

WELCOME!

# Motivate Monday

WITH PAMELA GROW

Share your wins  
Jumpstart your week  
Get inspired!

[www.pamelagrow.com](http://www.pamelagrow.com)

# THE CHRONICLE OF PHILANTHROPY



GUIDESTAR®



Montana Nonprofit Association

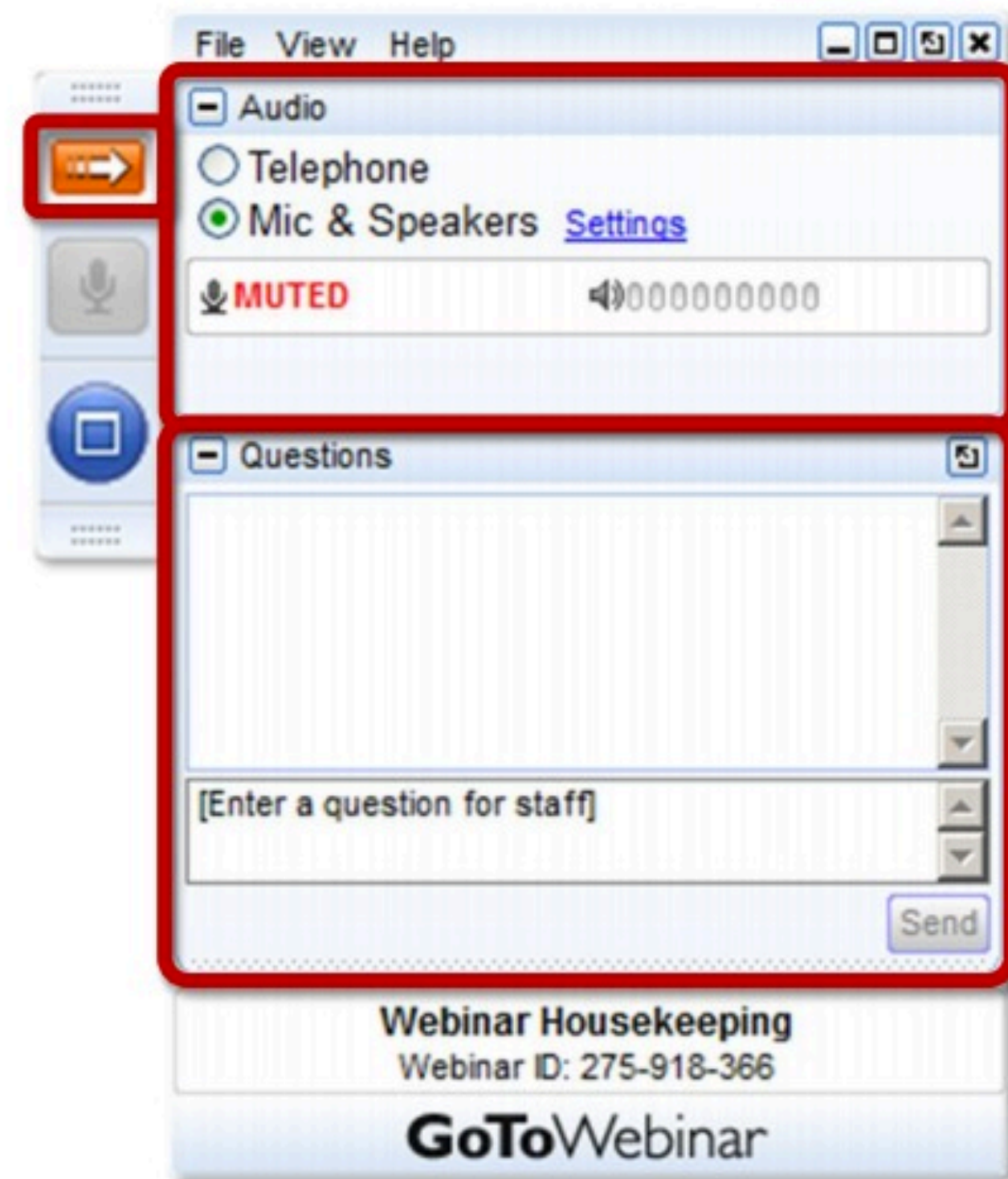


Basics & More™



MAJOR GIFT ACADEMY  
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# GoToWebinar



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Open and hide your control panel

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GoToWebinar support phone number is  
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# *Miss a Motivate Monday?*



[basicsandmorefundraising.com/motivate-monday/webinars/](https://basicsandmorefundraising.com/motivate-monday/webinars/)

# *Every Monday...*

- Share our wins
- Get a quick tip (sometimes with a free download)
- Q & A
- Celebrate you!



