

WELCOME

Motivate Monday



Share your wins
Jumpstart your week
Get inspired



Basics & More™



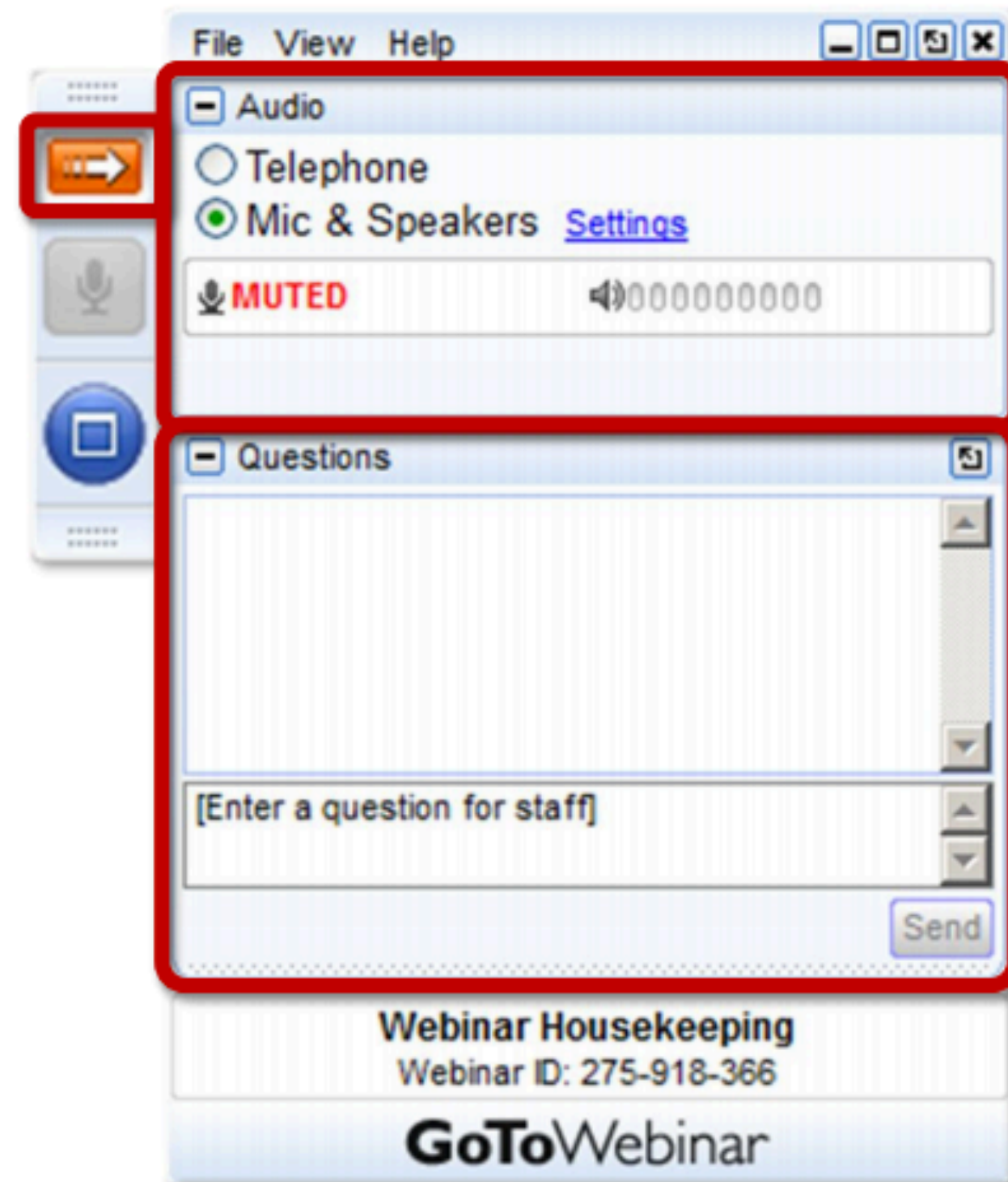
bloomerang

About Me

Nonprofit consultant, trainer and speaker



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Pamela Grow

maximum fundraising results in minimum time for
the one-person nonprofit development department!

