

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
10 minutes.**



A photograph of a white brick wall with a dark wooden frame. Inside the frame, the text "BE BRAVE ENOUGH TO SUCK AT SOMETHING NEW." is written in bold, black, sans-serif capital letters. Above the wall, there is a dark wooden ledge with green ivy growing over it. Below the wall, there is a concrete curb and a dark asphalt surface.

**BE BRAVE ENOUGH
TO SUCK AT
SOMETHING NEW.**

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
8 minutes.**



Daily inspiration: Ironing boards
are just surf boards that gave
up on their dream. Don't be an
ironing board.

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
6 minutes.**



**SOMETIMES I MAKE MY DOG WATCH
SARAH MCLACHLAN COMMERCIALS**



JUST SO HE KNOWS HOW GOOD HE HAS IT

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
5 minutes.**





When using a public
campground, a tuba placed
on your picnic table will keep
the campsites on
either side vacant

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
3 minutes.**





MAN'S FIRST RECORDED
CALL TO ACTION
IN A DIRECT MAIL LETTER

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

**We'll get started in
approximately
2 minutes.**





SUNDAY MORNINGS, JOHN LIKED TO
ANALYSE THE ASK STRATEGIES OF
THE CHARITY MAIL HE RECEIVED IN
THE WEEK.

Proud to be a fundraiser

Department of Fundraising

Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era



Thanks for attending!

STAND BY, HERE WE GO...



Welcome



Let's take a quick look
at the current state of
nonprofit impact
communications ...



Tenoch Lopez & Jonathan Suenz

**Fill your week with LIVE performances,
each from a different state!**

Arts Across America

Monday–Friday at 4 p.m. EDT

Part of our Social Impact Initiatives

In collaboration with arts organizations from coast to coast, we're presenting 20 weeks of FREE, online programming available on Facebook Live, YouTube, and our website.

Arts Across America will feature over 200 artists from all 50 states and 5 territories, plus Washington, D.C., who play leadership roles in their communities, exemplify unique regional artistic styles, and are using their medium as a tool for advocacy and social justice.

[EXPLORE THE CALENDAR](#)

**Click “Remind Me” to add to your
calendar!**

TODAY!

Northern Plains

Tali Tullukker

Chuck Suchy

African music from

Hamzat Koriko

Barrie Wind

A Choral Project

by Tom Porter



**The
Kennedy
Center**

Arts Across America

Facebook



MONDAY, AUGUST 24 AT 4 P.M.

Remind me 

TUESDAY

Rock Opera 101:

Race, Rock & Revision by
Creative Alliance and
The Baltimore Rock
Opera Society

Performed by Jonathan Gilmore



Arts Across America

FACEBOOK

Maryland

Baltimore Rock Opera Society presents Rock Opera 101: Race,
Rock & Revision

TUESDAY, AUGUST 25 AT 4 P.M.

Remind me 

WEDNESDAY

Washington National Opera: Marian Anderson Tribute

WEDNESDAY, AUGUST 26 AT 4 P.M.


Remind me 

THURSDAY

Mississippi

Blues of the South featuring Ben Payton, Clarence "Bluesman"
Davis, and Jock Webb

THURSDAY, AUGUST 27 AT 4 P.M.


Remind me 

FRIDAY

Idaho

Many Voices, One Song featuring Afrosonics and LED

FRIDAY, AUGUST 28 AT 4 P.M.

Remind me 

Watch great past performances!



Jazmin Sutherlin

Performed August 19

D.C.'s Jazmin Sutherlin, a trans musician and vocalist, uses her unique musical abilities and curatorial insight to bring people



Mumu Fresh, Choklate, and Alex Isley

Performed August 21

We join forces with SANKOFA to present songwriter, activist, and acclaimed hip hop artist Maimouna Youssef (also known as Mumu Fresh), contemporary soul singer and songwriter Choklate, and Alex Isley—an R&B artist who takes great pride in the musical legacy of her family, the Isley Brothers.