*If you're on Twitter...*

**Please tweet this presentation using  
the hashtag #NPMotivateMonday**



# Win #1

After years of hit and miss strategy, we are finally becoming very deliberate with a focused planned giving program. We've suspected what you just wrote in your latest newsletter, estate gifts from passed donors provides more money that we could possibly raise from corporate partnerships.

*Jack*

# Win #2

My big win recently was the release of our first quarterly newsletter to about 23k donors two weeks ago. I've worked to make the newsletter donor centric. I look to make that even better with the next issue (slated to drop in late August). I can see a few places that I almost made the mark...but could have done better! We asked for stories from people with diabetes and I have been receiving some...from people who we didn't have active contact with other than receiving their gift. That is very exciting... Additionally, we have also been receiving gifts thanks to the newsletter...reply envelopes have been coming in on a regular basis.

The best part of this is that we are now connecting in a warm and friendly way with our donors. It's a major point of stewardship that has not been done in recent years. I am looking forward to growing this aspect of our stewardship program, part of a full reboot of the Stewardship and Donor Engagement Office.

*Anne*



# *Win #3*

My victory right now is how excited one of my board members is to market our work. She and I have met to discuss various ideas, we've set up a meeting with our local paper editor, she's written an article for our latest newsletter, and right now, she's all about growing our facebook followers by encouraging her fellow board members to participate!

I love seeing her excitement around the cause!

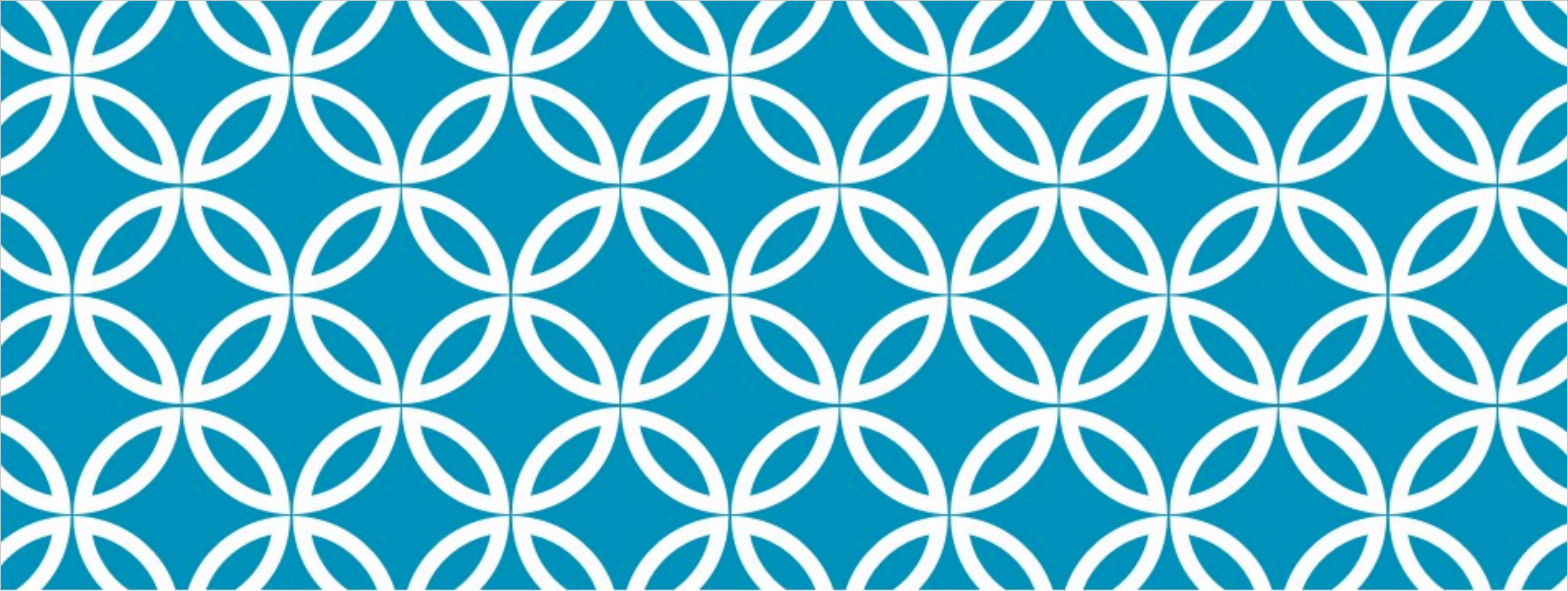
*Elizabeth*

# Julia Campbell

Julia Campbell is a digital marketing strategist and nonprofit technology evangelist, providing workshops, webinars and trainings to nonprofit professionals in organizations of all sizes.

