



Rachel
MUIR

SECRETS FOR YEAR-END AND GIVING TUESDAY SUCCESS

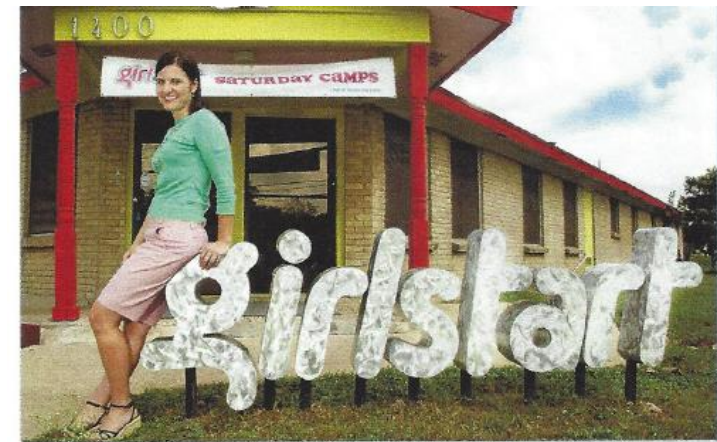
Nov 12, 2024 | Bloomerang Guest Webinar

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



Type questions into Q/A box

Chat into chat box



Scan to get today's slides



👉 rachelmuir.com/handouts 👉

TODAY YOU'RE GOING TO LEARN...

Rachel
MUIR

- What to write in your Giving Tuesday (or Giving Day) appeals to raise more money + examples
- How to format and design Giving Tuesday (or Giving Day) appeals
- How to segment and personalize to boost giving and retention
- Quick tips to get last-minute gifts





21 days
away!

GIVING TUESDAY IS DEC 3

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





Let's get to know you...

Who writes your appeals?

1. We write our own appeals (and do all our own stunts!)
2. A fundraising copywriter
3. An agency

How ready are your Giving Tuesday and/or end-of-year appeals?

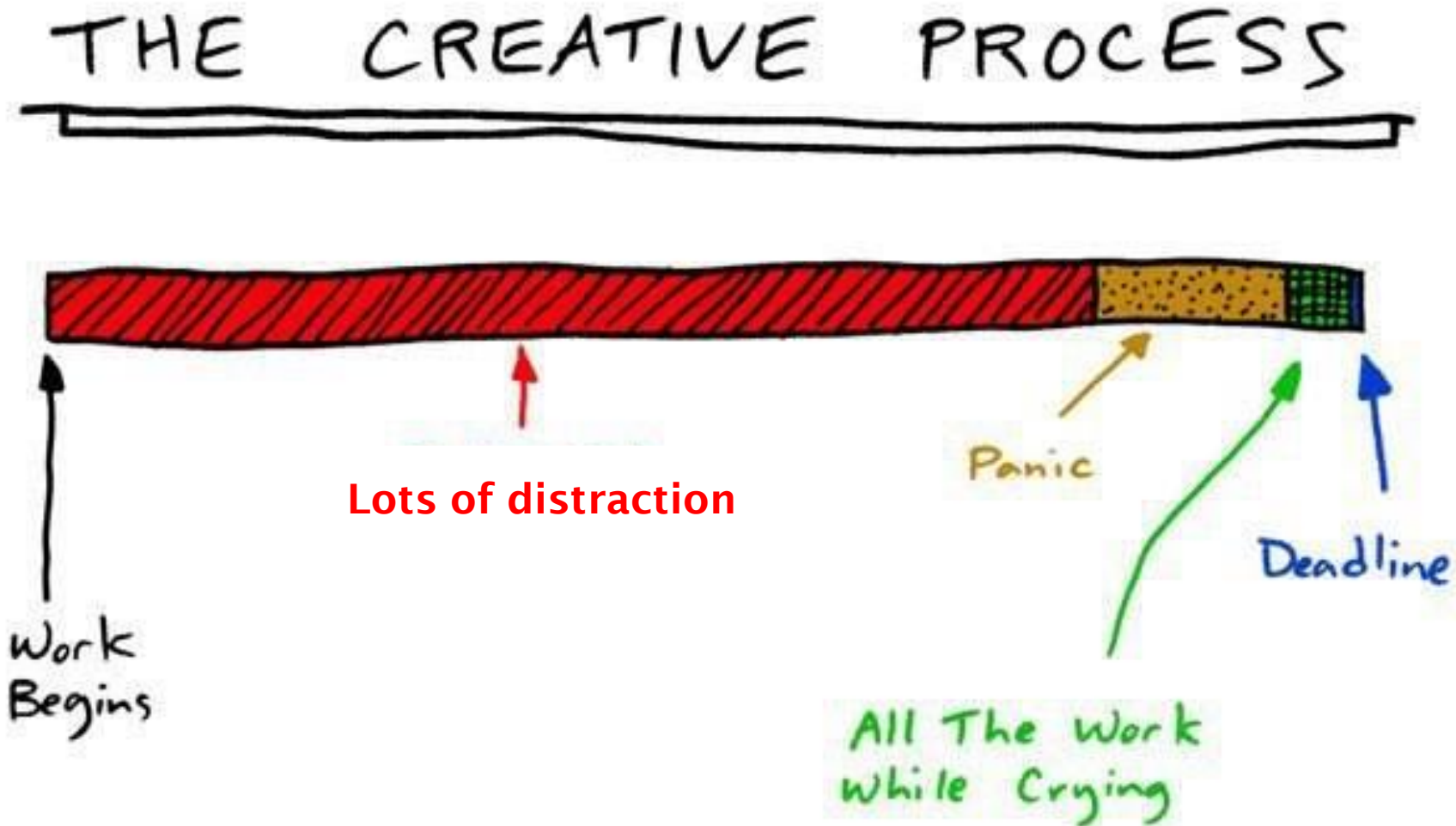
- 1) Done! I've already written, proofed, tested & scheduled my end-of-year fundraising appeal(s).
- 2) Draft form.
- 3) Haven't started.