Catch Up

Help Inspire Others

The Kennedy Center may be closed, but our arts and education programs are still alive! Make a special gift to help support the Center during this unprecedented time.

Support the Kennedy Center

Eat. Drink. Relax.

At **Victura Park** pop-up wine bar & café at the REACH!

Learn More



@entertainment

@entertainment

All summer long!

Fridays: 3–10 p.m.

Saturdays: 12–10 p.m.

Sundays: 12–8 p.m.

The health and safety of our guests and staff is our top priority. Guests are required to maintain social distance and wear a mask when not seated.



entertainment

oliveros

All summer long!
 Fridays: 3–10 p.m.
 Saturdays: 12–10 p.m.
 Sundays: 12–8 p.m.

The health and safety of our guests and staff is our top priority. Guests are required to maintain social distance and wear a mask when not seated.

See you soon!

During the COVID-19 pandemic, [we've announced](#) physically distanced on-site events and live digital programming until our 2021 season begins on January 14. We can't wait to welcome you back with extraordinary performances!

Our JFK Memorial is [now open to visitors](#) Wed.-Sun. from 10 a.m.–5 p.m. For the most up-to-date information regarding our response to COVID-19, please visit [our website](#).

Major Supporters

FACEBOOK



The Kennedy Center welcomes guests with disabilities.

[View email in browser](#), [Forward this email](#).

You are receiving this email based on your preferences. [Edit preferences](#), [Unsubscribe](#).

Please do not reply to this email.

Add info@kennedy-center.org to your address book or safe list to ensure delivery.

We respect our patrons' privacy.

[Read our privacy policy](#).

[Contact center & FAQs](#).

The John F. Kennedy Center for the Performing Arts

2700 F Street, NW, Washington, DC 20568

(202) 462-4800



The Arc of Cumberland
& Perry Counties

CELEBRATING 65 YEARS!

Chatter

A CPARC Newsletter

December 2018



Home brewers and guests had a wonderful time at the 2018 Spirits of the Community Home Brew Festival & Competition!

HOME BREW EVENT SHOWCASES FUNDRAISING 'SPIRIT'

Thanks to our supportive community, generous sponsors, talented home brewers, and awesome volunteers, the 2018 Spirits of the Community Home Brew Festival & Competition was a huge success! The event, which took place October 13 at the S. Wilson Pollock Center for Industrial Training (PCIT), raised \$15,975 for the CPARC Foundation, which supports the programs and services of CPARC.

About 30 home brewers went head-

(Berry White Kettle Fruit), **Josh Yeckley** (Chocolate Chipotle Stout), and **Jacob Hornick** (Midnight Resurrection). They also received a medal and a cash prize.

When guests were not sampling brews, they enjoyed delicious food from Karns Quality Foods that was prepared by The Sassy Gourmet, PCIT's catering services that employs people with and without disabilities. They also bid on their favorite items in a silent auction and enjoyed music. New this year was the opportunity for mobile giving. Guests could use their cell phones to make



LETTER FROM THE **Executive Director**



Dear Friends,

Dancing Classrooms Philly (DCP) has grown steadily since its founding in 2007. It has been twelve years since the organization was founded and it has gone from serving 50 classrooms in 2007, to 134 classrooms in 2019! We are so fortunate that our founders Joyce Burd, Jane Brooks and Harvey Kimmel remain invested in the health, growth, and success of DCP.

This past year, founder Harvey Kimmel allowed us to launch The Virginia and Harvey Kimmel Dance for the Future Program (DFTF). In its first year, we were able to offer DFTF in five School District of Philadelphia "Acceleration Network" schools: John Barry, Rudolph Blankenburg, Jay Cooke, Morton McMichael, and EW Rhodes.

The Acceleration Network, established by the School District in 2016, aims to significantly improve school academics and learning environments through adding resources such as frequent reviews of student progress, technology to support students in personalized learning, and positive behavior support systems--such as Dancing Classrooms Philly programming.