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10 Ways to Make 2019 Your Most Successful Fundraising Year Ever

JANUARY 11, 2019

Is your organization's fundraising ready for 2019?



For the past several years, we've been advising smart fundraisers to zero in on their individual giving program with a laser-like intensity. And despite the current political and fundraising climate — or perhaps especially *because* of the current climate — that's still sound advice.

How will you be increasing fundraising revenue AND strengthening donor relationships in 2019? Make plans to:

1. Think in terms of systems.

Systems thinker W. Edwards Deming said "Profit in business comes from repeat customers, customers that boast about your product and service, and that bring friends

SEARCH

Search for:

RAVES FOR PAMELA

Pam's rewrite of our recent annual appeal resulted in a 36% increase in gifts over last year's. She also worked with us on our follow-up letters and those have already brought in 17 new donors!

— Lisa Hambrick, Executive Director



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**MOTIVATE
MONDAY ARCHIVES**

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**



MOTIVATE MONDAY

Thank you!



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What IS a Gratitude Report?

And why should you
care?

Pamela Grow

**WILL YOUR
ORGANIZATION BE
PUBLISHING AN
ANNUAL REPORT
THIS YEAR OR
NEXT?**

WHAT IS A GRATITUDE REPORT?

Why do you need an annual report?

My story

The difference between an annual
report and a Gratitude Report

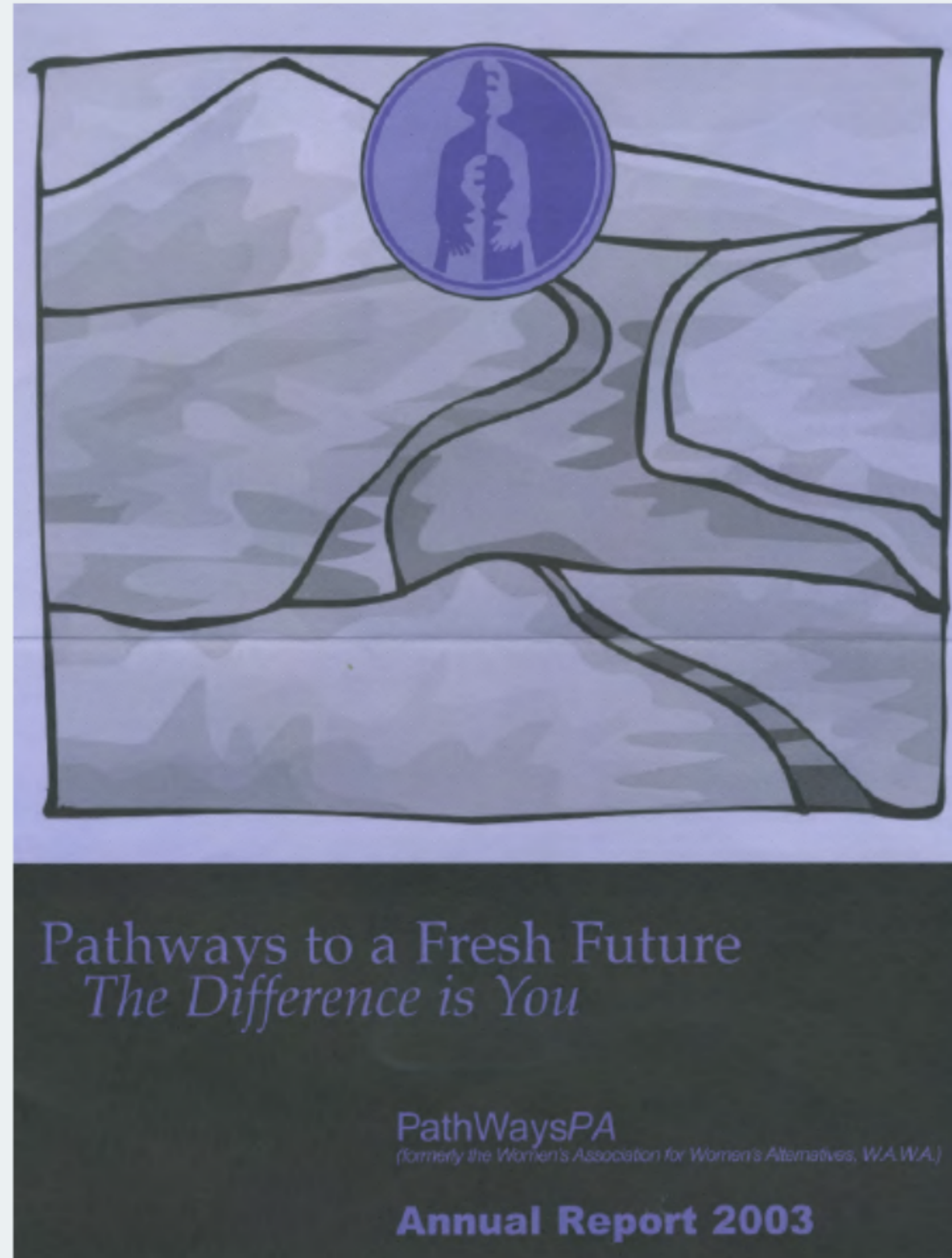
Taking advantage of opportunities

A walk through a Gratitude Report

WHY DO YOU NEED AN ANNUAL REPORT?

- To share your organization's story, mission, and values
- To show impact
- To demonstrate transparency and trustworthiness
- To attract major donors (foundation, individuals, businesses)

MY STORY



“One of the advantages of being disorganized is that one is always having surprising discoveries.”