Using social media, email, blogging and online fundraising platforms, Julia has a long history of helping nonprofits find success online. After 10 years in the nonprofit sector as a one-woman development director and marketing shop, she founded J Campbell Social Marketing, a boutique digital marketing agency based in Beverly, MA. She has been featured on Maximize Social Business, About.com, MarketWatch, Alltop, Salon, Social Media Today, Forbes and Business 2 Community. Her blog was named one of the Top 150 Nonprofit Blogs in the world and she is included in the Top 40 Digital Strategists in Marketing.





# 5 HIGHLIGHTS FROM #17NTC

Julia Campbell  
[www.jcsocialmarketing.com](http://www.jcsocialmarketing.com)

@JULIACSOCIAL @PAMELAGROW #NPMOTIVATEMONDAY



# WHAT IS #17NTC?

NTEN's annual conference  
for nonprofit technology  
professionals

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# #1 ORGANIZE YOUR DIGITAL STORYTELLING INTO 3 BUCKETS

From the session “Harnessing the Power of Digital Storytelling”

Linda Reinstein, President of the Asbestos Disease Awareness Organization, recommends dividing all of your digital storytelling into 3 main buckets.

**Macro-messages** are long-form stories, like blog posts, longer videos, or news articles.

**Micro-messages** are bite-size stories (that may lead back to a macro-message), like Facebook posts, tweets, and short Instagram/Snapchat videos.

**Multimedia stories** are focused around video and photos, which can be edited, cut,



**Julia Campbell** 🦄

@JuliaCSocial

 Follow

Distill your (dry) mission, drill down until you find your face and tell their story. Maps are not compelling enough. #17ntc @linda\_adao

11:32 AM - 23 Mar 2017 · Washington, DC



# #2 MARKETING AUTOMATION FOR RETENTION

From the session “Increase Your Acquisition and Retention by Using Data and New Multi-Channel Approaches”

Melissa Wyer of EveryAction provided some great tips:

**Upload your email list of donors into Facebook** and create unique Facebook ads targeted at them, providing impact stories, thank yous, and other special acknowledgements.

#3

# LAPSED GIFT PREVENTION PROGRAM

**Start a Lapsed Gift Prevention Program** to prevent the lapse before it starts. Your organization can send out a recapture email or another piece of content to get a donor engaged again before they are about to lapse. Multi-channel approaches work best in this case.





**Julia Campbell** 🦄

@JuliaCSocial

 Follow

Love this idea- target Facebook ads at donors about to lapse!  
Sometimes a little reminder is all it takes. #17NTC  
[@EveryActionHQ](#)

10:50 AM - 24 Mar 2017 · Washington, DC

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#4

PROVIDE  
IMMENSE  
VALUE TO  
YOUR  
ONLINE  
COMMUNITY

From the session “How (and Why) We Doubled Down on Digital Content to Protect Wild Places”

Loren Drummond, Digital Content Manager for the Washington Trails Association, discussed the process that led the organization to create the community-led review site [Hike Finder Map](#) (I call it Yelp for hikers).

They wanted to provide a needed service and fill a gap for their target audience, as well as invest in technology that would help them fulfill their mission.

The Hike Finder Map encourages participants to leave reviews and empowers

# #5 SHOW, DON'T TELL

From the session “How (and Why) We Doubled Down on Digital Content to Protect Wild Places”

As a government agency, the National Park Service is not allowed to explicitly advocate on behalf of environmental issues, such as protecting wild spaces.

Film producer Sarah Gulick [uses film to showcase these areas](#), without music or narration.

The lack of an explicit agenda allows people to become inspired on their own.



