

Empowering libraries. Empowering communities.

# 8 Tips for Your Annual Appeal

A LUNCH AND LEARN WORKSHOP/ OCTOBER 9, 2024

# Let's Introduce ourselves

Your presenters today are:

- Pat Brigham, Director of Development, Westchester Library System
- Hayden Golden, Client Services, Whittier & Associates
- Let's hear from you!
  - Tell us who you are, your library and one adjective that describes your library

# Tip #1 START WITH INTENTION

### WHAT IS THE WHY?

- TO ENGAGE AUDIENCES
- CULTIVATE NEW DONORS, RENEW PAST/ LAPSED DONORS AND GAIN RECURRING GIFTS
- SECURE UNRESTRICTED SUPPORT
- FUND A PARTICULAR PROGRAM OR ACTIVITY

# TIP # 2 THE STRATEGY – PLAN AND DOCUMENT

- CLEARLY ARTICULATE THE PURPOSE OF YOUR APPEAL
- WHAT ARE YOUR GOALS AND METRICS FOR SUCCESS
- WHAT IS THE THEME OF THE APPEAL? WILL IT BE THROUGH MULTIPLE CHANNELS?
- WHO WILL BE INVOLVED; WRITING/ APPROVAL
- ARE THERE MULTIPLE AUDIENCES? A DIFFERENT APPEAL FOR EACH?
- HOW ARE YOUR ACKNOWLEDGING GIFTS, WHO IS RESPONSIBLE FOR GIFT TRACKING?

Channel	Audience	Metric for Success/KPI	Variation
Direct Mail	<\$50 donors, sustainers, tribute donors	\$10,000	Versions for sustainers
Email	<\$50 donors, sustainers, tribute donors	\$2,000	Versions for sustainers
Facebook	Prospects, donors, volunteers, lookalike audiences	\$500	

# TIP # 3 YOUR COMMUNICATION COUNTS

## HAVE A CONSISTENT MESSAGE

- YOUR AUDIECE SHOULD KNOW WHAT YOU ARE TELLING THEM AND WHAT YOU WANT THEM TO DO CALL TO ACTION!
- KEEP YOUR BRANDING CONSISTENT!
  - LOGOS, COLORS, AND FONTS MATTER

# TIP # 4 EMOTION, EMPATHY, AND STORIES

### CRAFT COMPELLING COMMUNICATIONS

- SEPARATE MESSAGES TO TARGET AUDIENCE AND/OR CHANNELS
- WILL YOU SEND A NEW FOLLOW-UP MESSAGE TO NON-RESPONSIVES?
  - PREPARE FOLLOW UP-LETTERS AS REMINDERS (YOU WILL NEED A GOOD SYSTEM IN PLACE TO TRACK)
- COMMUNICATION "TONE" SHOULD BE FAMILIAR YOU ARE COMMUNICATING WITH A FRIEND!
- PERSONALIZE IN UNEXPECTED PLACES & AVOID THE 'DEAR FRIEND"
- MAKE SURE YOUR CALL TO ACTION IS CLEAR AND PROMINENT!
  - OFFER MULTIPLE WAYS TO RESPOND: QR CODE/ MAILER/ ONLINE LINK

# TIP # 5CAMPAIGN INGREDIENTS

### • THINK ABOUT THIS WHEN PLANNING!

- WHAT ARE SOME COMPELLING STORIES THAT SHOW IMPACT NOT JUST TESTAMONIALS
- WHO WILL YOUR APPEAL LETTER BE FROM?
  - HONORARY CHAIR, BOARD PRESIDENT, DIRECTOR?
- DECIDE ON FREQUENCY
  - HOW MANY ROUNDS OF LETTERS,
  - WHAT IS THE LENGTH OF THE CAMPAIGN A MONTH? 8 WEEKS? UNTIL GOALS ARE MET?
- HAVE YOUR ACKNOWLEDGE PLAN IN PLACE
  - HOW WILL YOU TRACK DONATIONS AND DONORS