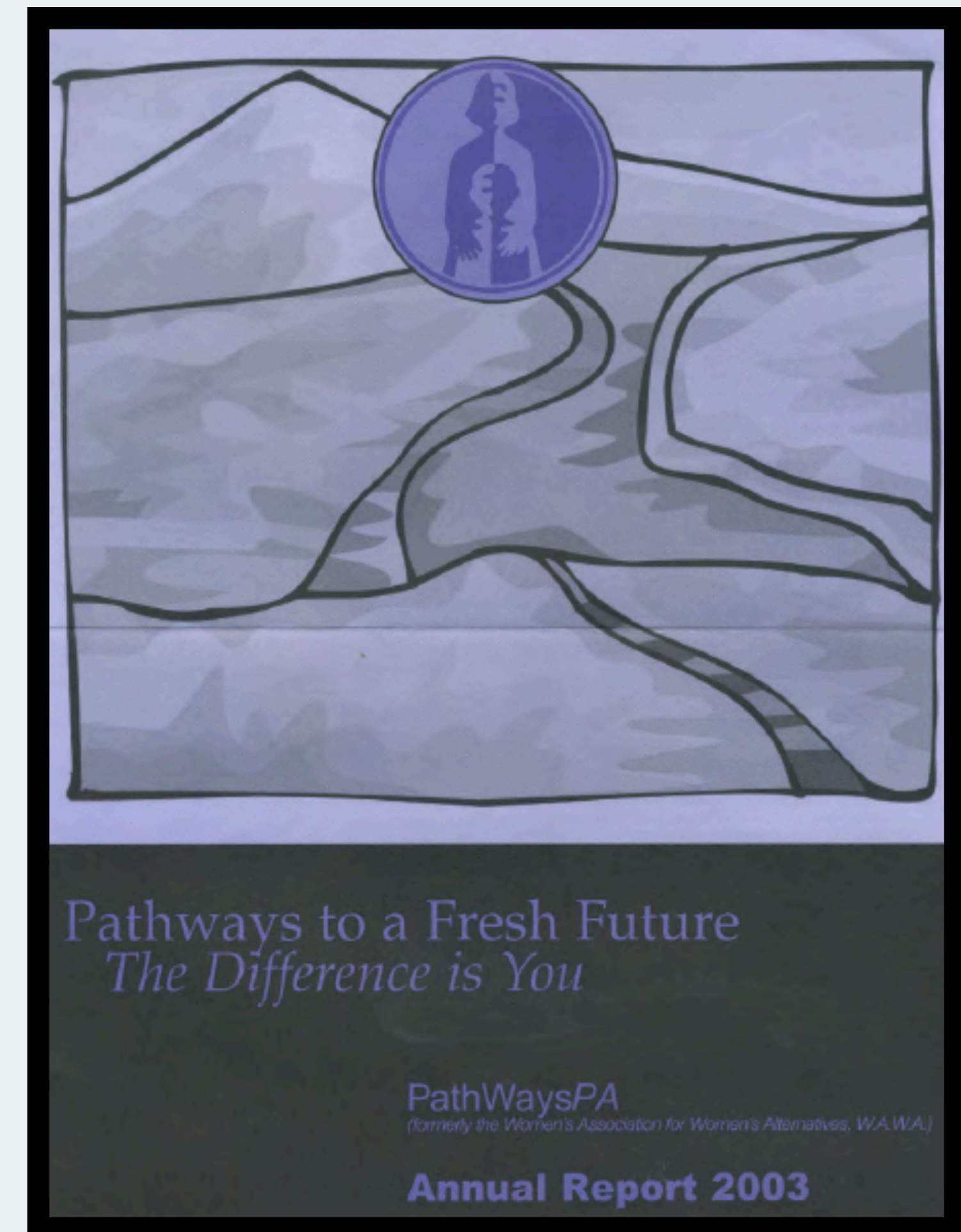
A.A. MILNE

CHAOS

- Few reliable reporting outcomes
- The organization had undergone a name change and rebranding
- I had two weeks to write and design the report

RESULTS

- Put the focus on our supporters - "The Difference is You."
- Featured direct quotes from individual, foundation funders, and even government agencies
- Raised money (without an ask)



Your Logo

Organization Name **Gratitude Report**



20XX

What is a Gratitude Report?



Photo by Eric Muhr on Unsplash

YOUR SUPPORTER



YOUR STORY





You can picture the cheerleader and the football player who became high school sweethearts. She had the pom poms and he had the shoulder pads and the tough guy scowl. Well that was us, but it was so totally not us! The simple truth is that we met and fell in love because we shared the same friends and we were both active and outgoing. She liked my sense of humour—I was no academic all-star. **I liked, well, everything about her.**



Colina was always caring, friendly, active, fun—she lit up every room she was in. She still does, for me. We had 3 beautiful kids—Jordan, Jeremy and Emily. Our kids were into every sport you can imagine: basketball, lacrosse, football, canoeing, hockey, you name it.

And Colina was right into it all, lacing up skates and throwing footballs in the back yard. She also graduated with her Masters degree in Adult Education and worked as a teacher. When my job took us overseas she taught English to local retail and service workers. Our life was busy and joyful.

It still is, but in a different way since dementia joined our family.

Colina and I were living and working overseas and one day she came home from work and her face was ashen, her eyes hollow. "What's wrong, my love?" I asked. She looked me dead in the eyes and said, "I can't write. I can't make letters with my hands. All of a sudden my hands won't work when I try to write on the blackboard." A local doctor told us to go home and get a more detailed assessment.

As a young, healthy, vibrant and energetic woman, we were stunned when she was diagnosed with young onset dementia—she was only 57! After the shock wore off, we put one foot in front of the other and just kept going with our lives. Me and the kids agreed to stay connected with each other about any changes we were seeing, any concerns. The losses were slow but they kept coming. She didn't feel safe at home alone. She stopped cooking.



IMPACT

So I picked up the phone and called the Alzheimer Society of Nova Scotia. I thought maybe there was someone I could talk to, at some point. And I remember this bright voice on the phone said, "Sure, come on in, how's tomorrow?"