Thanks to a generous three-year pledge from The Virginia and Harvey Kimmel Family Foundation and matching challenge funds from The Philadelphia Foundation and numerous individual donors, Dance for the Future aims to make real and lasting change in the lives of students in Philadelphia's most

AGENDA:

1. Introductions
2. Reporting Impact
3. Multi-Channel Communication
4. Content Creation
5. TIPS + EXAMPLES
 - Email Newsletters
 - Print Newsletters
 - Annual Reports
6. Q&A

Who is this guy?

And why does he think
he knows what he's
talking about?

career
fundraiser



CFRE™



productive
FUNDRAISING



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zoom

Video Conferencing



Participants



Q&A



Polling

Share

SLIDES + RESOURCES

productivefundraising.com/resources

RECORDING



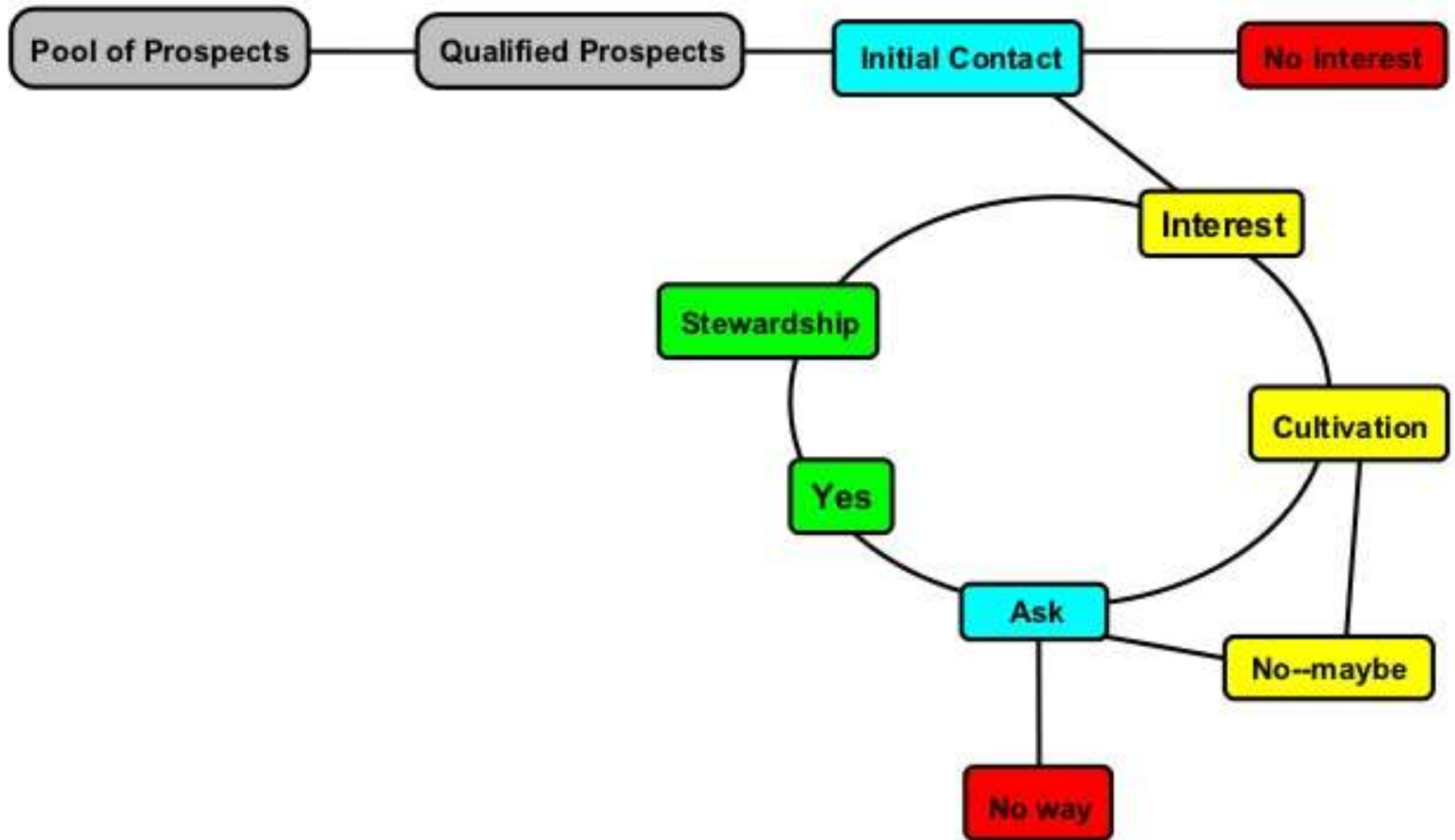
Reporting Impact



45%

Fundraising Effectiveness Project (FEP) 2018

the fundraising cycle



donor centrisms

Does it make the donor feel
important, valued &
considered?

45%  82%



productivefundraising.com/resources

Multi-Channel Communication



The critical mistake ...
cost savings at the
expense of donor
engagement

EMAIL

VS.

POSTAL MAIL



how

@fundraiserchad

gives

Donors who interact with multiple channels have a 75x greater lifetime value than other donors and stick around an average of 11 years longer.

(Blakely, 2020)

Content (Story) Creation



STORY TIME



story characteristics

- Compelling story about 1 **PERSON**, place or thing
- Rich detail (create a vivid picture)
- Brings up a **SOLVABLE** problem that your organization can fix



donor = hero

- Use “you” and “your” at least twice as much as “my,” “we” and “our”
- “Without you, none of this would have happened.”
- BOY: “Because of you, Johnny has a safe place to sleep tonight.”
- It’s about the DONOR (your/your), not you or the organization (my/we/our).

The key to
finding stories...



Hey Chad... this
sounds like a TON of
content and work. I
don't have time for
that.

REPETITION

TIPS + EXAMPLES



Email Newsletters



email newsletter tips

- No emailing PDFs / use a service
- Optimize the headline (coschedule)