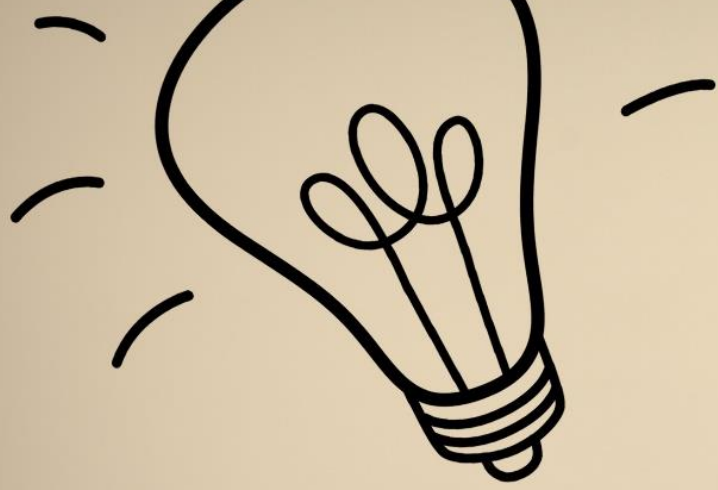


Type in the number of appeals (mail
AND email) that you send for end-of-year



Does writing an appeal feel like this?





APPEAL TIPS

Appeal writing tips

Be ready w/thanks (landing page, autoresponder, cards)

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

Tie ask to something tangible

Keep it skimmable (1-2 sentence paragraphs)

