

Motivate Monday

SEPTEMBER 26, 2016

About

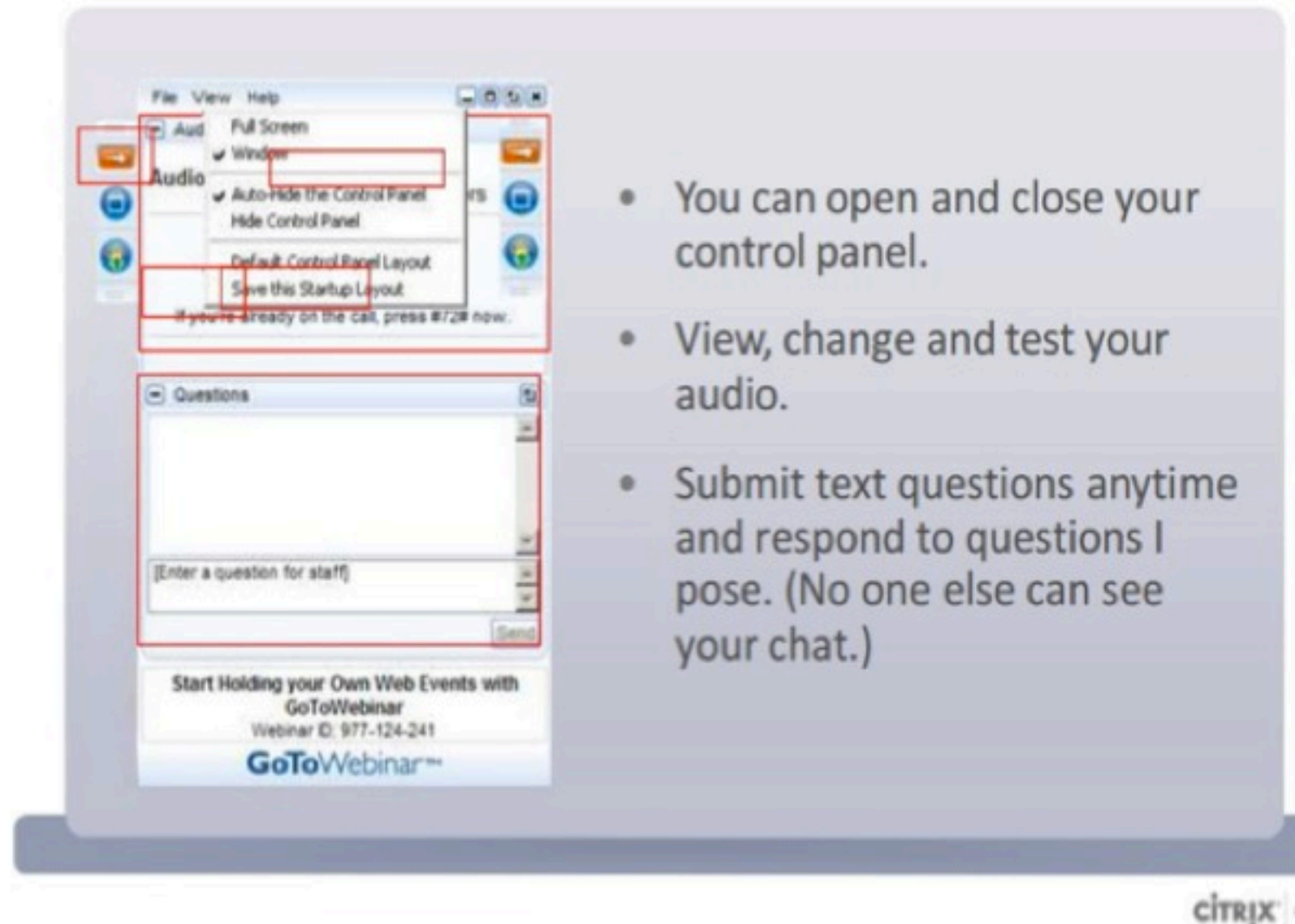


THE CHRONICLE OF
PHILANTHROPY



Motivate Monday

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Every Monday we'll...

