

Master Coaching: Creating A Successful Fall Appeal



Step 1: Web Login

<https://www.readytalk.com>

enter passcode 9492105

Step 2: Dial-In

U.S.: 866.740.1260

Access Code: 9492105

*6 to mute *7 to unmute

**OR You May Use Your Speakers
on your Computer**

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Lori L. Jacobwith



LJacobwith



LJacobwith



- Master storyteller, fundraising trainer & coach
- 25+ years in social profit sector
- Measurable: Since 2001 I've helped organizations raise **\$200 million from individual donors.** And counting.
- Coached and trained more than 3000 boards & staff.

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Master Coaching: Creating A Successful Fall Appeal



- Quickly review best practices!
- Provide feedback & coaching for as many of your appeals and language as possible.
- Share additional resources.

Best Practices



Timing is critical



Best Practices



*Utilize multiple
channels to convey
your message*



Best Practices

Your messenger
is key



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Best Practices



Create an unforgettable
emotional connection



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Best Practices



Keep the action
simple & clear



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Best Practices



Create a sense
of urgency



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Best Practices

Support Us

Literacy is life-changing. Literacy gives pride to the grandmother working toward her GED. It gives hope to the father who can finally help his children with their homework. Literacy gives joy to the third-grader who can now read at grade level. These are just a few examples of how your tax-deductible gift will make a difference:

- **\$48 inspires summertime fun.** Your support can provide two literacy kits filled with books, play dough, art supplies and fun learning games.
- **\$105 trains new literacy leaders.** Your gift can provide three training scholarships for tutors, who each help 10-20 adults each week.
- **\$250 buys dozens of smiles.** Your pledge can keep our preschools stocked with supplies and snacks for a whole month.
- **\$678 changes a life.** Your pledge supports one adult for a full year of literacy classes.
- **\$1,000 inspires a brighter future.** Your donation can give 25 children summer reading help.

Be clear what specific dollar
amounts will do



Best Practices

Three Easy Ways To Give

Because your gift can make the difference between life and death...

- **Via the web:** log on to our secure donations page at [www.ignitedonline.org/DonateNow](#) to make a gift via your credit or debit card.
- **By telephone:** call 877.369.5566 to make a gift via credit or debit card. Please have your card handy for the fastest service.
- **Via the mail:** by using the provided form and envelope, you can be sure that your gift is used for the specific purpose you intended.

God bless you again for all your support!



Make it easy for me to give



Best Practices



Include the thank you process
in your planning



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Have Fun with Thanking



<http://bit.ly/FunOfficeThankYouVideo>



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Have Fun with Thanking



<http://bit.ly/STLFTThankYouVideo>



Best Practices Checklist

- Timing is critical – plan for enough time for all channels of communication.
- Utilize multi-channels to convey your message.
- Your messenger is key.
- Create an unforgettable emotional connection.
- Keep the action simple to follow & clear.
- Create a sense of urgency.
- Be clear what specific dollar amounts will do for real people.
- Make it easy for me to give.
- Include the “thank you process” in your planning.



Let's take a look at YOUR letters



I've got some coaching & feedback on as many of your appeals as we have time for...you sent LOTS for me to review!



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Withism's From Lori

A screenshot of the Lorijacobwith.com website. The header includes the site name "LORIJACOBWITH.com" with the tagline "Where your mission meets its match." and links for "Member Login" and "Recover Password". A navigation bar contains links: "Home", "About Lori", "Membership", "Speaking and Training", "Free Resources", "Store", "Contact", and "Blog". The main content area is titled "Withisms from Lori" with the subtitle "Boldness, clarity and wisdom for fundraising professionals making a difference." and the date "Wednesday, October 09, 2013". The featured blog post is titled "To Guide & Inspire You: A Round-Up of Year-End Appeal Advice and Tips", which is circled in red. Below the title is a short excerpt: "I know the year-end appeal letter is a major part of your fundraising. I also know a lot of people are searching for guidance and inspiration when it comes to writing this important letter, which is why I've got two things for you this week." To the right of the excerpt is a "Subscribe to Withism's" button and a "Subscribe" button. Below the excerpt is a "Tweet" button with the number "11". At the bottom right, there is a link to "Subscribe to Withisms via RSS".



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Ignited Online Fundraising Community
Webinar: Master Coaching: Creating A
Successful Fall Appeal

Withisms from Lori
Boldness, clarity and wisdom for fundraising professionals making a difference.
Wednesday, September 18, 2013

How to REALLY Write an Annual Fundraising Appeal Letter

It's time to stop procrastinating and actually make a plan for your fall fundraising appeal. Tom Ahern and the folks at Bloomerang, (whom I think are brilliant!), have a **totally cool infographic for you**. Here's just a small portion of this amazing tool!

Know your
Single **M**ost **I**mportant **T**hing

"Focus on the SMIT (single most important thing) you want to tell someone, right now. Ideally focused on a story about an individual."
- Jonathon Graspas

✓ Your Letter Checklist

- ☐ Is the letter a **conversation** or a **brochure**?
- ☐ Is the opening sentence **short**?
- ☐ Is it **personal** ("you" and "I")?
- ☐ Have I said **why** I'm here? ("I'm writing to you today because...")
- ☐ Does it make a **promise**?

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Staying Connected

Weekly BLOG:
WITHISM'S FROM LORI:
*Boldness, clarity and wisdom
for fundraising professionals
making a difference*



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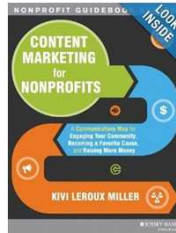
**IMAGINE
WHAT IS
POSSIBLE**

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November: *How to Write Better Email Subject Lines, Social Media Updates, Headlines & More*



Kivi Leroux Miller
Thursday, November 21,
11 AM Central

<http://contentmarketingfor nonprofits.com/>



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*Please share your
feedback in
the short survey*

Thank you!