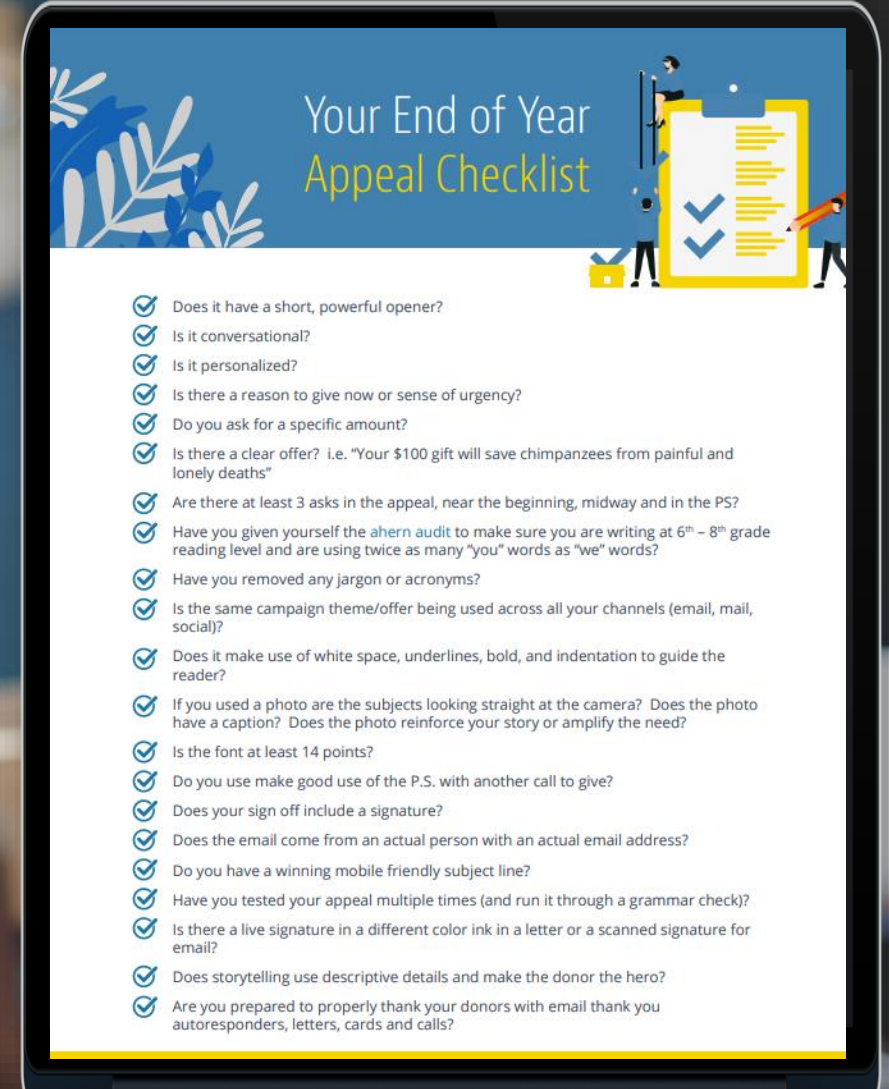
If email needs to come from a human with real email address

Personalize subject line w/first name if can

Extra attention to subject line & P.S.

Write like you talk

RachelMuir.com/Checklist



Start by thinking about:

1. A compelling story
2. A photo reinforcing it that shows the need



Next consider:

3. Narrator
4. Opening line
5. The offer

If you use a photo it must show the NEED

✓ 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



December 15, 2020

Dear



What if you were homeless during COVID-19?

As a case manager for Bridge Communities, I know all too well that a pandemic does not stop family homelessness.

When I first met Michele, she and her two daughters had already been staying in a homeless shelter for over four months, with no end in sight. But despite the hardships, she got up and took her daughters to school before going to work, every single day.

Michele and her girls didn't imagine they would ever be homeless. No one does.

But you can give Michele's family a home, healing and hope when you give to Bridge Communities.

I've seen the impact when generous friends like you step up to help. Because I have seen firsthand the way you transform the life of a family experiencing homelessness:

You give a homeless family their own safe, sanitized apartment for two years, giving them much-needed stability.



Winning Giving Tuesday Examples

DELIVER
HOPE

#GIVINGTUESDAY
December 1, 2020

Remember Your
Senior Neighbor
With a Warm Meal
& Nourishing Visit.



MEALS on WHEELS
SAN FRANCISCO

Meals on Wheels San Francisco
1375 Fairfax Avenue
San Francisco, CA 94124

[Salutation],

Show you care on Giving Tuesday!

1. **DONATE:** Please help seniors in San Francisco by donating on Giving Tuesday, December 1st. Give at mowssf.org/givingtuesday2020.
2. **WEAR:** Peel off your "I Gave on Giving Tuesday" sticker and wear it with pride.
3. **SHARE:** Take a photo of your sticker and help spread the critical work of Meals on Wheels San Francisco with a post on Facebook @MOWSF OR Instagram @MOWSF.

I GAVE
#GIVING
TUESDAY

FPO
POSTAGE

Chris Q. Sample
Company Name
1730 Rhode Island Ave., NW
Suite 301
Washington, DC 20036



Marie Curie – Used holiday to THANK donors



Fiona Turner
@MCBerksFT

Today is [#GivingTuesday](#), thank you to all the 426 volunteers in the South East for all their hard work and support for [@mariecurieuk](#) [#volunteers](#)



Marie Curie
@mariecurieuk

[@superdrug](#) this [#GivingTuesday](#) we are saying a massive THANK YOU for all of your support!