# TIP # 6DO ONE NEW THING

- ADD SOCIAL TO THE MIX
- DO A SEPARATE EMAIL
- HAVE AN ONLINE GRAPHIC TO TRACK SUCCESS AND POST ON SOCIAL
- TEST SOMETHING (SUBJECT LINES A/B; SEGMENTED LETTERS

# TIP # 7INCLUDE A PREMIUM

- IT DOESEN'T NEED TO BE FANCY! (OR COST TOO MUCH MONEY)
  - o A DECAL WITH YOUR LIBRARY LOGO
  - A BOOKMARK WITH LIBRARY HOURS / RESOURCES
  - A FLYER WITH LIBRARY RESOURCES OR UPCOMING EVENTS

# TIP # 8CELEBRATE SUCCESS

- THANK YOUR DONORS MORE THAN ONCE AND PUBLICALLY (with permission)
- SHARE CAMPAIGN SUCCESS AND THE IMPACT THAT SUCCESS HAS ON THE LIBRARY
  - DO A PRESS ANNOUNCEMENT, AN EDITORIAL, POST SUCCESS ANECDOTES
- KEEP YOUR DONORS ENGAGED THROUGHOUT THE YEAR SHOW THEM HOW THEY HAVE MADE A DIFFERENCE

11

Here are some samples of appeals (from Hayden Golden)



**YES,** I want to guarantee Blythedale's lifesaving post-NICU care is always available to babies and families in need.

Gloal: \$320,000 First \$25000 doubled to go twice as far! My Best Gift \$\_\_\_\_\_ Make this a monthly gift.

$\Box$ Please charge my:	□ AmEx	□ Visa	□ MC	Discover
Name on Card				
Card #				
Exp. Date	/	CW	Code	
Signature				
Telephone				
Email				

To give online, visit www.blythedale.org/holiday In Honor/Memory of gifts: See other side



### Inspiring PossAbilities, Impacting Lives

#### Dear Abilities First Foundation Supporter,

We are sending our sincere gratitude for your support and partnership throughout 2023. Together, we have accomplished incredible things!

Our students have grown closer to achieving a life beyond school with independence and meaningful experiences. Adults continue to strive for lives of self-determination and fulfillment. Our professional team of over 600 dedicated caring staff members are guiding them daily. We continue to ask you to join us in our ongoing efforts to make this community and this world a better, more empowering place for people facing developmental challenges. The PossAbilities are endless!

Our mission has only been possible thanks to a network of families, friends, and donors who support Abilities. First, believe in its community, and generously support its future.

OUR IMPACT

.400

Individuals with Intellectual &

Nevelopmental Disabilities are

erved every day at Abilities First.

By making your contribution now, The Foundation for Abilities First will be able to begin 2024 with funds in hand to confidently provide funding for educational programs and adult services in need. With your gift, together we can provide opportunities to grow and gain skills that inspire them to lead fulfilling lives at school, with their families, in the wider community, and beyond.

No matter how you choose to give, our entire community is grateful for what you make possible for over 1,400 individuals and those who guide and educate them.

Thank you, and we wish you a Happy and Healthy New Year!

**Joshua Mackey** Board Chair, FAFNY Board

Dr. Jeffery Fox JoAnn Parker, CFRE President & CEO Director of Development AFI & FAFNY FAFNY.

#### YES! I'd like to provide POSSABILITIES at Abilities First with my gift of:

GIFT AMOUNT \$	
Friend of Abilities First \$500-\$999	Mission Society \$5,000 - \$9,999
Little Red School House \$1,000-\$2,499	Guardian Circle \$10,000-\$24,99
Founders Circle \$2,500-\$4,999	Chairperson's Circle +\$25,000

#### DONOR INFORMATION

Name				_
Address	City	State	Zip	
Phone	Email			_

Please complete payment information on the reverse side and mail to the address listed.

### How Does Your Gift Impact Our Community?

# **Donations to FAFNY**

Supporting Programs

Gifts are essential to our

programs and have

allowed us to provide

through field trips,

gardening, and

celebrations.

