Motivate Monday

Share your wins
Jumpstart your week
Get inspired

Basics & More™
About Me

Nonprofit consultant, trainer and speaker
GoToWebinar support phone number is 1-800-263-6317
Miss a Motivate Monday?

basicsandmorefundraising.com/motivate-monday/webinars/
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.

   "

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

Subscribe to The Grow Report!

Ready to take charge of your fundraising?

Raise more money now! Join over 30,000 nonprofit professionals like you get their weekly dose of no BS fundraising from The Grow Report.

First Name:  

Free weekly trainings, motivation & inspiration for nonprofit professionals

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
Thank you!

bloomerang
What IS a Gratitude Report?

And why should you care?
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

Pathways to a Fresh Future
The Difference is You

PathWaysPA
(formerly the Women's Association for Women's Alternatives, WAWA)

Annual Report 2003
“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)
What is a Gratitude Report?
YOUR SUPPORTER

“Lisa”
YOUR STORY

Colina & David
2017 Alzheimer Society of Nova Scotia Gratitude Report
You can picture the cheerleader and the football player who became high school sweethearts. She had the pom poms and he had the shoulder pad and the tough guy coo-coo. 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, Jessica, 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.
Collins 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.
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.
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
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,

Lloyd D. Brown
Executive Director
lloyd.brown@asns.ca
902-422-7961 ext. 223
112-2719 Gladstone Street
Halifax, NS B3K 4W6
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: $26,470

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: $58,967
The annual report donor list is a stupid waste of time.”

Kiwi Leroux Miller
Nonprofit Marketing Guide
Downloads & Resources

Downloads:
Your Annual Report Checklist
Gratitude Report example

Resources:
https://www.jangallagher.net/2014/03/rad.../4-of-4/
LOWEST PRICE OF THE YEAR
Thank you for being here.

MAKE IT A GREAT WEEK!

www.pamelagrow.com