Did it raise them more money?

Make it count

- Segmented our donors by type
- Split test within each segment
- Looked at retention and future gifts for test vs control groups

**15 minutes of thanking →
An extra hour of nursing care**

Those who were thanked
gave 20 pounds (\$24.20 USD)
MORE than those not thanked



**Thanking not
just good
practice:
significant
evidence base
shows that it
leads to more
income**



Make it FUN (playfulness, contests, prizes, etc)



The Golden Egg: #GivingTuesday at NCS-CTT



111

Donors

148% of 75 Donor goal

\$15,515

Donated

This campaign ended on December 01, 2021, but you can still make a gift to North Country School by [clicking here!](#)

Goal: give to school's annual fund

✧ Help us hatch the golden egg ✧

One of our chickens, Margaret, told us she has a special golden egg, and inside that egg is a farm-related surprise for one Giving Tuesday donor. If 75 donors make a gift today, November 30, the golden egg will reveal the surprise.

And, just like last year, for every donor who makes a gift we will donate a dozen eggs to a local food pantry! 🥚

Because our NCS and CTT community members are gold stars, we know there are a lot of worthy causes you care about and may be supporting this year. Today, on this global day of philanthropy, we hope you will join us in giving to the Annual Fund at Camp and School. Your gift will support:

Access to NCS and Treetops 🌟

Need-based financial aid for our campers and students means more children can take advantage of the place-based, compassionate, and connected learning that happens here.

Every part of the Camp and School program 🥕

From the farm and garden, to the outdoor program, to the wide-ranging arts and music offerings, the Annual Fund impacts the experience of every camper and student at NCS and Treetops.

Midday "chick-in": Halfway to our Golden Egg goal



**We are halfway to
our goal of 75
donors!**

Give updates
on goal

“You are
egg-cellent!”

You are egg-cellent! Thanks to you, we are halfway toward our goal of 75 donors and 75 dozen eggs AND halfway to hatching the golden egg! Lets keep the hen-durance going!

Conclusion and BIG REVEAL

You hatched the Golden Egg!



Thank you to everyone who donated on #GivingTuesday! You are egg-cellent! Because of all your support we are donating 111 dozen eggs to local food pantries, and you hatched the Golden Egg! One lucky donor will have the opportunity to name a lamb this spring. Keep an eye on your email, it might be ewe!

How much email?



“Most nonprofits think every donor receives every message we send. They don’t!”

Steven Screen, Better Fundraising



How would Barbie do Giving Tuesday?

Want training from Rachel?

LeagueofExtraordinaryFundraisers.com

Fundraiser Barbie helps
Veterinarian Barbie with a
Giving Tuesday Campaign



Formatting & Design



Powerful visuals? Check.
Dramatic opening? Heck, yes.
Compelling landing page? Oh yeah.
Click-worthy subject lines? Yep.

Her emails are segmented and
personalized perfectly.

Her thank you landing page and
thank you email autoresponder are
primed to delight every donor.



She's recruited President Barbie, Dr. Barbie, Physicist Barbie, and Supreme Court Justice Barbie as her Giving Tuesday influencers.



**Let's walk through Fundraiser Barbie's
email appeal series...**

A photograph of three children in a kitchen. On the left, a boy in a white chef's hat with red polka dots and a brown apron over a white shirt has his arms crossed and a serious expression. In the center, a girl in a similar white chef's hat and brown apron is raising her right hand. On the right, a boy in a plain white chef's hat and white chef's coat is looking towards the center. In front of them are fresh vegetables: red bell peppers, orange carrots, green dill, and a head of cabbage. The background shows a kitchen counter with various items like a glass jar, a small bird figurine, and a string of garlic. Three blue speech bubbles are overlaid on the image.

Problem

Solution

Your gift
will solve
it

#GivingTattoosDay

is Nov 29th!

Save the date. Tell your friends. Make your mark.

"Mark" your calendar. Tuesday, November 29th is **#GivingTattoosDay**. You read that right.

You probably know that Giving Tuesday is an international day of giving, but did you know that **{{school name}}** has skin in the game too? Well, we do-and as an alumni so do you.

