

Ignited Online Fundraising Community: Q & A with Lori



Step 1: Dial-In

U.S.: 866.740.1260

Access Code: 9492105

Step 2: Web Login

<https://www.readytalk.com>

enter passcode 9492105

*6 to mute *7 to unmute

December 15, 2011

L o r i J a c o b w i t h
Where your mission
meets its match.

Ignited Online Fundraising Community



Access to nationally recognized experts during monthly webinars who discuss topics relevant to your mission. From donor cultivation & communication to engaging board members, and much more!



Valuable, in-depth knowledge on expanding your board, getting more dollars, and shaping clear messages to share your mission in the comprehensive audio & video library.



To connect with a community of fundraisers in the members-only forum who can help you gain the confidence & finesse to approach and really know your donors.



The latest articles and resource that will show you new tactics and techniques to engage in clear, bold, and crisp communication.

Upcoming Webinars

50 Asks in 50 Weeks

Amy Eisenstein From Tri Point Fundraising
January 19, 2012

The Marketing Savvy Behind Outrageously Successful Auctions

Sherry Truhlar From Red Apple Auctions
February 16, 2011

Sharing Your Funding Gap – Master Coaching with Lori

An excerpt from Lori's Dec. 7 - 3 hour workshop – Lori will take you through the exercise of creating a funding gap message. Things we'll cover: What is a funding gap? Why share it?
March 15, 2012

More 2012 Webinars listed on Lori's website!

3

What we'll cover today



Question #1

With a direct mail list for new donors, how many times should you use the same list?



Over what period of time?

Any good articles on this?

Resources

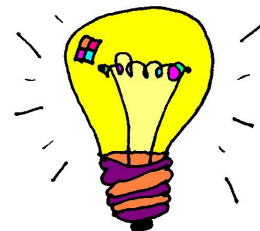
www.TheDirectMailMan.com Blog & enews

Revolution in the Mail Box, Jossey-Bass 2004

Also [By Mal Warwick](#)

Questions on Direct Mail answered [By Mal Warwick](#)

<http://www.malwarwick.com/mals-corner/askmal/lists-data-software.html>



Question #2

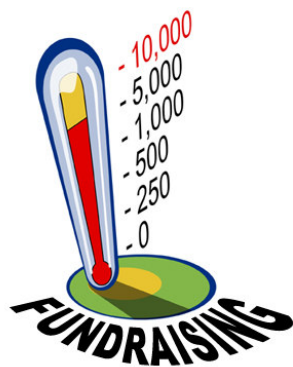
After The Art of Asking seminar I told my supervisor about the “funding gap” & how to engage folks to help close it.

She feels there is a strong difference between social service asking and environmental protection asking.

Examples of successful techniques that worked to close a funding gap and save an environmental program?



Art of Asking



Funding Gap:

What you project in expenses versus what you receive from government, fees for service, United Way and other known sources.

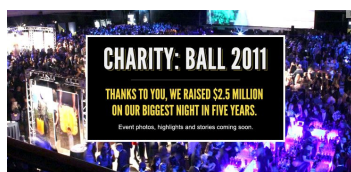
Other Gap Messages



Resources

Top 12 Environmental Organizations Who Use Their Donations Well By Fundraising Insight

<http://www.fundraiserinsight.org/articles/environmentalfundraising.html>



WE HIT OUR GOAL!
1.2 Million raised (and counting) for September Campaign.
[learn more >](#)



AS FEW AS 3,200 TIGERS LEFT

A hundred years ago there were 100,000 tigers in the wild. Today there are as few as 3,200. Why are tigers disappearing?

ILLEGAL TRADE
Pushing to keep tigers in the wild, the tiger trade is a major threat to their survival.

DEFORESTATION
As more and more forests are cleared for palm oil and other crops, tigers lose their homes.

DONATE NOW!
[www.savetigers.org](#)

Save Tigers Now is a global campaign by World Wildlife Fund and Leonardo DiCaprio. Our goal is to build political, financial and public support to double the number of wild tigers by 2022, the next Year of the Tiger.

Question #2a

Our program has garnered a lot of national recognition. We're concerned that we look too successful and don't need financial support.



