

Master Coaching: What to Do After They Give



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**



Ignited Fundraising Community

Monthly Webinars



Discuss topics relevant to your mission with nationally recognized experts. From donor cultivation & communication to engaging board members, and much more!

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Audio & Video Archive



Get access to valuable, in-depth knowledge on expanding your board, getting more dollars, and shaping clear messages to share your mission.

Strong Community



Connect with a community of like-minded nonprofit leaders & fundraisers who can help you gain the confidence & finesse to approach and really know your donors.

Resource Library



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



Part II of: 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.



Today Let's Talk About...



- Is your appeal mailed? AND supported by other methods of communication?
- Did everyone you sent to make a gift? If not, what can you still do.
- How are you thanking?
- What's your next contact?



What Would You Like Your Donors To Do After They Give?



Is Your Appeal Out The Door?

How many did you send to?



Is Your Appeal Out The Door?

What communication methods
did you use?

- Letter
- Email
- Phone solicitation
- Social media asks



What's Your Response Rate



...so far?



3 Questions Donors Ask When They Make a Gift

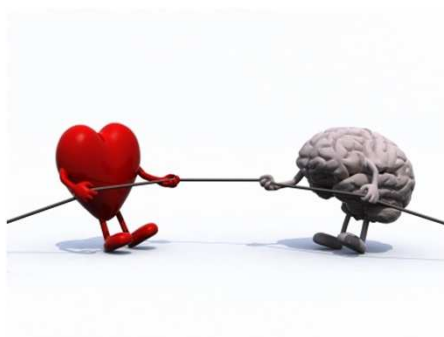
1. Did you get my gift?
2. Are you thankful for my gift?
3. Are you going to use my gift in the way you said you were going to use it?



Source: Future Fundraising Now,
Podcast: 5 Reasons Donors Leave.



What Else Are You Doing Before Year-end?



Master Coaching Year-End Q & A: What to do
After They Give - Ignited Fundraising
Community

charity: water

THIS HOLIDAY SEASON, THE BEST GIFT
YOU CAN GIVE
IS WRAPPED IN CONCRETE
FILLED WITH SAND
AND RUNS ON BACTERIA

BIOSAND FILTERS ARE CHANGING LIVES

In Cambodia, a single BioSand Filter can provide clean water to an entire family for a decade. They're easy to build, quick to install and only cost \$65.

We want to bring them to more than 15,000 families in Cambodia this holiday season. But we can't do it without you. Help us by [starting your own fundraising campaign](#) right now.

START A CAMPAIGN

The last chance to start a campaign for Cambodia is Monday, December 9th. Go for it!

Received December 6, 2013 from Charity Water

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Where your mission meets its match.

Received December 15, 2013

charity: water

news & updates

When we say "water changes everything", we really mean everything. Give someone clean water this holiday season, and [see how it impacts every aspect of life.](#)

GIVE CLEAN WATER

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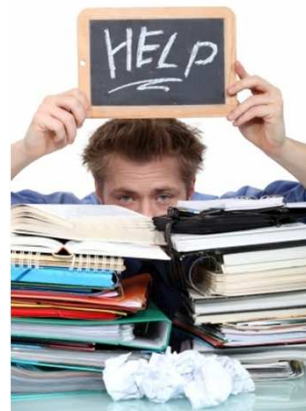
Master Coaching Year-End Q & A: What to do
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The screenshot shows the Bridges of Hope website. At the top, there's a header with the organization's name, contact information (Human Services: 218.825.7682, Toll-Free: 888.750.7682, info@bridgesofhopemn.org, PO Box 742, Brainerd, MN 56401), and a 'GOODS' logo. A navigation bar includes links like HOME, ABOUT US, GET HELP, VOLUNTEER, COMMON GOODS, RESOURCES, DONATE, CALENDAR, and CONTACT US. The main content area features a 'BUILDING BRIDGES FALL CAMPAIGN' progress bar showing a goal of \$60,000 with a 'DONATE NOW' button. Below this is a large '60K IN 60 DAYS' graphic. To the right, a sidebar shows a 'HELP US BUILD BRIDGES' section with a progress bar at \$40,646 and a 'DONATE NOW' button. Another sidebar section titled 'Fall Campaign: 60K in 60 Days' explains the goal and provides donation options (\$10, \$25, \$150, \$300, or a custom amount). The footer includes the website URL www.bridgesofhopemn.org and a 'Make a gift now.' link.

5 Most Disengaging Fundraising Words

*“Help us with
our goal.”*

True fact: *No one cares about your goal
but you. Think: What's in it for the
DONOR to make a gift?*



How Are You Thanking?



Authentic Thanking



Jingle Books, Jingle Books,
Jingle all the way!
Reading is the gift you gave
To light this holiday!

Thank you from the bottom of our boots!