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

If you're on Twitter...



Use the hashtag #NPmotivatemonday

Motivate Monday

Win #1

"Held a sponsor appreciation dinner – provided a backstage tour of our concert hall – a lapsed sponsor just called and asked for a sponsorship renewal form!"

Heather

Win #2

“Visited with a patient/donor at our medical center just to say “Hi” and to see if there was anything the development office could do for him during his stay. After insisting I sit on his bed (always a non-no in my training), he wrote a nice check. He put fun back into a hospital visit for me.”

Tom

Win #3

**“We had two children
adopted to a forever
family.”**

Edye

Win #4

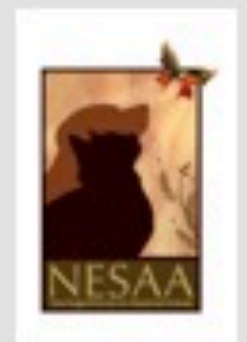
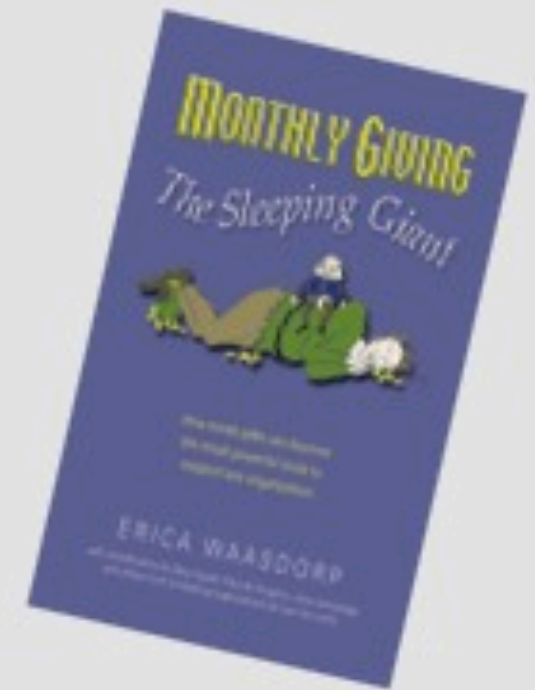
“Successful building dedication ceremony on Thursday. More than 100 people braved the heat. Successful donor recognition reception the previous night for the foundations, corporations and individuals who donated to the capital campaign. Also received notification the week before of a \$50K grant for a special project. This is from a foundation that already gifted us with \$40K in program support.”

Leslie

Motivate Monday

Erica Waasdorp

- Philanthropoholic, Monthly Donor
- President, A Direct Solution
- Raised \$\$\$\$ with monthly giving
- Co-Author Monthly Giving Starter and Marketing Kit and Author of Monthly Giving. The Sleeping Giant



Tip 1: Start monthly giving: Use your tools and check



Tip 2: Grow monthly donors: The 'A's have it



Ask Small

 **FOOD FOR THE POOR**
Saving Lives... Transforming Communities... Renewing Hope

OUR WORKHELP NOWPARTICIPATEGIFT CATALOG

START A MONTHLY GIFT

Nancy, a 4-year-old from Guatemala, desperately needs your help. All across the Caribbean and Latin America children like her are slowly starving due to lack of food.

Please, set up a monthly gift today to help these children get the food they so desperately need.



GIFT AMOUNT

Select Monthly Amount:

\$36.50

Feed 10 children a month

\$18.25

Feed 5 children a month

\$3.65

Feed 1 child a month

Or enter your own amount

MORE THAN
95%
OF ALL DONATIONS
go directly to programs that help the poor

2015 Expenditures
96.4% Programs

96.4%

3.6% Fundraising & Administration



Ask Early



Welcome



Ask Often!



American
Red Cross

Help us respond when disaster strikes.

Yes, I'll help with my gift of:

☐ \$157.50 to help 9 people

☐ \$227.50 to help 13 people

☐ \$87.50 to help 5 people

☐ I prefer to give \$_____

☐ **I'd like to make a monthly gift.** (See reverse)

☐ **Please charge my credit card.** (See reverse)

A Direct Solution

PO Box 757

Marstons Mills, MA 02648-0757

40622311 0006null01000499 AB

☐ I've enclosed my check, payable to the American Red Cross.

