.

PREFERRED BACKGROUND COLOR:
Black

SUGGESTED USE FOR MEDIUM PINK (232C):
Headlines, Highlighted Text, Quotes, Links and Small Backgrounds to highlight quotes and images

SUGGESTED USE FOR DARK PINK (227C):
Highlighted Text, Quotes, Links

FONTS & TYPOGRAPHY

WICKED GRIT

A
ABCDEFGHIJKLMNQPQR
STUVWXYZ
(.,:;!#\$\$@*) 1234567890

Before kerning:
COMMIT
3 DAYS.

After kerning:
COMMIT
3 DAYS.

Gotham Black

Aa
ABCDEFGHIJKLMNQPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!#\$\$@*) 1234567890

Gotham Book

Aa
ABCDEFGHIJKLMNQPQR
STUVWXYZ

HEADLINES

WICKED GRIT
All caps
Kern: -30
***You must kern the A's and Y's C's and O's. All spacing between letters should be double checked for consistency.

SUB-HEADS

Gotham Black
Sentence case
Kern: -20

BODY COPY

Gotham Book
Sentence case
Kern: -20

CTAs

Gotham Black
All caps
Kern: -20

FONT SUBSTITUTIONS

(if needed)
Arial: Black, Bold, Book

LOGO

susan g. komen
3-Day

4-Color Process
Medium Pink: CMYK: M67, Y0, K0
Dark Pink: CMYK: M100, Y36, K5
Black: CMYK: M0, Y0, K100
Minimum size of 5" tall
For use on materials using a digital printing process, including print materials.
Most cost-effective.

susan g. komen
3-Day

2-Color (Pink)
Medium Pink: PMS 222C
Dark Pink: PMS 227C
Minimum size of 5" tall
To be used only when 3-color printing is the only option.

susan g. komen
3-Day

1-Color Pink
Medium Pink: 100% PMS 232
Minimum size of 5" tall
To be used only when 1-color printing is the only option.

susan g. komen
3-Day

3-Color
PMS 232C, PMS 227C, Black
Minimum size of 5" tall
For use on materials using pantone colors, including print materials.

susan g. komen
3-Day

1-Color White
White
Minimum size of 5" tall
This logo is the only logo that can be used on pink.

To reproduce the Susan G. Komen 3-Day logotype correctly, always use the artwork supplied.
Do not attempt to recreate or reproduce the logo without the artwork—the typography has been carefully developed for the Komen 3-Day and will not be represented accurately using a regular typeface or font.

COLORS
There are versions for 1-color applications, as well as CMYK and RGB. Please use the version of the logo that reflects the final printing/production process. For instance, do not use a spot color version when printing using 4-color process (CMYK). The results will be less predictable than if you use the correct version.

Please note: the Black Ribbon Logo should only be used on a white background, never on a colored or textured background.



