



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?

Use a simple matrix

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 AUDIENCE 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 # 5 CAMPAIGN 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 # 6 DO 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 # 7 INCLUDE A PREMIUM

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

TIP # 8 CELEBRATE 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

Here are some samples of appeals (from Hayden Golden)

Mid-level giving when you don't have the staff...

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

Goal: \$320,000

→ First \$25,000 doubled to go twice as far!

My Best Gift \$_____

Make this a monthly gift.

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.

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. Jeffrey Fox
President & CEO
AFI & FAFNY

JoAnn Parker, CFRE
Director of Development
FAFNY



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Brianna McKee
David Melby
Michelle Smith

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

- GIFT AMOUNT \$ _____
- Friend of Abilities First \$500-\$999
- Little Red School House \$1,000-\$2,999
- Founders Circle \$2,500-\$4,999
- Mission Society \$5,000 - \$9,999
- Guardian Circle \$10,000-\$24,999
- 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

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

90%
Of every dollar goes directly to underfunded programs.



Supporting Programs

Gifts are essential to our programs and have allowed us to provide meaningful experiences through field trips, gardening, and celebrations.



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!



Holiday Helping Hands

Gifts towards Holiday Helping Hands provide meals and gifts to over 250 families annually.



Individuals from our Community Connection benefited from your giving with funding to attend local community events, recreational activities, group outings, and celebrations.



In June 2023, Abilities First graduated HQ2 Preschool & 5 High School students. Graduation celebrations are 100% funded because you gave a gift.



Technology Requests

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

70 IPADS **20** SMARTBOARDS



Check enclosed payable to the Foundation for Abilities First NY

To Pay by Credit Card: VISA MASTERCARD AMERICAN EXPRESS

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.



To pay online, please visit us at abilitiesfirstny.org/donate, or scan the QR code above.

Please tear this form and mail to:
Foundation for Abilities First
167 Myers Corners Road, Suite 202
Wappingers Falls, NY 12590



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Foundation for Abilities First
167 Myers Corners Road, Suite 202
Wappingers Falls, NY 12590

Thank You to our donors

Darien Land Trust is grateful to the donors who supported our 2022-2023 Annual Appeal.

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 Goodyear
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.

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Baywater Properties
Residence at Selleck's Woods
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Guardian - \$5,000+

Kara and Bill Bohnsack
Luisa and Christian Brakman
Susan and Peet Foster
Meredith and Whitney George
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Kim and Flip Huffard
Julie Jones and Dominic Megna
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Preservationist - \$2,500

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Fund of the Princeton Area Community Foundation

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Lois and Wid Moore
Tina and Larry Morris
Shirley Nichols
Tim Nolan
Janet and Jonathan Olmsted
James and Elsie Patrick
Kevin and Dina Quirk
Guy and Bambi Riegel
Mary and Bill Rooney

PLEASE JOIN US

2023

annual meeting

SUNDAY, NOVEMBER 19 • 3 PM
Wee Burn Country Club. Reception to follow.

D A R I E N



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Amy Sarbinowski, Vice President
John O'Brien, Treasurer
Brooke McIlvaine, Secretary
Janet Cling, Development

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Linda Ferguson
Chris Filmer
Charles Goodyear
Betty Jewett
Shirley Nichols

Darien Land Trust
P.O. Box 1074
Darien, CT 06820
203-655-4148
darienlandtrust.org

Letter from the President



06820

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.

With gratitude,


Elizabeth Mathus