

Motivate Monday

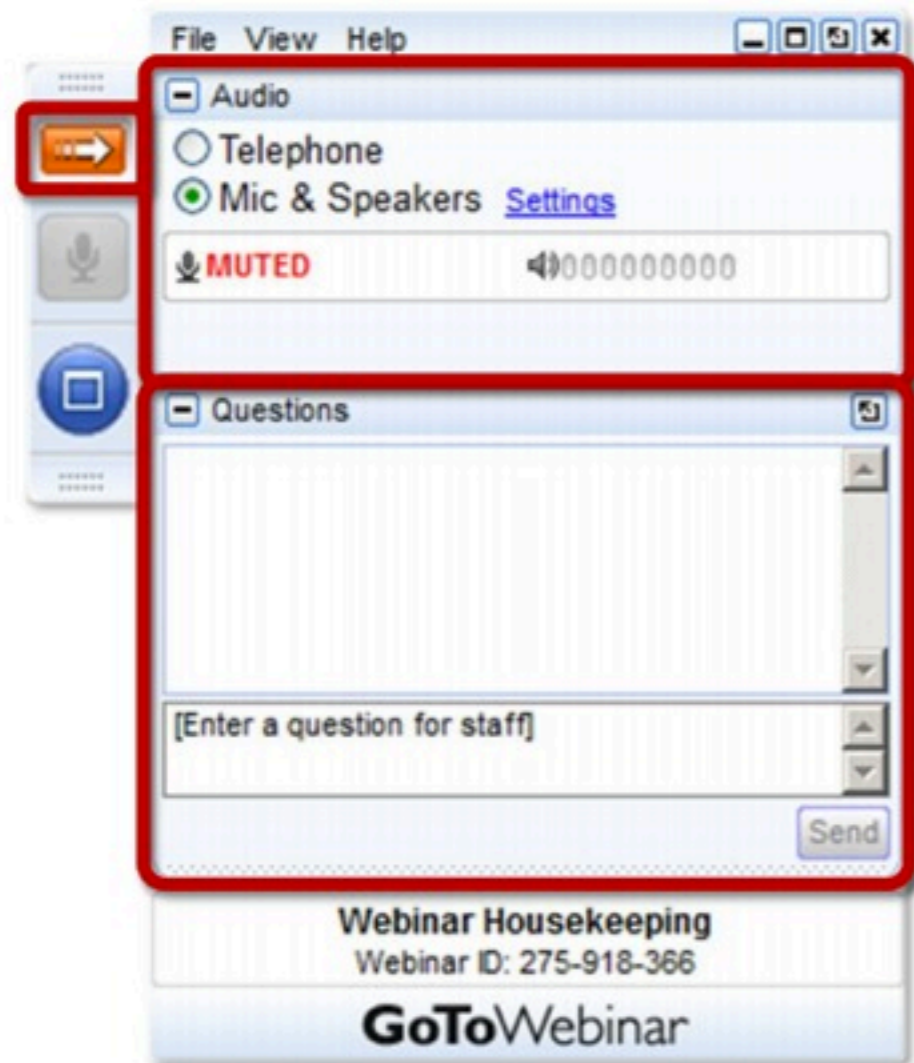
DECEMBER 5, 2016

About



Motivate Monday

GoToWebinar



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GoToWebinar support phone number is 1-800-263-6317

Archived Motivate Mondays can be found at <http://basicsandmorefundraising.com/motivate-monday/webinars/>

Every Monday we'll...

- **Share a win**
- **Quick tip with download**
- **Q & A**

If you're on Twitter...



Use the hashtag #NPmotivatemonday

Win #1

**"We exceeded our Giving
Tuesday match challenge of
\$5K!"**

Connie

Win #2

"On Giving Tuesday, we signed up for the Facebook challenge with Bill and Melinda Gates and quickly raised \$1000 that will be matched through the Gates Foundation."

Mara

Win #3

"Just started last week, but have already begun working on a new website (current one is downright scary), overhauling social media presence, hiring 1-2 new employees, and making month-by-month plans for 2017!"

Pam

Win #4

**"Hi Pamela,
I just purchased your year-end fundraising course and it's incredible!
And this is coming from a person who took SEIU's PAC from 9.2 million to 21.5 million in 24 months. You are just incredible!"**

Hayden

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Win #5

"Thanks to Gail responding to my frantic email on Friday, I received a \$25,000 year end gift. Thank you Gail!"