It is such a good feeling to reach out for help and have someone see you, pay attention to you and know where you are at. From the very first conversation with the Society, we felt heard. With their help, we learned that while there is so much we cannot control about this illness, we can make plans and adjust as we go, with excellent care and love every step of the way from the Society.



Lots of times, even still, we don't know what to do. But we do know who to ask—and we trust them completely. The stuff that the Society has guided us through we never would have figured out on our own. There's no way of finding your way if you don't know where to look.

In the early days of our journey, as they called it, I remember they laid out everything we might experience—from diagnosis to changes we should expect to financial planning, you know, our wills and estates. At times I felt like we were getting ahead of ourselves, but now I know where to find everything I need and I just don't worry about it anymore. I can't imagine where we would be without the Society.

IMPACT

Dementia in Nova Scotia

940,000 people
live in Nova Scotia

404,000 of those
are 50 years or older

17,000 Nova Scotians live with dementia
That number doesn't take into account the partners in
care, family members and friends who also face the
realities of the disease every day. That number--the
number of people who need the Society's programs,
services and education opportunities--will increase
every year.

People living with dementia attended
**661 hours of programming
designed for them**

Family caregivers attended **6,124 hours
of group education and support**

Through our InfoLine service we provided
**62,932 minutes of one-on-one phone
or in-person support**

Over the last 3 years, we averaged
888 new clients per year

It's not an old person's
disease. Mom was only
57, and is turning
63 this year. It can
affect so many different
people. When you support
the Alzheimer Society
of Nova Scotia, you're
supporting a wide
variety of people,
and growing. Everyone
deserves help. - Emily

LETTER FROM THE ED

Société Alzheimer Society

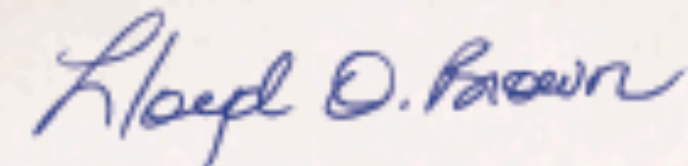
NOVA SCOTIA

You are part of this story. You are part of the story of Colina and David. And you are part of the story of so many families here in Nova Scotia. Thank you for your kind and caring support of the Alzheimer Society.

Every family's journey with dementia is different. And we are here, every single day, to respond to the unique needs of every family, in that moment and for their whole journey.

Thanks to you, we are proud to provide support, care, love and help to the 17,000 Nova Scotians living with dementia and their families. Your support ensures that from the very first call to our InfoLine, through our range of services for people living with dementia and their families, we are here at every stage in their journey. Thank you for your help and compassion.