- 3 items max
 - First item is always an impact story
 - No more than one pitch
- Each item is 2-3 paragraphs then click to site
- Send more often with less content
- Send on a consistent schedule
- Donate button at bottom (always)



Should I send a print or a digital newsletter ... or both?

Do we have to send an annual report? What format should it be in? Do donors even read these or send these anymore?

How do my newsletters and appeals work together?

How do I make this simpler?

These are just some of the questions I've been getting about newsletters and annual reports over the last few years. I've been digging deep into fundraising research and best practices to come up with the answers for a BRAND NEW webinar that I'm including this month: [Newsletters & Annual Reports: Multichannel Impact Reporting for the Modern Era](#).

We'll examine how print/digital communications work in tandem with email to ensure our donors are informed and engaged. And we'll look at systems to simplify the development of these vital fundraising tools. Come to join me! You can do so live on 5/25 at 1pm eastern, or simply register and you'll receive the link to the recording the following day.

[FREE REGISTRATION](#)



"My board won't fundraise!" It's the most common complaint of the nonprofit executive directors and development directors. It's also **Chad's** favorite challenge. It's almost always an issue of lack of clarity, lack of knowledge and/or lack of motivation and he's up to snuff on each of these challenges.

Our custom board fundraising training sessions are designed to take the fear out of fundraising. Depending on the board's level of experience and comfort, content often includes: an overview of the fundraising process, the role of the board of directors in pursuing philanthropy, specific ways that boards can assist with fundraising, how to tell the organization's story and a discussion around accountability.

Do you have a board that could use assistance in this area? Schedule a call with **Chad** so he can learn more and develop a custom training workshop just for your organization.

