Motivate Monday

DECEMBER 5, 2016
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 #NPmotivatemondays
Win #1

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

Connie
"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
"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
"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
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 xxxxx 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

Fundraising is NOT Asking for Money
It’s Making and Keeping Friends

Monday, December 5, 16
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!
AWESOME JOB AND KEEP IT UP