

Jewels for Nonprofits

Jeweld Legacy Group | Newsletter | November/December 2017

CONNECTING WITH INDIVIDUAL DONORS DURING THE HOLIDAY SEASON



Leaders within organizations across the country have been taught to take advantage of the holiday spirit of generosity. The season of giving begins in early November and ends on or near December 31st. In the nonprofit world, this coincides with yearend tax-deductible donations that can often serve as an incentive for the individual donor.

According to the "[Fear-Free Fundraising](#)", one of the keys to fundraising by connecting with individual donors is being able to tell a human story that resonates in the hearts of the donor. Holly Million states that nonprofit organizations that succeed best at this type of fundraising are the ones that find a way to put a human face on their story.

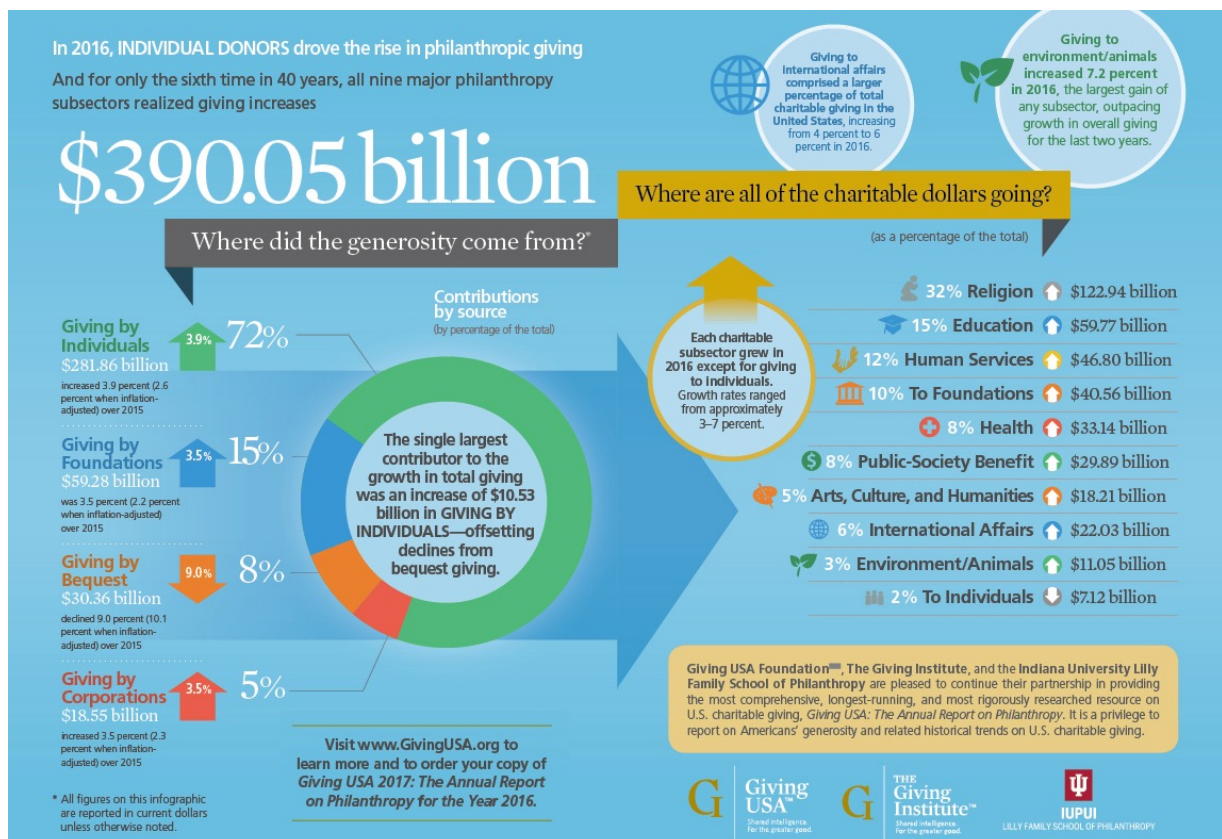
I am not an expert in cultivating individual donors but my experience suggests that it is not always a simple task. Finding a way to tug at the heart of donors that will ultimately lead to a donation is frequently counterintuitive. Regardless designing your organization's fundraising efforts to include a focus on individual donors is a wise well-founded decision. The chart below describes who gave and who received in 2016.