And don't put this off because of the pandemic... you need your board's help more now than ever. **Chad** has been delivering virtual board training sessions all summer long. They're engaging, fun and work beautifully. Get your board members the custom training they need to be successful...

[SCHEDULE A CALL](#)





We first met Juma when the nursing home she was working at recommended her to enroll in our Certified Nurse Aide (CNA) program. Through [New Hope Ministries](#) and the [United Way of the Capital Region Road to Success Program](#), Juma successfully worked her way through all the course work and passed her state exam to be a CNA! Not only that, she recently passed her drivers exam and is now able to drive to work thanks to the blessing of a loving soul who donated their car to [New Hope](#). She is making enough money to live on her own and has her first apartment. She is so grateful for all the love and support she has received: "I'm shedding tears of happiness. Thank you and God bless you all!"

Your support helps people like Juma - thank you!

Trust in the Lord
with all your
Heart and lean not on your *Own*
understanding;
In all your ways acknowledge
Him and He shall direct your *Path.*
-Proverbs 3:5-6



Twitter



Facebook



YouTube



Instagram



YouTube

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**New
HOPE
Ministries**

Spreading Christ's love by meeting human needs

88 W. Church Street

P.O. Box 440

Fort Mill, SC 29701



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Print Newsletters



print newsletter tips

- Lead with a story (not organizational news)
- Short (4-8 pages)
- Contribution envelope ???
- Make it readable & scannable
 - Use a serif font
 - Use **black** text
 - Use 12 point font minimum (13-14 is better)
 - Indent paragraphs
 - Keep paragraphs short (5 lines max)



The Arc of Cumberland
& Perry Counties

CELEBRATING 65 YEARS!

Chatter

A CPARC Newsletter

December 2018



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The Arc of Cumberland
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Chatter

Your CPARC Newsletter

Winter 2019

You put the smile on Bryan's face

"I like to fly," Bryan says, "and I like to laugh."

Bryan gracefully steers his way through life. Nothing holds him back.

Because of your support, "CPARC helps us grow and grow and grow, like a flower," Bryan says.

One of his favorite things to do is ride roller coasters. Joy, a person who helps Bryan, often joins him on these adventures. "We share a love of roller coasters," she laughs.

Every summer, Bryan and Joy laugh and scream wildly as they hurtle down the rails and whip around corners on coasters at Hershey Park. You make moments like this special for people with disabilities every day.

Unfortunately, people in wheelchairs - like Bryan - often can't enjoy every ride at amusement parks. Bryan was thrilled to ride



\$3,000 donation
from a \$100
annual donor

Annual Reports



annual report tips

- Keep it short / avoid donor guilt
- Focus on stories
(repeat your top 3 from the year)
- Provide brief summary statistics
- Omit the boring letter from the ED
(or at least bury it after some stories)
- Consider a more approachable
format ...

annual report options

- Postcard
- Short (2-6 pages)
- Infographic
- Video

Seattle Milk Fund

2013-2014 Annual Report Card

162

Child Care Grants

118

Family Support Grants

86

Education Grants

4,000+

Volunteer Hours

\$261,548

Total awarded to students
and their families



Congrats to our recent grads!
We wish you all the best.
Visit seattlemilkfund.org for
Zohra's remarkable journey.

*Empowering parents toward higher education opportunities
by funding child care grants and providing family support.*



YWCA
IS ON A
MISSION
ANNUAL REPORT

844 PEOPLE
388 ADULTS & 456 KIDS
PARTICIPATED IN YWCA
HOUSING PROGRAMS


415 PEOPLE
PARTICIPATED IN
 **JOB TRAINING**
& TRANSPORTATION
PROGRAMS 

2906 PEOPLE
PARTICIPATED
IN EQUITY
PROGRAMS


MAJOR DONORS
GAVE IN 2015
\$515,546


138 VOLUNTEERS
3170 HOURS




2016-2017 • annual report

Success

Nichole McLaughlin was a widowed mother of two, fighting for her sobriety when she saw a flyer for our S.T.A.R.T. program on social media. She says that it was that moment that she knew she wanted to pursue a career in the medical field.