With gratitude,



Executive Director

lloyd.brown@asns.ca

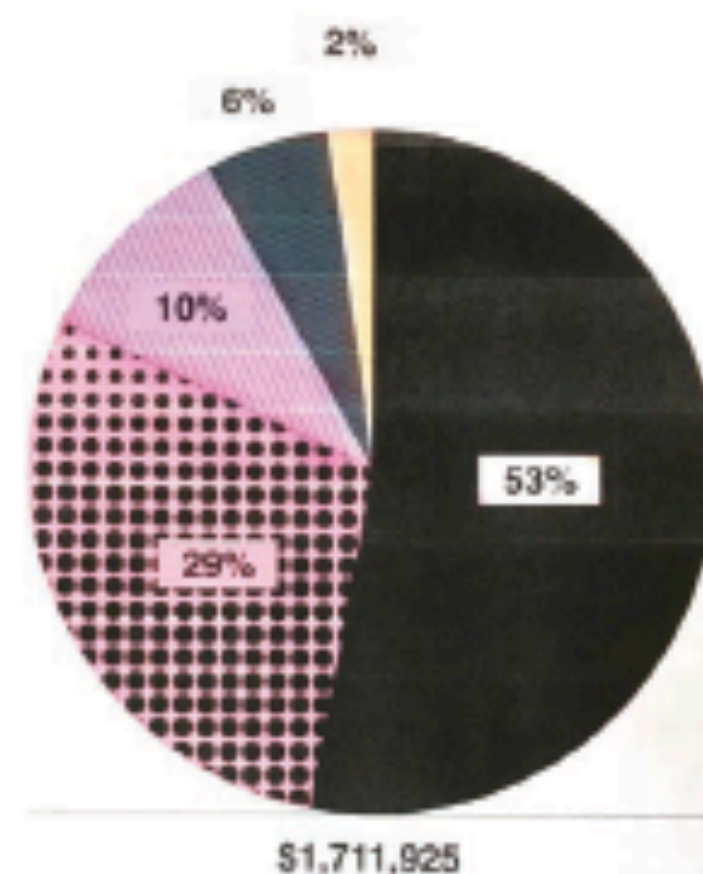
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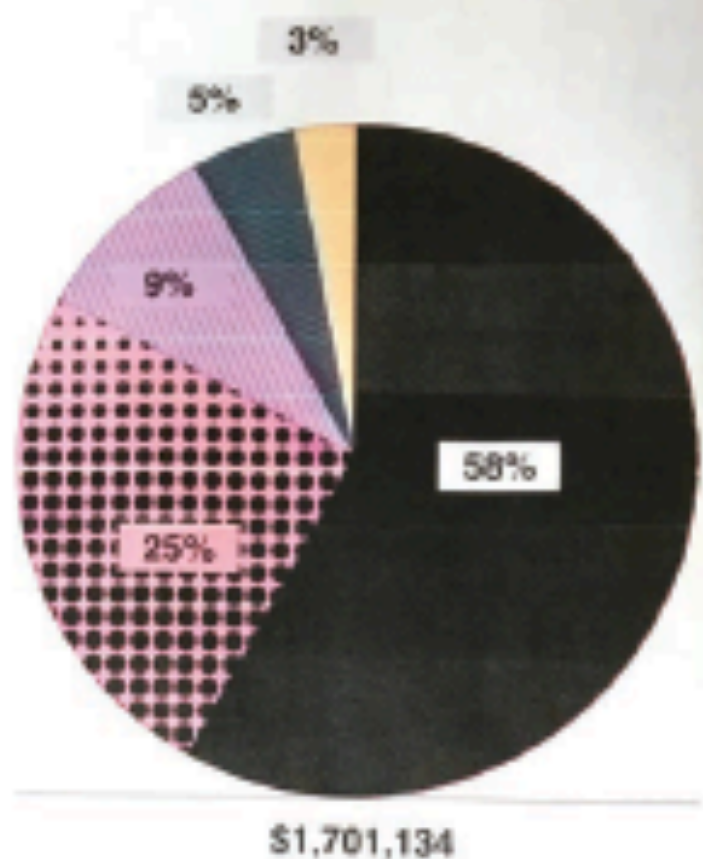
FINANCIALS

REVENUE 2017-2018 Fiscal Actual = \$ 1,711,925



Revenue Development:	\$ 910,250
DoHW Grant:	\$ 502,075
Alzheimer Society of Canada Flowthrough:	\$ 175,378
Programs & Services:	\$ 97,744
Administration:	\$ 26,478

EXPENSES 2017-2018 Fiscal Actual = \$ 1,701,134



Programs & Services:	\$ 985,989
Revenue Development:	\$ 425,669
Administration:	\$ 145,909
Research:	\$ 84,606
Alzheimer Society of Canada Assessment:	\$ 58,961

The annual report donor list is a
stupid waste of time.”

