

Jewels for Nonprofits

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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.

Holiday appeals are one of the many tools utilized by nonprofit organizations to make yearend

requests from individual donors. The effective appeal campaign connects the donor to the mission of the organization and details what their financial contribution will do.

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 connect to the heart of donors that will ultimately lead to a donation is frequently counterintuitive. Regardless designing your organization's fundraising efforts to focus primarily on individual donors is a wise well-founded decision. *Giving USA*, publishes a giving report every year which estimates that 70% of charitable giving comes from individuals who increased their giving by \$14.47 billion in 2017. I'm sure even a small percentage of billion-dollar pot would propel your work to the next level.

Take care,
Carol F. Burton, LMSW

Carol F. Burton





There are several resources to help nonprofits prepare for the holiday season. Join this upcoming free virtual conference, [Tips to Rock #GivingTuesday and Year-End Fundraising](#) for a robust discussion on the changing landscape of charitable giving, best practices for taking advantage of the giving season, and practical tips for crushing your fundraising goals.

During this [live-streaming workshop](#), on Tuesday, November 20 at 12 p.m. ET, nonprofits will get the tools they need to optimize their year-end campaigns.

LEARN FROM NONPROFIT FUNDRAISING EXPERTS AND THOUGHT-LEADERS

- **HOW THIS SMALL NONPROFIT ROCKS OUT FUNDRAISING CAMPAIGNS**
Kimberley O'Donnell, Network for Good, and Alison Cook Beatty, Alison Cook Beatty Dance
- **THE STORY OF #GIVINGTUESDAY**
Asha Curran, 92nd St Y
- **HOW TO TAKE ADVANTAGE OF FACEBOOK'S MATCHING THIS #GIVINGTUESDAY**
Kendra Sinclair, Facebook
- **FIVE WEEKS AND COUNTING**
David King, Alexander Haas, Inc.

RSVP for the
[live-streaming workshop](#)
today!

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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