She says, "Two years ago, I used to spend days, a lot of days, looking out the window wishing I was someone else. My alcohol addiction, my hopelessness; I was resigned to the fact that this was how life was going to be for me. It's not just the addiction, but everything that comes with it – no opportunities, no future, no time, no money, all of it – I thought that was who I was. I thought that was my life. And that was how it was going to end. So to have all of this in front of me right now, it's shocking."

It was a Thursday morning when she found the S.T.A.R.T. information, and on the following Monday she found herself sitting in a class room, on her way.

"As I was sitting in class that first day, I was thinking to myself, 'what have I got myself into? This is insane, you can't do this' and then I answered myself, 'a new start, a new beginning, that's what.'"

"I'm still in awe. I've done a lot. A lot in a year has been accomplished and nothing really started happening until after I came to Community Action. And now, now I'm being asked to speak at places all over Central Pennsylvania. It's my way of giving back to the community. And for me, if I can help just one person, and let them know that they're not alone, and that they can make it through the storm, then it's worth it for me."

"It feels good to wake up now. I am so busy now, I have to have a calendar, a date book. I feel important now! I never needed one of these before, I'm back in society."

"I am out to prove myself, I don't tell anyone anymore what I'm going to do, I do it."

We are proud of Nichole and all that she has accomplished through our S.T.A.R.T. program. She graduated from H.A.C.C.'s phlebotomy program in July 2017.



Nothing really started happening in my life until I walked through the doors of Community Action

2016-2017 YEAR IN REVIEW

helping people changing lives.

where



OUR MISSION

To build upon the strengths and resources available, provide solutions for complex issues and empower **individuals, families, and communities** to move out of poverty.



individuals



1505 received **2300 hours of supportive services**
3200 hours of case management &

372
RECONNECTED
utilities at home

32
repaired credit
& increased credit
scores

50
enrolled in
HIGHER
education

272
improved their
NUTRITION

1,374
were connected
to opportunities & resources

131
enrolled in long-term
programming

45
IMPROVED
HEALTH

128
gained or improved
EMPLOYMENT

194
created & maintained a
BALANCED
BUDGET

8
went from
HOMELESS
to STABLE HOUSING

19,520 individuals were connected or referred to other resources and services. Of those, **7,800** called and **11,720** walked through our doors.



families



Over 300 families were strengthened through in-home parenting program

106
children
for school

134
families
GRADUATED
from the
SAFE
Club Program

632 home visits were completed

18 families
completed the
Positive
Parenting
Program

32 families
completed the
5-week
Building
Your Family
Series

42 families
completed the
Parents
As Teachers
Program

and communities



Neighborhood Planning: Resident-driven plans in 2 neighborhoods
South Allison Hill & Camp Curtin, Harrisburg

174
people attended
the 2016 Neighborhood Planning
Meeting, resulting in 12
resident-driven plans

12
families avoided eviction and kept
their homes safe through the
Harrisburg's Emergency Mortgage
Assistance Program

424 volunteers
who donated
1,741 hours
during & improving their communities

23 tons of trash
was removed
400 tires
were recycled

3,727 Parcel Surveys

2 Business Facades

4 Community Events

6 Murals

15 youth aged 10-14
stayed IN School
OUT of the juvenile justice system
& on the path to success

We processed
13,421 applications for
energy assistance and
enrolled **7,614** into the
OnTrack Program

100% of enrollments
were referred to both
LIHEAP and PPL's WRAP
program



What a great year at Tri County Community Action! Guided by our strategic plan and visionary Board of Directors, we launched several new initiatives – all working towards eliminating poverty from our region. We've seen many exciting challenges, opportunities, and successes in 2017 and this Annual Report provides just a small overview of all that we've accomplished.