**Julia Campbell** 🦄

@JuliaCSocial

 Follow

Absolutely 🗝️: always go back to what your community wants & needs - not just what your org wants & needs. #17ntcdigitalcontent

11:32 AM - 25 Mar 2017 · Washington, DC

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## REGISTRATION CLOSES ON MAY 12



- Four-week class
- Three recorded webinar trainings
- Bonus booklet of nonprofit planned giving examples
- Private Facebook group
- Dedicated email support

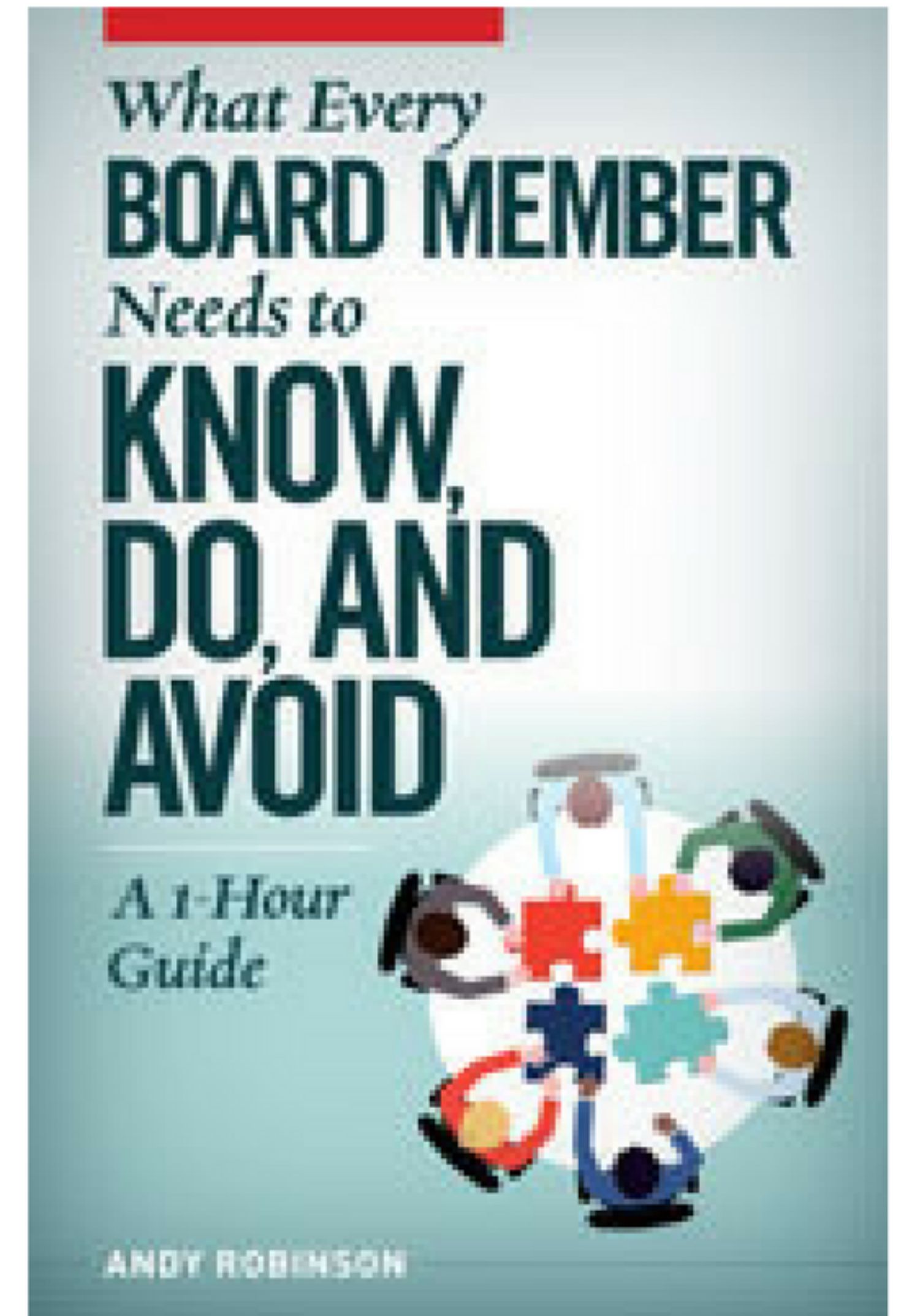


**Basics & More™**

# May Book Drawing

Just published new Emerson &  
Church release by Andy Robinson

[www.pamelagrow.com](http://www.pamelagrow.com)





“Where there is great love,  
there are always miracles.”

*Willa Gather*



MOTIVATE MONDAY

*Thank you for  
being here.*

MAKE IT A GREAT WEEK!

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