Any suggestions on how we can communicate success and need?

Resources

Top 25 Most Successful Nonprofit Organizations in the World

By Nonprofit Management Masters

<http://www.mastersinnonprofitmanagement.com/top-25-most-successful-non-profit-organizations-in-the-world.html>



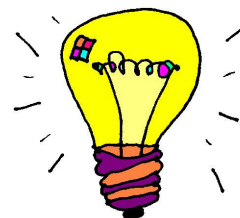
**BOYS & GIRLS CLUBS
OF AMERICA**

Question #3

Do you have any articles that talk about retention rates for donors that give monthly vs. yearly to an organization?



Resources



Hidden Gold By Harvey McKinnon

http://harveymckinnon.com/resources/books#Hidden_Gold

Successful Monthly Giving Programs: Exclusive Interview with Jo Sullivan On Lisa Sargent's website

http://www.lisasargent.com/free_resources/monthly-giving-programs-with-Jo-Sullivan.htm

Successful Monthly Giving Programs: Exclusive Interview with Ken Burnett On Lisa Sargent's website

http://www.lisasargent.com/free_resources/monthly-giving-programs-with-Ken-Burnett.htm

Reducing Donor Attrition with a Monthly Giving Program

From Donor Perfect Nonprofit Technology & Fundraising Blogs

<http://www.donorperfect.com/nonprofit-technology-blog/2008/07/reducing-donor-attrition-with-a-monthly-giving-programs/>

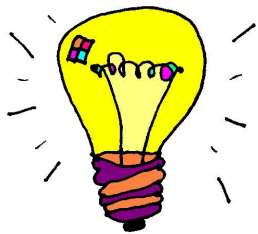
Question #4

Do you have any tips on creating meeting opportunities when donors of capacity are not particularly interested in building the relationship?



Suggestions

- Identify the very “right” person to thank them and/or invite them to *something*
- Identify the “gate keeper” and get *them* involved
- Each time someone on your team speaks with someone from that company or that person, learn something new about THEM
- Honor their request



Ignited Online Fundraising Community

The screenshot shows the website for LORI JACOBWITH .com, which has the tagline "Where your mission meets its match." The navigation bar includes links for Home, About Lori, Membership, Speaking and Training, Free Resources, Contact, and a Blog button. The main content area is titled "Q & A Forum" and includes a welcome message, a description of the forum's purpose, and a table of recent topics. A sidebar on the left lists various resources for members, and a bottom section promotes upcoming events and social media links.

LORI JACOBWITH .com
Where your mission meets its match. [Logout](#) [Change Password](#)

[Home](#) [About Lori](#) [Membership](#) [Speaking and Training](#) [Free Resources](#) [Contact](#) [Blog](#)

Members Only

- Welcome
- Form & Article Downloads
- Audio & Webinar Downloads
- Submit a Document to Share with Members
- Member Submitted Resources
- Q & A Forum**
- Upcoming Events
- Lori On Twitter
- Lori's Blog

Q & A Forum

Here's the place you can ask your questions, brag about accomplishments, or simply learn from what others have asked or shared. Visit this area often – I prefer to answer your great questions here rather than via email that way others can share in the learning.

[New Topic](#)

Topic Name	Replies	Views	Last Post
dilemma of appearing too successful	1	0	14-Dec-2011 Lynnea
December 15 - Webinar Question	4	12	13-Dec-2011 Sarah
Is a thermometer appropriate at this event?	1	4	31-Oct-2011 Lori Jacobwith

[New Topic](#)

Have a question?
Find an answer or ask the online community in the Member Forum.

Would you like to host?

**I'm looking for an event location for St. Paul, MN for Q1 2012
(and other cities!)**

Host facility must hold at least 40 guests, easy parking, have an LCD projector. Your organization may send up to 3 guests at no charge to one or both sessions.

Sustainable Fundraising Strategies II

March 2012
9 am to Noon

Storytelling: Sharing Your Mission So People Listen

March 2012
1 to 4 pm

Ignited Online Fundraising Community: *Unleashing Your Inner Asker*



***Almost finished!
Please give your
feedback on the survey
that will show up on
your screen next.
Thank you!***