70

**IPADS** 

6 Counties throughout the Hudson Valley

OUNDATION FOR ABILITIES FIRST NY

BOARD OF DIRECTORS

Peter Seturo, Vice-Chair

Anthony Morando, Secretary Carla Alfieri

**Onistopher Gibert** 

Renne MacDonald

25

School

Districts

meaningful experience

Annual Fund \$235,000 **Generous Contributions** 

90% Of every dollar goes directly to underfunded programs.

#### **Educational Funding**

Students benefited from your giving this year by replacing outdated or damaged interactive social play activity centers. classroom material, and sensory equipment. Classrooms were transformed into new spaces with furniture to create a welcoming atmosphere. Staff requests funding for the needs of new incoming students were quickly procured because of your contributions!

In June 2023, Abilities

Graduation celebrations

because you gave a gift

First graduated NI2

Preschool & 5 High

School students.

are 100% funded



individuals from our Community annually. Connection benefited from your giving with funding to attend local community

events, recreational activities, group outings, and celebrations.



**Technology Requests** Your giving makes academic lessons and communication accessible to our community 20 through technology in our classrooms and adult programs. SMARTBOARDS

#### Check enclosed payable to the Foundation for Abilities First NV

To Pay by Credit Card: 📋 VISA	
Name On Card	
Number	
Exp. Date	Security Code
Authorized Signature	
In Memory Of	In Honor Of
I prefer my gift to stay anonymous.	Please make my gift a monthly recurring gift.
Contact me with more ways to support Abilities First.	Include me on the monthly Abilities First newsletter and event updates.











lities/irstny.org/donate, scan the QR code above.

e tear this form and mail to: ridation for Abilities First rers Corners Road, Suite 202 ppingers Falls; NY 12590



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Hands provide meals and gifts to over 250 families annually.

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**Technology Requests** Your giving makes academic lessons and communication accessible to our community 20 through technology in our classrooms and adult programs.

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Name On Card	
Number	
Exp. Date	_ Security Code
Authorized Signature	
In Memory Of	In Honor Of
I prefer my gift to stay anonymous.	Please make my gift a monthly recurring gift.
Contact me with more ways to support Abilities First.	











alities/irstny.org/donate, scan the QR code above.

ie lear this form and mail to lyers Comers Road, Suite 202 appingers Falls; NY 12590



Mather's Day in the perfect time to honor the special women in your life and your homobound iddnly neighbors. Thanks to an anonymous down, your contribution to Citymeats on Wheels will be matched dollar for dollar through May 12th to deliver twice as many meals.

Dear Friend.

April 4, 2019

end.

We all have an incredible woman in our lives, don't we? Someone who teaches us profound instone, cares for us in our darkest moments and loves unconditionally.

I was firstanzie to grew up surrounded by amazing women, including my grandmothers, auto — and my enom. Mild-manned and fireculty beilland, then an early age she taught me to never give up on what I bulewe, no matter how difficult it may neen.

As Mother's Day approaches, my thoughts turn to the more than 18,000 fmail agod New Yorkers that Chynnada sourshes every yviz. Their composition, independence and windows have influenced on musty ... werman like 101 year-old Sousphane.

I hope you will take a moment to share a few heartfelt words on the enclosed for Mother's Day and send it back — along with your generous donation.

Your note will remaind your isolated older neighbors they are not forgetten. Best of all, every dollar you give will be doubled to deliver twice as many neurishing mesh.

Born before Prohibition, Josephine lived a hardscrabble childhood in rural Florida. Just seven years old, her mother died suddenly and she was taken in by her genedinother, a warm-bearted but stort women who installoal in Josephine a tetreless work after.

Still a child herself. Josephine took odd jobs cleaning homes and cating for the children of local families. "I was ranger to work," she recalls with a sense of pride.

Josephine loved earing for children, but abe eraved life in the big eity, a place full of manic and vibrant people. Al 15, she accard a job as a live-in namy for a wealthy family in Yorkers and made her way to New York Cay.

