About

sofii showcase of fundraising innovation and inspiration

Network for Good

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The Agitator

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AFP Association of Fundraising Professionals

THE CHRONICLE OF PHILANTHROPY

NonProfit PRO

Basics & More Fundraising Fundamentals

Motivate Monday
GoToWebinar

- You can open and close your control panel.
- View, change and test your audio.
- Submit text questions anytime and respond to questions I pose. (No one else can see your chat.)

GoToWebinar support phone number should you need it
1(800) 263-6317
Every Monday we'll...

- Share a win
- Quick tip with download
- Q & A
If you're on Twitter...

Use the hashtag NPmotivatemonday
If you’ve been feeling angry, sad, or helpless, and your feelings are valid, and you’re not alone.
If you want to do something, but you have no clue what, and you feel like crap, you’re definitely not alone.
If you’ve been watching the videos obsessively, losing hope in the world, your feelings are valid, and you’re not alone.
If you don’t want to watch the videos at all, maybe because you don’t think you can handle it, your feelings are valid, and you’re not alone.
If you fear for the future, your feelings are valid, and you’re not alone.
You Are Not Alone
Wins

In March we were able to hire an office administrative assistant, and now my work life is no longer just CRAZY--it's becoming crazily focused.

Julia
One of the Museum's air conditioners went out and it had to be replaced. I reached out to a local private foundation. This foundation has a long history of giving to the museum, but has not granted more than a couple thousand dollars a year. When I reached out to ask advice, they were interested in the issue. After a little more than a week and a few follow up emails, they granted us the full amount $9,300 for the air conditioner.

Tonya Ricks
Included today...

12 TOUCHES
CURATED BY PAMELA GROW
CREATING MEANINGFUL DONOR RELATIONSHIPS, ONE TOUCH AT A TIME
What is a donor touch point?

- GENUINE
- PERSONAL
- FOCUSED ON THE DONOR

Motivate Monday
You brought justice where it's needed

Last fall, over 250 individuals made generous donations to OneJustice to fund several key initiatives, including special mobile legal clinics for veterans, seniors, and children facing barriers to immigration and special education services.

You are one of those amazing people, and we simply cannot thank you enough. Your donation brought 575 volunteers to reach 212 low-income veterans, 182 seniors, and 195 youth in 37 different isolated communities throughout California.

Below is a summary and photo from each key initiative. Thank you so much for your generous support, and for making all the difference for Californians in need.

Helping Veterans

There are even more veterans of foreign wars and conflicts in California -- nearly two million -- than any other state, and many veterans have acute and unique legal needs related to their military service or return to civilian life. In many secluded corners of the state, no local programs exist to provide legal help on issues relating to veterans benefits, care, or other pressing problems. This past year, you brought vital legal services to 212 low-income veterans living in rural California.

Client Quote: “I'm a Vietnam Vet, I'm homeless and I have a record that may hinder me from getting a good job. This program to expunge my record is a great help. It gives me hope that I can succeed in spite of my situation.”

By the numbers:
Number of veterans served - 212
Number of mobile legal clinics - 17
Number of volunteers - 213

Reaching Seniors

Limited access to legal services presents a more serious threat to seniors' safety and health than any other cause. The 390,000 Californian seniors who live below the poverty level are especially vulnerable. They need legal help to secure fundamental necessities relating to health care, shelter, food, and protection from abuse. Last year, you brought teams of volunteer attorneys to reach 182 of these vulnerable seniors, including those facing end of life decisions.

Client Quote: “I met with two volunteers and received useful advice for my legal questions. They listened carefully and offered helpful information. I hope they will return. This saved me.”

By the numbers:
Number of seniors served - 182
Number of mobile legal clinics - 20
Number of volunteers - 264

Serving Children and Families

Too many children in California face legal barriers to basic human needs. The problem is especially critical for youth living in rural areas of the state, where 50% live in poverty. You reached 195 families in isolated areas of California who faced legal barriers to special education and immigration services.

Client Quote: “I am a young person in need of drastic immigration reform. I have lived in the U.S. for 16 years without the ability to support or provide for myself because of documentation. [The volunteers] helped me and others by providing free legal assistance, furthering our understanding of current immigration laws in hopes of changing our futures and legal statuses.”

By the numbers:
Number of families served - 195
Number of mobile legal clinics - 9
Number of volunteers - 98

Thank you again for your support, we hope to see you at our Opening Doors to Justice event on June 25th.
To preview items or purchase tickets, please visit bidpal.net/OneJustice
4. A Personal Email

How are you letting your donors know that you know them?

Think about creating separate Google alerts using the names of some of your most qualified donors. If your donor comes up in the press (they just wrote a new book, won an award, sold a business), you can dash off a quick email.

When you see an article you know a particular donor would appreciate, dash off a quick email and link.

Hi Steve,

It was great catching up with you at last week’s event.

This article made me think of our conversation, and I thought I’d pass it along. Food for thought!

All my best,

Lynne
#love anyway

Dear Pamela,
From all of us at PLC, thank you for your generous donation! You are enabling us to Save lives and Wage Peace in Iraq today. For this, we think you are amazing!

With you,
Oestreich
Questions?
Registration ends Friday

Conversations That Change the World
(How to Talk to Your Donors)
Rory Green
@RoryJMGreenn
RoryJMGreen.com

Getting Started with Major Gift Fundraising
Are you leaving money on the table?

Year-End Fundraising Master Symposium
AWESOME
JOB
AND
KEEP IT UP