Banner Ad



Paid Social Posts



"Wanna" 10 Social Video

Field Marketing Posters



Summer Ads

Paid Social: Carousel

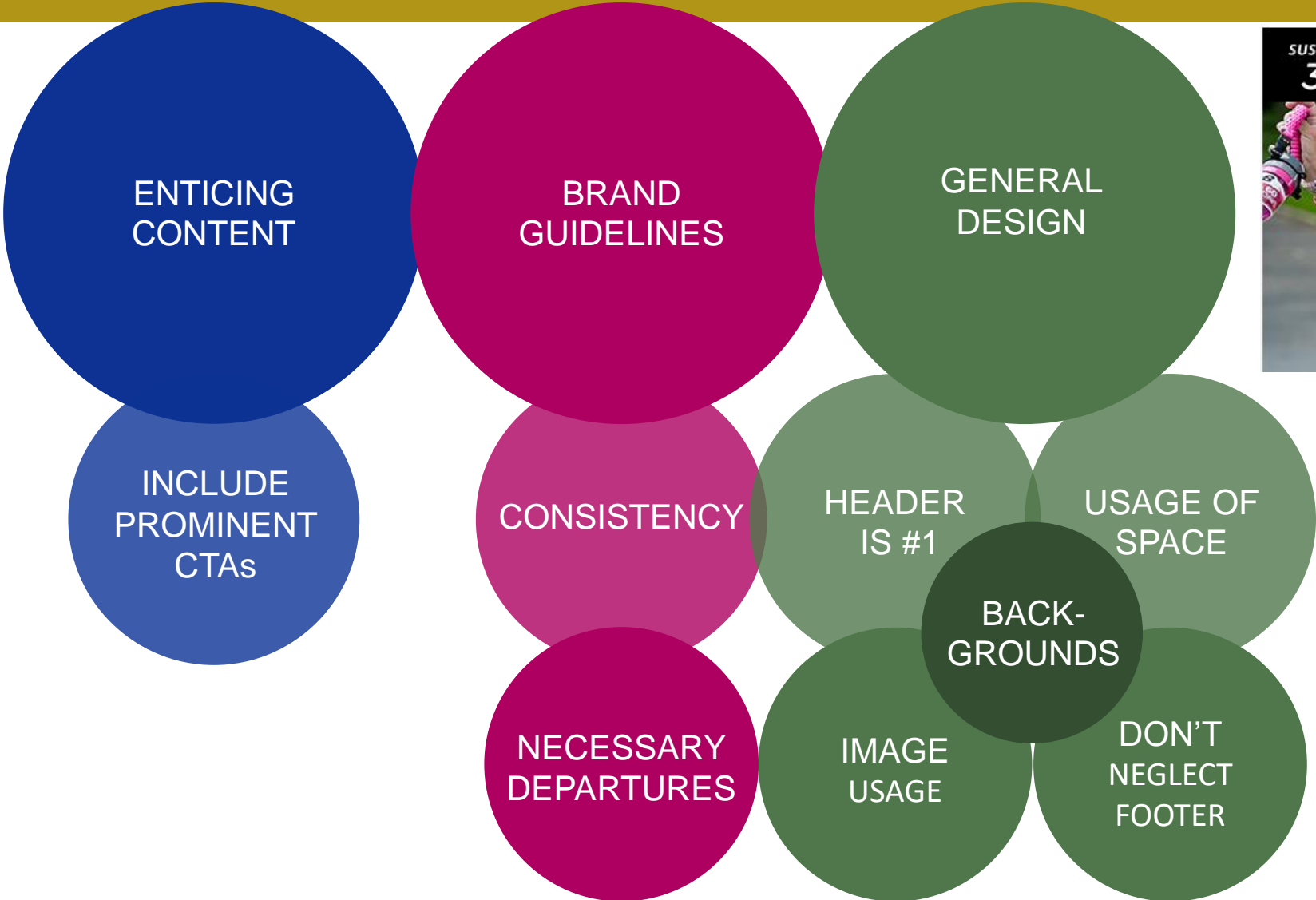


CBS Homepage Takeover

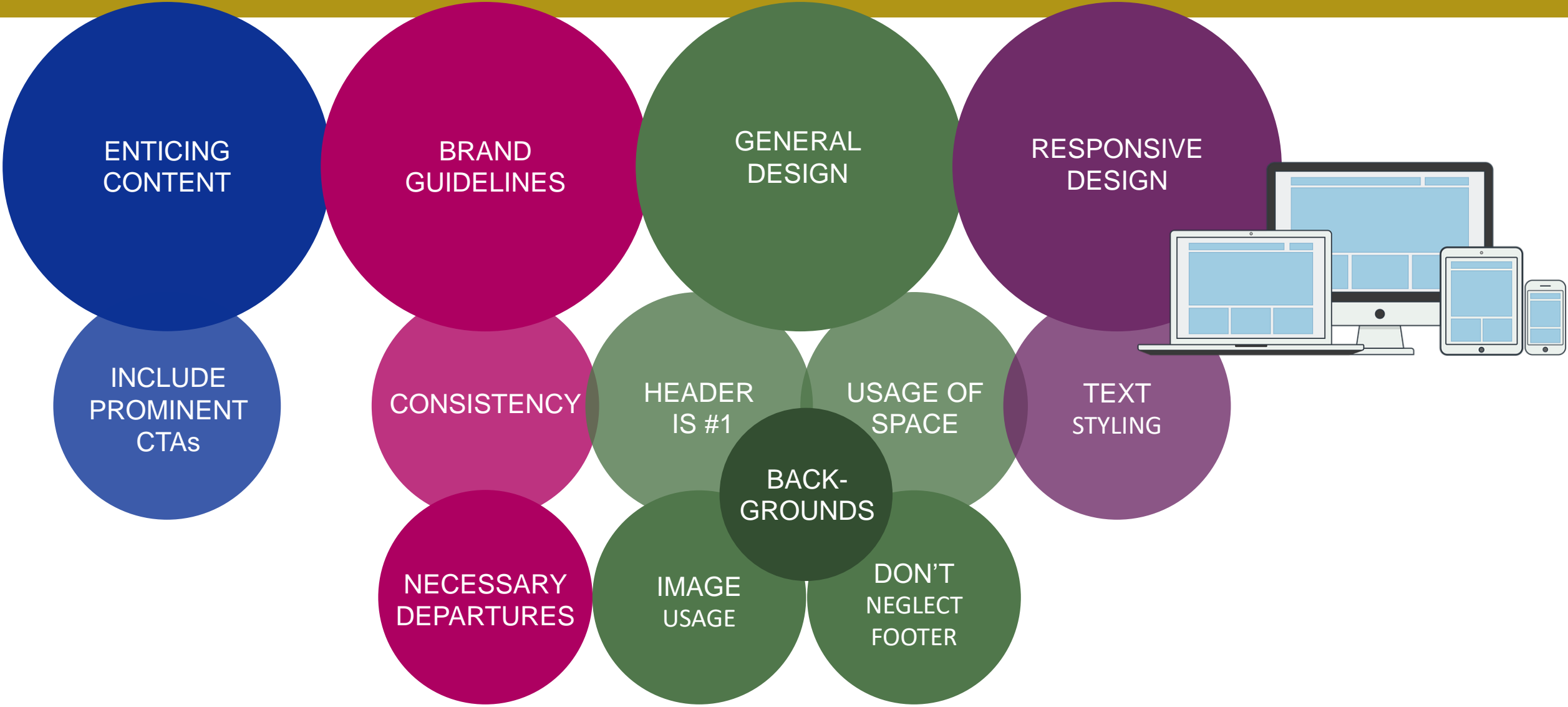
Email Campaign

Paid Social: City Imagery

ELEMENTS OF GREAT DESIGN



ELEMENTS OF GREAT DESIGN



ELEMENTS OF GREAT DESIGN

ENTICING
CONTENT

BRAND
GUIDELINES

GENERAL
DESIGN

RESPONSIVE
DESIGN

MOTION
FORMATS

INCLUDE
PROMINENT
CTAs

CONSISTENCY

HEADER
IS #1

USAGE OF
SPACE

TEXT
STYLING

BACK-
GROUNDS

NECESSARY
DEPARTURES

IMAGE
USAGE

DON'T
NEGLECT
FOOTER



Know Your Deliverability Rate



GOAL: < 95%



REVIEW HARD AND
SOFT BOUNCES



PROVIDE A
'PREFERENCE CENTER'

Be my Valentine



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on Cathexis Partners, contact:

+ mark@cathexispartners.com



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Questions?

Downloads

Workbook

Worksheets