Kivi Leroux Miller
Nonprofit Marketing Guide

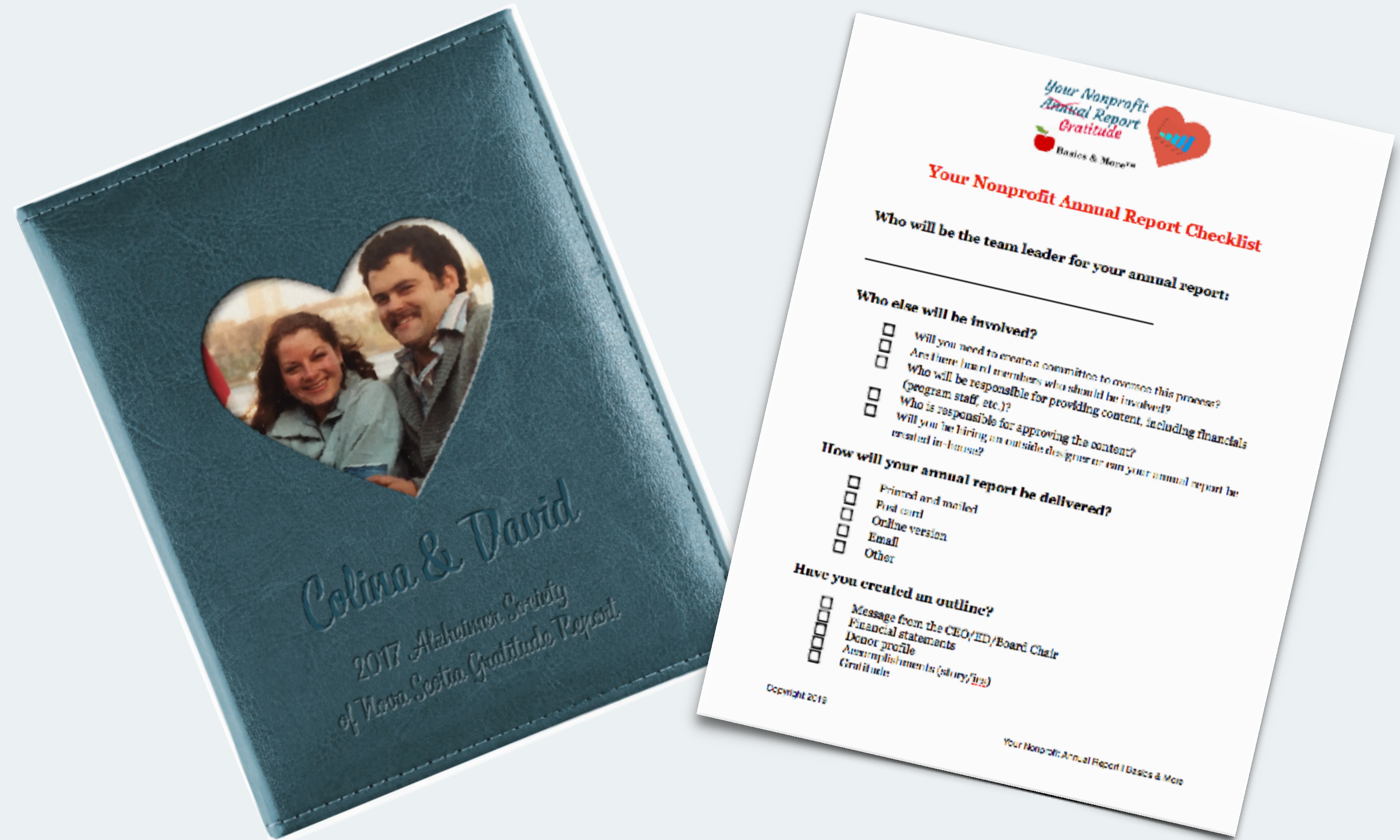
Downloads & Resources

Downloads:

Your Annual Report Checklist
Gratitude Report example

Resources:

<https://www.jangallagher.net/2014/03/radiate-gratitude-annual-reports-4-of-4/>
<https://www.pamelagrow.com/1589/what-are-the-secrets-to-a-terrific-nonprofit-annual-report/>



LOWEST PRICE OF THE YEAR



MOTIVATE MONDAY

*Thank you for
being here.*

MAKE IT A GREAT WEEK!

www.pamelagrow.com