This is your chance to show your **{{school nickname}}** spirit and make a difference in the lives of current and future students. It's also an opportunity to get that tattoo you've always wanted.

Visit our [#GivingTattoosDay campaign page](#) now for more details-and bookmark it!

This is going to be fun!



Teaser save-the-date email

Pro-tip:
Consider a countdown clock on your homepage if doing teaser emails

Source: [Go.givecampus.com](https://go.givecampus.com)

#GivingTattoosDay starts NOW!

On your mark, get set, go!!

The **{{School Name}}** [#GivingTattoosDay campaign](#) is officially live and you have just 24 hours to make your mark.

Our goal is to get 400 donors to step up and [there's a \\$25,000 early-bird match on the table right now](#) to make your gift of any size go even further.

Where does the money go?

There are many meaningful ways to make your mark during #GivingTattoosDay. Here are just three:



- **Scholarships:** Help close the financial gap and create opportunities for the next generation of leaders.
- **DEI Initiatives:** Contribute to building a welcoming and inclusive community centered on mutual respect.
- **Student Emergency Fund:** Help provide life-changing assistance to students in times of great unexpected need.

GIVE ONLINE NOW!

It takes less than a minute to make your mark, make a difference, and make your friends jealous (picture you sporting a new tattoo).



Launch email

WHY/WHO: The purpose of your campaign and who it will impact

WHEN: Campaign kick-off and close dates

WHAT: Details about major matches, challenges, and incentives

WHERE: Where donated dollars go

HOW: Easy ways to give

Source: [Go.givecampus.com](https://www.givecampus.com)

{{Firstname}},
we're halfway there!

Help us move the needle

Wow! We're more than halfway to our #GivingTattoosDay goal of 400 donors!

So far, more than 200 alumni, parents, friends, faculty, and staff have rolled up their proverbial sleeves and made their mark. See for yourself **{{insert image from #GivingTattoosDay social media}}!**

Help us move the needle! [Make a gift of any size today](#), or consider making a small monthly contribution to provide sustained support to the issues you care about most.

Only {{X hours}} left to make YOUR mark.



Update email

Progress to date

New match or incentive

Other ways to get involved

Urgent call to action/deadline

Extension (if added)

Pro tip – the next
emails can be client,
student or donor
testimonials

Source: [Go.givecampus.com](https://go.givecampus.com)

Sorry to needle you again, but OMG ...

Look who just topped the leaderboard!

The Class of 2013 just inched their way to the top of the [#GivingTattoosDay](#) leaderboard! And there are TWO new challenges on the table...

1

An anonymous donor will give **\$12,000** if 12 donors from the Class of 2012 give by midnight.

2

The athletics director has agreed to get a permanent tattoo if we beat our donor goal of **400** (and you get to pick the design!)

We are soooo close to crushing this and making a lasting mark!

Let's do it!

GIVE NOW!



Nudge & last call emails

- Nudge well-intentioned procrastinators
- Inspire a last-minute rally among peers to own the leaderboard
- Motivate donors to take advantage of soon-to-expire matching campaign funds

Source: [Go.givecampus.com](https://www.givecampus.com)

Mystery shop your donation page



- ☐ Must be mobile optimized
- ☐ Consistent branding
- ☐ Offer short reason to give (1-2 sentences)
- ☐ Offer monthly giving option
- ☐ Suggested ask strings, highlight 1
- ☐ Must have trust logos
- ☐ Phone number on footer of page
- ☐ Routes to thank you landing page
- ☐ Reader-centric email thank you autoresponder