Leslie

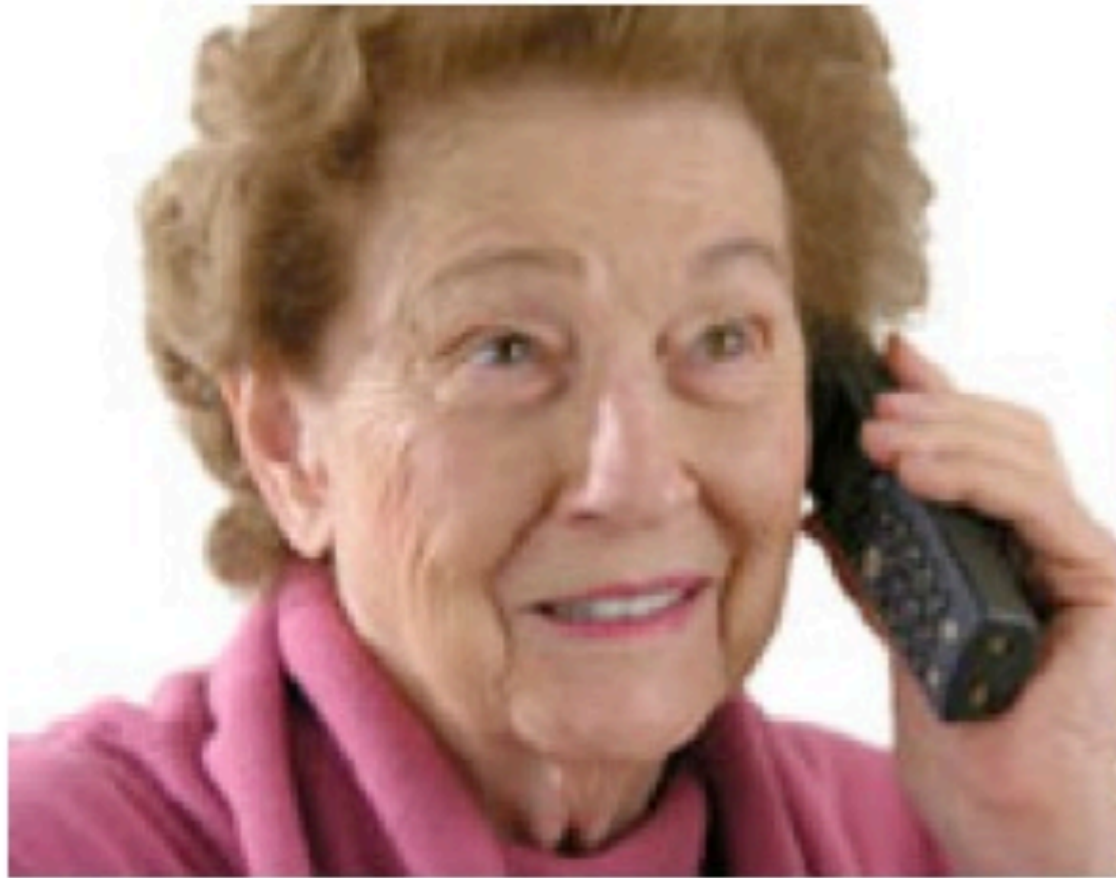
Today's Guest

Gail Perry

NC Fundraiser of the Year
25 America's Top Fundraising
Experts



#1 Try a Thankathon!



Sample Thankathon Script

“I'd love to hear why you chose to give.

“What inspired your gift?”

#2 Year-End Fundraising Strategy



Sample Renewal Scripts

“We’re hoping you’ll renew your support!”

“The kids need you this year!”

“We are trying to (DO WHAT) this year!”

“We’re tackling xxxx next year and hope you will be a



#3 Ask Donors To Fund Something Specific



The MPI Fundraising Formula

Money: how much are you asking for?

Purpose: what project/purpose is it for?

Impact: what impact will it have?



#4 Send a Follow-up Letter to Everyone Who's Not Yet Responded



Resources at FiredupFundraising.com

[Top 10 Ways to Screw Up Your Year End Campaign](#)

The 3 Most Boring Words in Fundraising Appeals

How to Create a Donor-Centered Fundraising Letter

5 Ways Board Members Can Boost Year-End Fundraising Over Goal

My Top 5 Tips for a Profitable Year-End Campaign

Top 10 Things to Understand About How Fundraising Really Works Today

How to Get The Appointment with Your Major Gift Prospect

Does Your Organization Really Support Fundraising? Take This Simple Quiz

Subject Lines for Your Last-Minute Email Appeals (knock them off)

Easy Elevator Speech Exercise for Your Board

Show Me the Money: How To Move From Friendraising to Fundraising

Gail Perry MBA CFRE twitter: @gailperrync

Join Us at FiredUpFundraising.com!

Six STEPS to the Perfect Ask



12

Days of Christmas

Nonprofit Gifts Giveaway



Sign up now for your
free gifts!

<http://pamelagrow.pages.ontraport.net/12-days-of-christmas>

Your 2017 Fundraising & Marketing Calendar



<https://pamelagrow.securechkout.com/2017-calendar>



**You're offering your
donors a rare and
precious opportunity
to change the world.
Embrace it!**

Motivate Monday



**AWESOME
JOB
AND
KEEP
IT UP**

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