Donate online at redcross.org/donate

To donate by phone or to update your information,
call 1-800-RED CROSS.

American Red Cross

Cape, Islands and Southeast Massachusetts

Donation Processing Center

PO Box 55919

Boston MA 02205-5919



▲ Please ensure our address shows through the return envelope window ▲



A DIRECT
SOLUTION

Ask creatively and timely!

Forget #GivingTuesday
how about

#MonthlyDonorMonday



Annualize!

Monthly Donors Source	# of monthly donors	Average gift	Average Yearly Gift	First year Cume
Totals	100	\$24	\$288	\$28,800



**“In order to succeed,
we must first believe
that we can”.**



Questions: Ask Erica Waasdorp

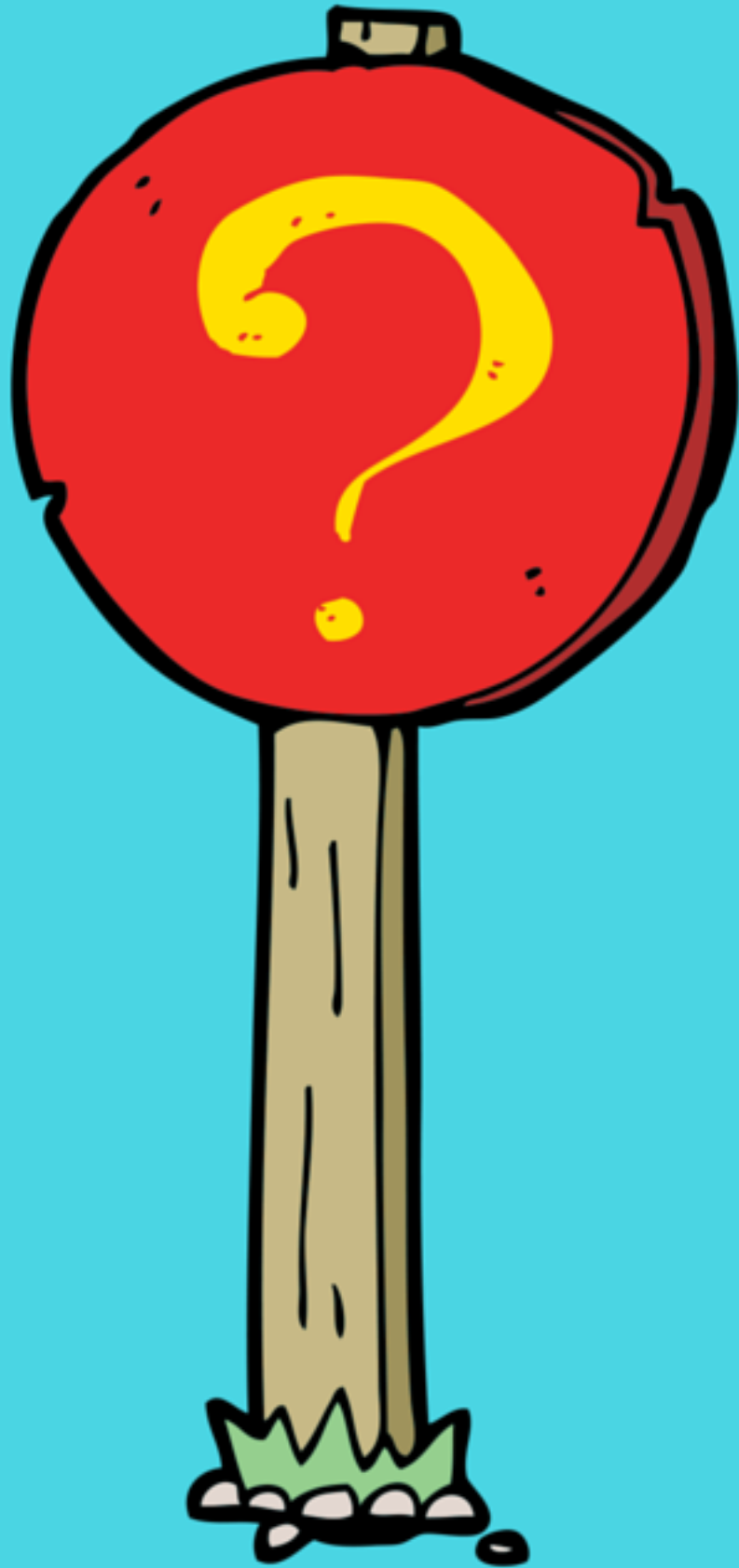
Tel: 508-776-1224

www.adirectsolution.com

Blogs, Monthly Giving Help Line

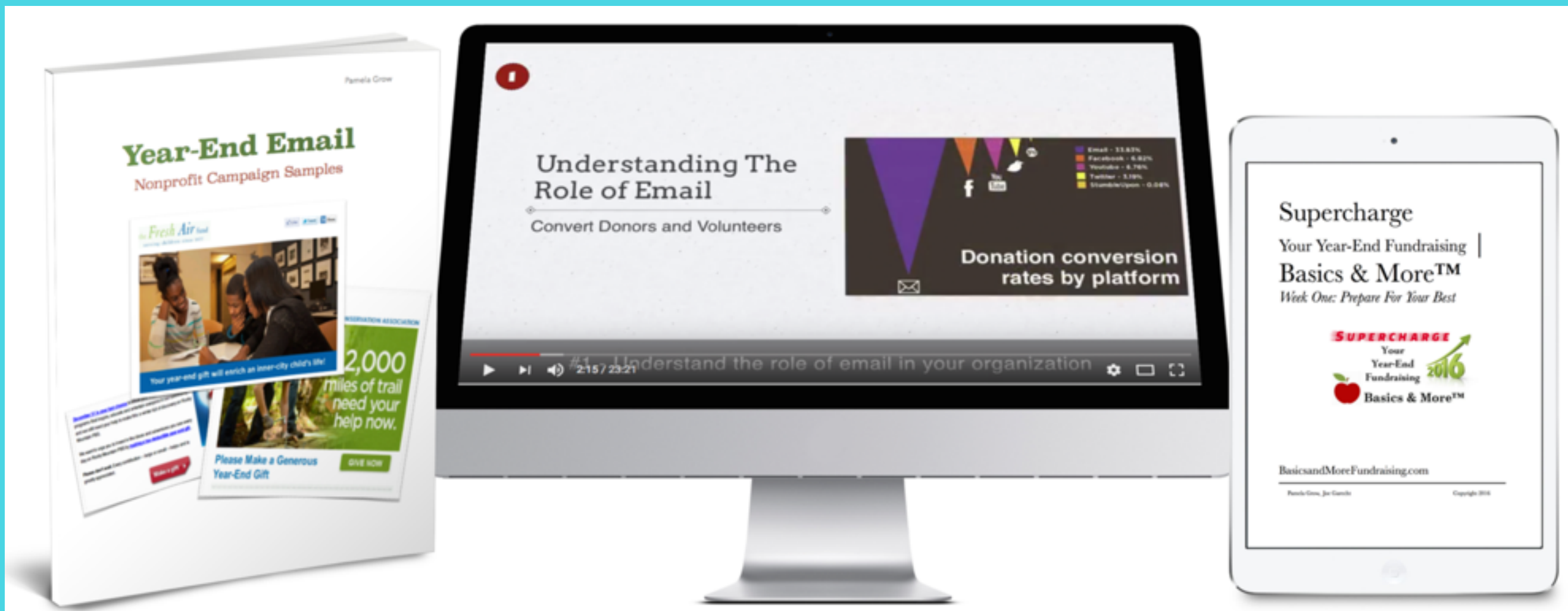
erica@adirectsolution.com






Questions?

Early Bird pricing on this week...



Motivate Monday



**People often say that
motivation doesn't last.
Well, neither does bathing
- that's why we
recommend it daily.**

— ZIG ZIGLAR



**AWESOME
JOB
AND
KEEP
IT UP**

Motivate Monday