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

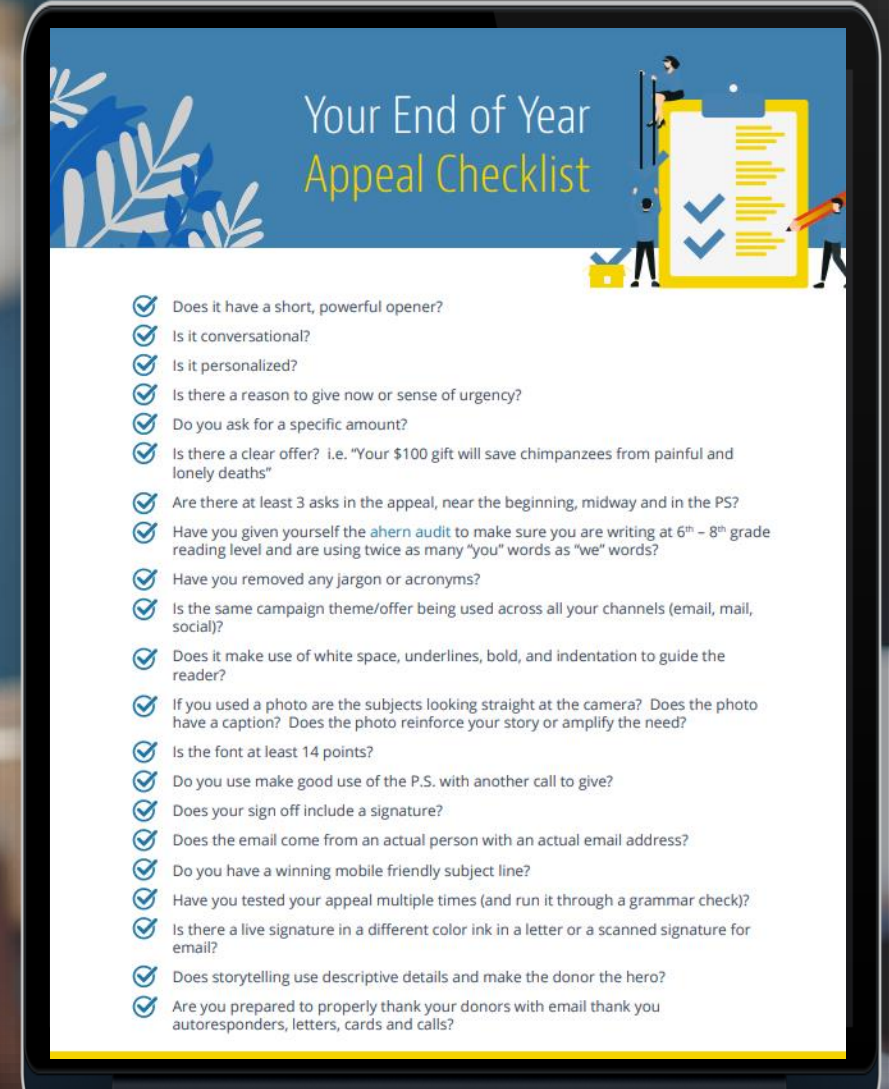
Thank you for your donation from all of us at [Organization]!

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!



RachelMuir.com/Checklist



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



TACTICAL TIPS TO WIN THE FUNDRAISING JACKPOT

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.





Clear, emphasized call to action



Have a CLEAR OFFER (Problem donor can solve)

Grab your appeal checklist ->

RachelMuir.com/checklist

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

Problem: Appeal focuses on org, not donor

Dear Chuck and Anne,

For over 11 years, I have found great joy in regularly volunteering with IDignity. I love how the organization has always adapted to meet challenges and changes. 2020 has been a particularly difficult year for all of us, including IDignity, which is why I am especially grateful for your support of this mission.

For me and many others, certainly the most emotional challenge was the passing of my dear friend and IDignity's founding attorney, Jackie Dowd. I had the privilege of working alongside her these past 11 years to prove the identity of people who could not do it on their own. Jackie was an expert at taking small details of a client's story and building legal proof of an identity.

For one client, all he remembered was his childhood home, wall to wall, and how to get there. We explored the area via Google Maps, found his church, and got him to the door. We were able to track down the other documents he needed to obtain his ID.

Jackie made sure that each of our clients were heard and respected. We remember their names and unique stories. Jackie assured every individual that they were valued and that, no matter how long it might take, IDignity would help them legally prove who they are.

And her legacy continues...

Among IDignity's most meaningful achievements in 2020 was honoring one of Jackie's last wishes to "make sure Willie gets his ID." Jackie and I, along with other volunteers, had spent over nine years working together with Willie to solve his extremely difficult case. It makes me happy to know that we were able to finally bring an end to the struggles Willie faced every day without an ID and fulfill Jackie's wish.

A year after her death, amid a pandemic that forced IDignity to cancel its monthly Identification Clinics, Jackie would be proud of what IDignity's donors, volunteers and staff have done to ensure that each client can still receive help. Thanks to generous donors like you, IDignity has been able to establish a new location called Jackie's Place, to safely serve clients three days a week.