Holiday appeals are one of the many tools utilized by nonprofit organizations to make yearend requests to individual donors. The effective appeal campaign connects the donor to the mission of the organization and details what their financial contribution will do.

Take care,

Carol F. Burton, LMSW

Carol F. Burton



Earlier this month, Jeweld Legacy Intern Dieudonne Brou, gathered stories from a few of our clients to learn more about their current holiday fundraising efforts. Here's what he found...

Does your organization have a funding plan during the holidays?

ALLEN TEMPLE

2018 marks our 2nd Annual Fundraiser for our agency, the Martin Luther King Freedom Breakfast on Monday, January 15, 2018. We had a great event in 2017 and are hoping to have an even larger event in 2018. Additionally, we are striving to get our website together for "Giving Tuesday" as an additional fundraising effort.

OAKLAND PRIVATE INDUSTRY COUNCIL

No, at present we do not.

INSIGHT GARDEN

This year, INSIGHT GARDEN Program (IGP) celebrated 15 years of bringing transformative environmental education programming to people in prison. We launched our 15th Anniversary Campaign last month with a huge celebration with our supporters and the campaign is extending through the end of the year, with a goal of raising \$75,000.

What tips would you offer to newer organizations who would like to develop such a plan?

ALLEN TEMPLE

Look at what other organizations are doing to see if you can learn from what they are doing. Collaborate with other "like-minded" organizations to have broader fundraising strategies.

OAKLAND PRIVATE INDUSTRY COUNCIL

- Use social media and other internet applications to spread the word extensively and efficiently to the greatest number of folks.
- Get started early and carefully develop your graphics presentation because what catches the eye, gets the donor.

INSIGHT GARDEN

Our advice is to leverage the expertise, support, and community that you have to organize your end of year fundraising plan. Most organizations have a core group of dedicated people--whether they are volunteers, board members, past participants, or longtime donors. We recommend that organizations engage these people in helping to reach others!

What information should you include for potential donors?

ALLEN TEMPLE

Include the mission, vision, and strategies for your organization as well as photos, testimonies, and staff stories help tell what the organization is up to.

OAKLAND PRIVATE INDUSTRY COUNCIL

We are an organization with a provable track record of programs that lift up folks who are facing barriers to finding and staying on a career path. We also have programs that focus on veterans, reentry persons, and/or recipients of welfare and other benefits which burden the counties.

INSIGHT GARDEN

We love sharing information on our impact, testimonials from our participants, and details on the difference that every contribution can make for people in our program.

What challenges should be considered when implementing a plan?

ALLEN TEMPLE

Budget to get what you need to be conveyed to your audience, i.e, printing and mailing costs and staff time or consultant time to get it completed.

INSIGHT GARDEN

A core challenge that many end of the year giving campaigns face is lacking a personal touch--for us, we make sure that we reach out to people individually. We write personalized emails, make calls, meet up with people face to face, and ask people for support from a deeply connected and personal place.

Would you share information about how a person can contact and donate to your organization?

ALLEN TEMPLE

Our website is www.atwellness.org

OAKLAND PRIVATE INDUSTRY COUNCIL

The Oakland Private Industry Council can be contacted through:

Gay Plair Cobb, CEO

gpcobb@oaklandpic.org (510) 675-7911

268 Grand Avenue, Oakland, CA 94610

Or through our website www.oaklandpic.org

Donations may be made through check or online at www.oaklandpic.org/donate or through an intermediary agency such as United Way, the San Francisco Foundation, the East Bay Community Foundation or the like.

INSIGHT GARDEN

People can contribute through our website

<http://insightgardenprogram.org/donate/>

With any questions and to find out more about us, please email Executive Director Beth Waitkus at beth@insightgardenprogram.org

Jeweld Legacy Group has unparalleled knowledge of capacity building and leadership training to help clients make better-informed decisions when it comes to program development and their company's growth potential.

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carol@jeweldlegacy.com

www.jeweldlegacy.com