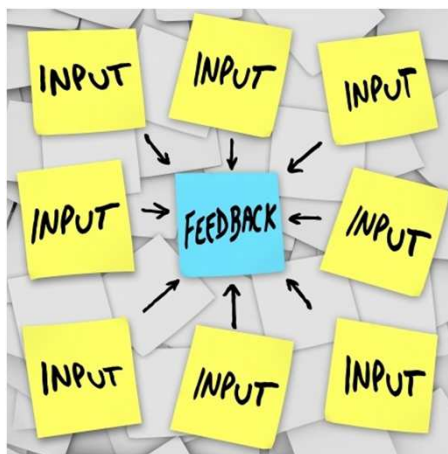
Dear Lori -
Thank you!! Thank you!! for
your continued support of our
Library you have made
Happy Holidays
w/ the SHINING STAR that we
love!!
Much Love -
Rogee B -



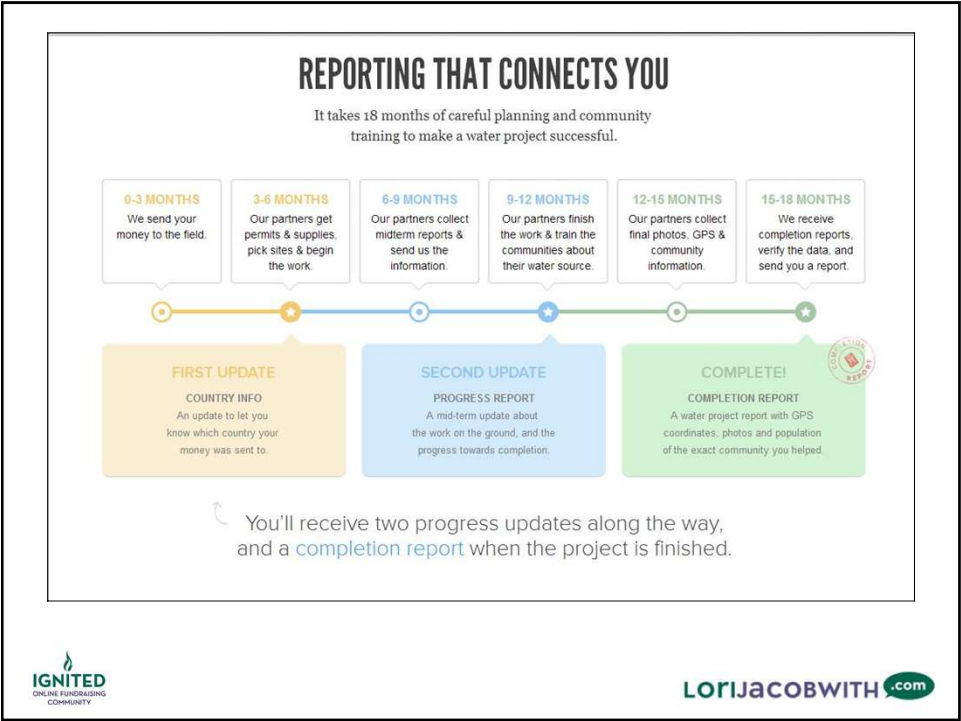
What Is Your NEXT Contact?



Regular Feedback & Reinforcement



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Your STORYTELLING STORE & RESOURCE CONNECTION

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Main Product Category

Home



Master Coaching Webinar Series
January & February 2014:
How Your Fall Appeal Really Delivered.
Part 1 & 2

Thursday, January 16
& Thursday, February 20, 2014
11:00 a.m. (Central Time)

Master Coaching Webinar Series January & February 2014

\$71.00

In part 1 of this webinar two-part series, we'll take a look at the mailed appeals I received from organizations like yours from Oct. 1 - Dec. 31, 2013. Part two of this webinar series, we'll build on what we learned last month when we reviewed all the m

Quantity

[Add to Cart](#)

Product Description

How Your Fall 2013 Appeal REALLY Delivered
Part 1: A Frank Discussion of What Was Opened at My House
Part 2: Making 2014 Even Better



**Fundraising
Boot Camp**

jump-start your fundraising



Imagine What's Possible Fundraising Boot Camp

Lori's Boot Camp class will teach your team how to not just meet your goals, but exceed them! With new ideas, templates, samples & discussion you'll get past the "maze" of how to grow your individual donor fundraising. Next Boot Camp class starts January 15, 2014! **See what Angie Miller, Executive Director of Community Action Duluth, had to say about participating in Boot Camp!**

"Boot Camp was a great experience . . . Learning how to message our story so there is not hesitancy about making an ask is an invaluable tool. We truly did not 'Imagine What's Possible' until we went through this course."

[Download the Boot Camp Brochure](#)

[Apply for Q1 2014 Boot Camp](#)



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Final Thoughts

Share:

One thing **you will do**
before year-end?



More Resources

IMAGINE
What's Possible

STEP-BY-STEP STORYTELLING SYSTEM



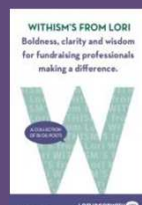
Weekly BLOG:
WITHISM'S FROM LORI:
*Boldness, clarity and wisdom
for fundraising professionals
making a difference*



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*Take the short
survey and have a
great day!*

Thank you!!

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