As we move into 2021, many of our neighbors continue to be impacted by this pandemic, and the need for IDignity's services is even greater. Your recent gift to IDignity has empowered individuals to access housing, employment, education, banking, social services, proper healthcare and numerous other opportunities.

Appeal as
'report card'

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
story – make
them look
good!

Truth bomb

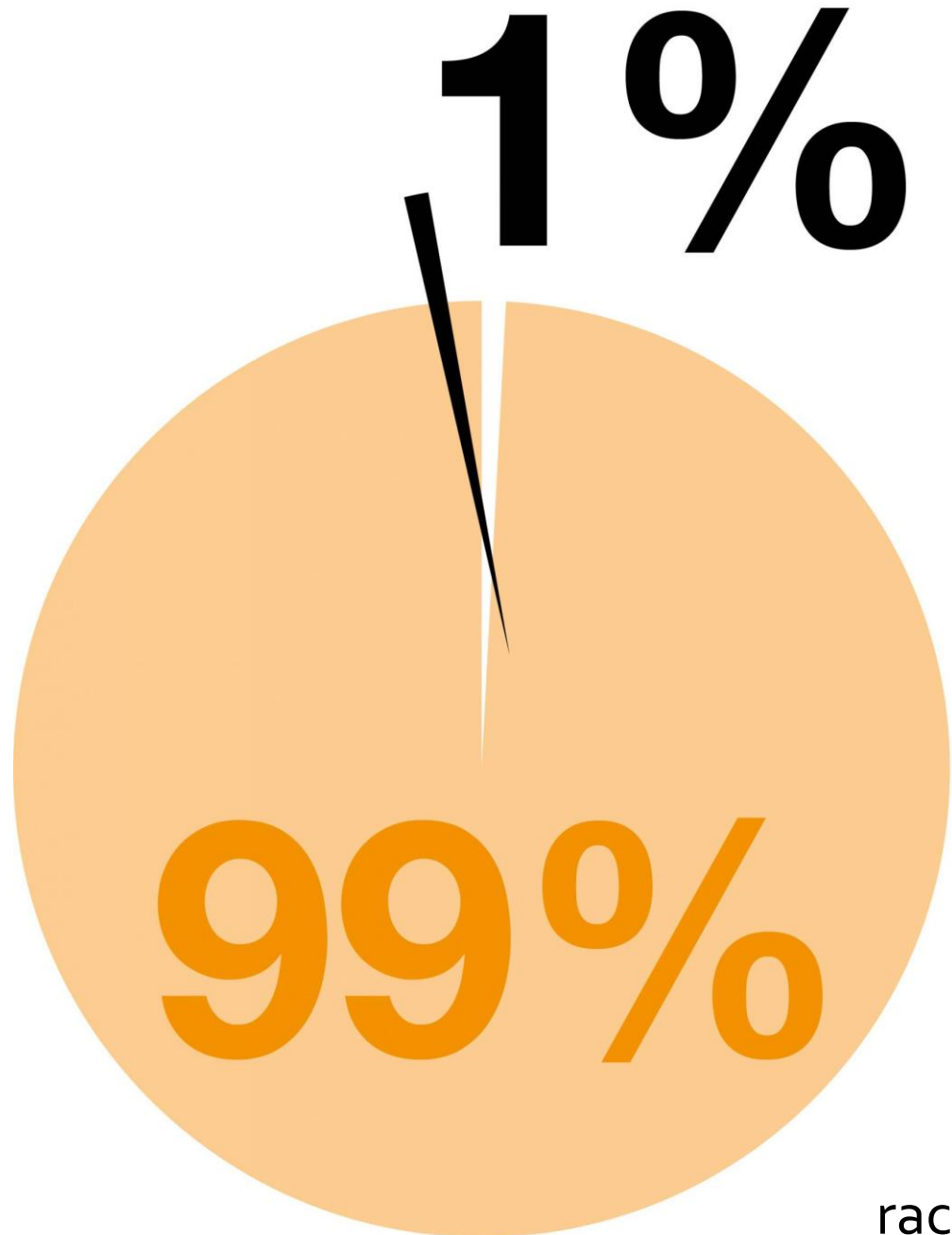
Emphasize what donors care about, not what your org cares about.

Fact: No donor is scanning your letter looking to hear how good your org is at its job

But they are looking for things they care about i.e. "I know you care about unicorns, and the local herd is in real trouble!"



