

## **Fundraising Product Descriptions**

### **Fundraising Capacity Assessment (Free)**

The Fundraising Capacity Assessment is used to identify an organization's potential to raise funds using various fundraising strategies. The assessment analyzes your current tools and techniques, and identifies areas where new or improved strategies could be adopted to improve fundraising results. This assessment will help us make recommendations in regards to the products and services that are the best fit for your organization.

### **Annual Fundraising Plan**

In order to be successful at raising funds, any organization needs a written Annual Fundraising Plan. The annual plan will outline fundraising goals for the year, and plan all marketing and fundraising efforts to be undertaken throughout the year, at what frequency, and during what months. It also provides tools for tracking individual, corporate, and foundation prospects, tracking direct mail and email campaigns, etc. The plan will allow your organization to focus your efforts, plan out your yearly fundraising calendar, and also give guidance on strategy and tactics.

### **Case Statement**

The case statement, a brief written document that states the most important facts about an organization, is the core document of any fundraising campaign as it makes the case for why a supporter should give to your organization. The case statement should include the organization's mission, vision, and values statements, and should set out to clearly answer the Who, What, and Why of the fundraising effort. It can be used with email blasts, mail campaigns, on the website, in social media, etc.

### **Online Fundraising Campaign Toolkit**

The online fundraising toolkit offers a plethora of information on various web-based sources of information and assistance for nonprofit fundraising and marketing. It includes easy to understand descriptions of the functionality and benefits of various sites, direct links to registration pages within each site, screen shots and explanations to help walk you through the registration processes, and tips on how to capitalize on the availability of these sites to increase the capacity of your nonprofit.

## **Sustainer Campaign Setup**

Sustainer campaigns involve the establishment of recurring monthly gifts for your organization. This service includes updating of web content to describe the various levels of monthly giving available to supporters, as well as establishment of recurring donation functionality through your website. Sustainer campaigns result in much more dedicated giving from individual donors, creating a source of ongoing revenue for the organization.

## **Email Newsletter Setup**

Email marketing is a cost-effective way to keep supporters up to date on what is going on with an organization. In order to be successful at raising funds, organizations should have a continual focus on keeping their constituents aware of the organization and its activities, even when funds aren't being requested. An email marketing campaign will allow the organization to undertake email marketing, manage subscriber lists, build email campaigns, and review campaign reports. Service will include establishment of an email marketing account and setup of an initial template to include your organization's logo, mission, etc, which can then be updated and customized as you send out various email blasts throughout the year.

## **Donor Appreciation Program**

Donors that receive timely, personal thanks from charitable organizations are much more likely to remain involved and contribute again. The Donor Appreciation Program includes various templates and tools to be used in receipting and thanking donors, such as donation receipt templates, letters of recognition templates, thank you cards, etc.

## **Yearend Campaign Development**

Year-end is a key time to raise money while supporters are in a generous mood and looking to make tax-deductible donations before the end of the year. In fact, about 40% of all charitable giving occurs in the month of December. The service includes assistance with development of strategies, tools, and templates for the yearend campaign, a 2-month yearend fundraising plan with specific timelines and bench marks for the November-December giving season, registration with yearend fundraising campaign sites, etc.

## **Web Registration Form**

A web registration form will allow an opportunity for visitors to your website to submit registration information, in order to be kept up to date on organizational events, successes, fund drives, etc. The service will include web development to create the text inviting visitors to register, development of the registration form, as well back-end functions that allow you to easily generate a report outlining all information collected so that your organization can use it in your marketing and fundraising efforts.

## **Impact Story**

At the heart of every nonprofit's ability to engage donors and create movements is its ability to tell a compelling story. The further we progress in the information age, the savvier donors become, and the greater the "return" they expect to see on their charitable investments. More and more, it's become essential for nonprofits to identify, articulate, and most importantly, market the impact they make with their programs. An impact story is an emotional appeal that demonstrates a nonprofit's story, or the impact their services is creating. Service will include drafting of their story, approximately 2 pages. It can be used with email blasts, mail campaigns, on the website, in social media, etc.

## **Tribute Gift Program Setup**

Tribute gifts are contributions made in order to celebrate, commemorate, and remember distinctive events, and are ways to recognize birthdays, anniversaries, weddings and engagements, graduations, holidays, or as an expression of sympathy. Through these programs, a donor makes a contribution to a charity in recognition of another person or event, and a personal acknowledgment is sent to the family or individual being honored. Service will include drafting the text describing the various tribute giving options available, incorporation of the tribute program information into your website, as well templates for cards/certificates to be sent to the actual donor and the honoree in order to acknowledge the gift.

## **Infographic Development**

Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly. Service includes the creation of 1 infographic using information provided by the client about their organization or the need they address.

## **Fundraising Resource Site Access**

Our fundraising resource site includes a variety of educational fundraising information, templates, and tools to assist nonprofits in planning and implementing fundraising campaigns. These include modules on major gifts, donor prospecting, email marketing, etc.