After Josephine tucked the children into bed, she would listen to a Cab Calleway record on har small grancephone and dream of dateing in the city's trondy nightclabs.

Anophine eventually settled in Harlon while continuing to work as a namey. Even in her thirties, children chored "M grawy?" while hugging her legs affectionately.

355 Lealington Avanue, New York, NY 10017 + 212-687-1234 + www.citymeals.org





# MOTHER'S DAY 00:00:00:00

### MATCH EXTENDED THROUGH May 17th!

Mother's Day can be especially actualing for your homebound allwhy neightors, help extend a lifetim of nourshing meals and comforing overpanismaking to browanist of mothers and prantmothers. Thanks to our Mothers Catt Matth, gifts through May 17th will go toxics as far. Remind your oblody neightors — they have a New York community also cases.

	Stretch your gift	is surely
ECT YOUR GIFT:		
PE FAX	Married.	)
\$512 16 EMERGENCY FOOD	PACKAGES	
\$320		

FOR 4 PEOPLE



Your gift to Citymeals doubles through May 9th.

#### DOUBLE YOUR GIFT

#### Dear Sarky,

With Mother's Day on the exp; firs reminded of the unconditional lowe and generosity of the mothers I know. But I also remember the homebound elderly we serve who have no one to share the special day with — people like 77 year-old Ciretty.

Today, Gretty has none than her share of health problems. In her shift pocket, she keeps a piece of paper listing all her health issues in case she has to go to the hospital. "The list goes on," she says with example this had five heat stacks over the years. Meanwhile, six somers in her spine deliver unbearable pain, leaving her weak and exhaulted even day.

Griefly represents just one of the meetry 20,000 that aged New Yorkers who rely on Chymeiais. That's why Chin beyon to share some good news. When you make a offly bedry, it will be matched dollar, for dollar thanks to Valeria Kort Kentler,

#### Mother's Day Match

For Gretty, there is no family reunion. Show her twice the compassion today.

DOUBLE YOUR GIFT

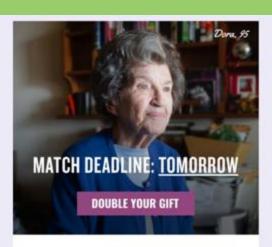
Gratty's circumstances are a stark contrast to her once active life. "Tive always been the type to need to get up and move, that's why I wanted to be a teacher," she explains.

Of course, II wasn't just her desire to stay basy. Gretty knee frathand how learning English had helped her auceed. With her bright smile and doing nature, Oretty shared . her love of language — and its impact on her life — with students for neerly 30 years.

While teaching. Greby met and manifed a charming man from her neighborhood. When she got pregnant, it full like her entire life had been leading up to the joyful task of motherhood.

The happy couple named their son Marco. Tragically, he only lived a her years. Even today Greity struggles to find the words to describe her sorrow.

Elease.make a special Mother's Day officially, Your personally delivers more than a meat — a brings warm human companionship into the hearts and homes of your isolated edderly relightons like Gretty. <u>Your companion for her will no twice an far through Marcitch</u>.



Sarky, tomorrow is Mother's Day' (<u>I's also when our special metch opportunity</u> expires,

For the homebound elderty we serve — like 95-year-old Dora — tomorrow will be a painful reminder that they're spanding this day all alone. <u>Will you take this</u> opportunity to make your compassion up twice as far?

When her beloved partner ded, Dors dung to the idea that her son would always be there for her.

Then came the phone call every mother dreads. Her son, just 36 years cits, had collapsed at sork. Dora relet, struggling to undentiand sky his fits raise cut short. She new even had the thance to bell him? Ture you're writing final time.

For New Yorkers like Dora, your generosity delivers more than a meal — it brings warm human companionable into the hearts and hones of the isolated alderly. And samenber, every dollar you give sell automatically double to remind Dora someone cares twice as much.