**Spend 99%
of time
connecting
with reader**



**Spend 1% of time
on your mission**

“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](#)



Problem: using "Dear friend" instead of their name

One More Chance to Inspire 1,000 Girls This Summer > Inbox x

Anna Berns <info@girlstart.org>
to Rachel ▾

Wed, Apr 27, 10:15 AM

[View this email in your browser](#)



Dear Girlstart Friend, ←

We're just days away from wrapping-up our Send a Girl to Camp campaign. We are grateful to the Girlstart fundraisers, corporate and foundation sponsors, and other generous supporters who have already contributed!

[But we need YOUR help today](#) – we still have \$60,000 left to raise to ensure the success of Girlstart Summer Camp.

When a passionate community like ours comes together, [gifts of all sizes](#) add up to make a big impact – supporting the cost of materials, hands-on activities, staff training, scholarships, and more!

S LODGE™
its hope grows



of their child?
athering families

hers who
nd has not
ks to support

ith's Lodge.

What is a segment?

n. A small group of constituents who share the same attributes, such as “first time donors,” “out of town donors”, “monthly donors”, etc.

Steven Shattuck, Robots Make Bad Fundraisers



@rachelmuir

rachel@rachelmuir.com

How do I segment?

While your appeal is essentially the same for all donors, some of the copy should be specific to their giving behavior. So, pick a 3 or 4-line paragraph in your appeal where you can adjust the language to speak to your donor segments – such as active, lapsed, major, and monthly.

Julie Cooper, copywriter, FundraisingWriting.com



@rachelmuir

rachel@rachelmuir.com

“Do the math before you ask” Julie Cooper, FundraisingWriting.com

\$<ASK 1> to [repeat what the letter said the donor's gift would do]

\$<ASK 1.5> to [repeat what the letter said the donor's gift would do]

\$<ASK 2> to [repeat what the letter said the donor's gift would do]

In this scenario, the first ask is what they gave last, the second is 1½ times that gift, and the last is twice that gift. For example, if a current donor's last gift was \$100, you would present them with an ask string of \$100, \$150, \$200. You can experiment with ascending or descending order.

Your reply device should have these same ask string plus a blank option, for example:

\$_____ to help as much as possible

Email subject line tips

- Don't make it *all* about you
- Get inspired by other senders
- Don't end w/ a period
- Test -> www.SendCheckIt.com
- Use conversational tone
- Test A/B subject lines
- Pay attention to the preview text
- Personalize
- Ask yourself: would you open this?

Bookmark it:
SendCheckIt.com

Email Subject Line Tester

How can you stand out in the inbox? Get more opens?
Compare it to **100,000+** other emails sent by marketers like you.

I don't know who needs to hear this but...

Test Subject Now

“ I don't know who needs to hear this but...”



99 Points

Very solid subject line that should perform well for you.

Rachel's parting tips to save time (and money)

Write your appeal, thank you and report back at the same time

Mystery shop your own org

Test, test, then test again

Set a heartfelt out of office message with your cell



Last minute tips: Phone scripts & Homepage takeover

Script: Ask call

Hi, I'm Betty Smith, a board member of _____.
Do you have time for a quick question?

First of all I want to give you a huge thank you for your gift(s) of _____to us.

Thanks to you, we were able to xxxx, and now here's the impact of this xxxx.

Because of you (insert great accomplishment here)...Now...

We are so thankful to have your support. It's awesome that you are doing this. (AFFIRMATION OF THE DONOR)

What we are doing today is a phone campaign so we can... tackle this next important project (send 5 kids to college, get ____ out of office, etc) .

We are asking people to increase their gift by xx amount and then they'll create xxxxx impact (or reach xxxxx people).

Most people are giving in this range of \$xxx to \$xxxx. How much would you like to give?



Option: 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 >



You can do this!

You might
make a
mistake.
Embrace it!





Questions?

Want training from Rachel every month?

👉 LeagueofExtraordinaryFundraisers.com 👉



November 21



December 19

Scan the QR code for your appeal checklist



👉 rachelmuir.com/checklist 👉

All the fun we're having next!

**Money Raising
Appeals**



October

**Email to Raise
\$ and Readers**



November

**Craft a
Fundraising
Plan**



December



THANK YOU!

GOOD
VIBES

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