So don't wait. Give visor fital aged neighbors the aft of noscishing meals, were burner, consectorship,... and double the love this Mother's Day.



DOUBLE YOUR GIFT



Guardian - \$5,000+

Leann Kent

#### LEGACY PARTNERS

In 2016 we created the Legacy Partners Fund to ensure the viability of the Darien Land Trust in perpetuity. The following individuals have generously included the DLT in their estate plans: Karen Calby **Cynthia Crimmins** Beth and Blair Crump Linda and Craig Ferguson

#### **Ned Goodnow** Linda and Charlie Goodyean Kim and Flip Huffard Terrie and Jay Wood

#### Farm to Table 2022 Sponsors

Thank you to the following corporate donors who generously gave their financial support to make the event an overwhelming success.

**DR Bank Baywater Properties Residence at Selleck's** Woods **Brown Harris Stevens** Compass **BMW of Darien** 

Kara and Bill Bohnsack Luisa and Christiaan Brakman Susan and Peet Foster Meredith and Whitney George Martha and Tom Hayne Kim and Flip Huffard Julie Jones and Dominic Megna Richard and Merrill van den Broek The Wiggins Foundation, Inc. McCartney and Jay Wilkins Preservationist - \$2,500 **Bank of America Employee Giving Campaign** Joan and Ed Barksdale Kevin and Jyotsna Bean Deborah and Mark Blackman **Danielle and Gabriel Lettieri** Brooke McIlvaine Susan and Berk Nowak Dale and John O'Brien Paul and Bambi Rubacha Donald and Susan Wilson Fund of the Princeton Area **Community Foundation** Conservator - \$1,000 Murat Akoun and Kaysie Uniacke Lois and Bob Baylis Laurie and Brian Bessey Alex Barth and Tyler Blackwell Janet and Michael Cling Beth and Blair Crump Heather and Chris Curran Mary Ann and Sam Davies Marjorie and Ian Duncan Mardi and David Durkin Samuel Fuller Susan and Joe Garofoli Penny and Edward F. Glassmeyer Edward B. Goodnow **Hattenretter Family Fund** Mike and Donni Halvorson

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PLEASE JOIN US



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**Darien Land Trust** P.O. Box 1074 Darien, CT 06820 203-655-4148 darienlandtrust.org Letter from the President

SUNDAY, NOVEMBER 19 • 3 PM

Wee Burn Country Club. Reception to follow.



Where you live is one of the most significant components of overall health outcomes and life expectancy\*

\*National Community Reinvestment Coalition

Whether you live, work, or play in Darien you benefit from land conservation in our community. Land conservation builds healthier, happier communities. By protecting land, essential and finite resources are guaranteed for generations to come. These resources benefit the entire community, by providing carbon reabsorption, habitat protection, shoreline restoration, refuge for wildlife and pollinators, and opportunities for all to enjoy the benefits of nature.

It takes financial investment to protect and preserve our land and waterways. Our natural spaces are under constant attack from invasive plant species, development, pesticide usage and natural disasters. The DLT's ongoing mission is to permanently preserve, protect and expand our 225 acres of land and waterways in Darien, FOREVER.

This past year we enjoyed partnering with organizations to raise conservation awareness and engage communities of all ages with nature on our public access properties. We participated in Darien Nature Center's, Spring into Nature Festival and partnered with Friends of Selleck's Woods and the Town to host Adventure Day at Dunlap and Selleck's Woods. In the spring and fall we offered the Walk Your Land Trust series in partnership with neighboring land trusts. And thank you to all who attended our signature Farm to Table Dinner!

I am honored to serve as DLT's President and excited to further our mission of land conservation. We are currently undertaking a strategic review process to ensure the long-term health and effectiveness of the DLT so that we can continue to protect natural resources and provide life enhancing benefits for our community.

Join your neighbor, the Darien Land Trust, in becoming an advocate and financial partner of land conservation. I look forward to meeting you on one of our trails while you take in the wonders of nature or make your acquaintance at an event here in town.

annual meeting