During fiscal year 2016-2017, we introduced our new program - Bridges 4 Life, sunsetted another, Across Ages, and began with a new initiative called START which launches chronically under- and unemployed individuals into a job skills trajectory that lead to careers.

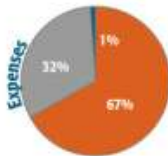
Perhaps though, the brightest highlight of the year is the people.

Tri County Community Action is comprised of the most dedicated, driven, and selfless teams I've ever had the privilege to work with and for. It is because of their dedication to our Mission, Vision, and our Promise that time and time again, we succeed in moving individuals and families from crisis to stability and self-sufficiency.

As you look through our annual report and see just a snapshot of those successes and read about one of our S.T.A.R.T. clients, I hope you'll join me in saying **THANK YOU** to our board, team, partners, funders, and community for their work in Helping People and Changing Lives.


Jennifer Wintermyer, Executive Director

FINANCIALS



Program Services

include direct service staff and supplies used to deliver services and supports.

Management and General is the administration and administrative staff of the organization.

Fundraising

activities include time spent seeking and securing private contracts which support families moving out of poverty and to self-sufficiency.



Federal / CSBG

is a federal, anti-poverty block grant which funds the coordination and delivery of our programs and services to low-income families and communities.

Other government

funds include state and federal dollars that support family development and school readiness programming, parenting education, housing counseling and other long-term comprehensive services.

Private

contracts include those for the PPL OnTrack program and supportive services for residents living in low/moderate-income housing.

BOARD

officers

Jacqueline Rucker, President
George Fernandez, President Elect
Janis Creason, Vice President
Tracey Rash, Secretary
Eric Saunders, Assistant Secretary
Terry Barley, Treasurer
Ernest "June" Roberts, Assistant Treasurer

Tri County Community Action and this is a 501(c)(3) nonprofit organization - financial information of Tri County Community Action is available upon request.



**HELPING
PEOPLE.
CHANGING**

productivefundraising.com/resources

...nsylvania - 17104

...org

annual report 2018



268,091 calls were made to Crisis Connections in 2018

24-hour crisis line



122,315 calls to 24-Hour Crisis Line



20% of calls were crisis calls



47% of calls were problem-solving calls



29% of calls were emotional support calls



12% of calls were suicide risk calls

king county 2-1-1



116,506 calls to King County 2-1-1



190,426 people searched community resources online



290K+ connections to help



wa recovery help line



21,045 calls to WA Recovery Help Line

the majority of calls came from Snohomish, King, and Pierce counties



16.5% increase in calls about mental health



20% increase in calls about MAT services

calls regarding alcohol have increased steadily since 2012.



teen link



2,759 calls and chats to Teen Link

60% - emotional health-related issues
20% - relationship issues
4% - threats, abuse, violence-related
2% - substance use
14% - community involvement



why did youth call?

"Volunteering is empowering. Sometimes it's difficult, but it's taught me that I can do difficult things and make an impact. I've gained confidence in the ability to communicate, problem solve, and manage difficult situations." - Teen Link Volunteer

wa warm line



7,280 calls to WA Warm Line

why did people call?



we reached 16 counties over the course of 2018

volunteer services



179

149

24

352 volunteers with Crisis Connections

24-hour crisis line - 28,350 volunteer service hours
teen link - 6,815 volunteer service hours
wa warm line - 3,073 volunteer service hours

"My experience as a volunteer has made me feel more connected to my community. It's been humanizing." - 24-Hour Crisis Line Volunteer

training



1,738

professionals trained by crisis connections staff

529

youth suicide prevention curricula sold

support after suicide programs & services

survivors of suicide
drop-in support group

survivors of suicide
six-week bereavement group

cc cares

CC Cares is a program for those newly bereaved by suicide from those who have been there. CC Cares was originally a program started and nurtured by Forefront Suicide Prevention - A Center of Excellence at the University of Washington. Crisis Connections will now continue this program under our support after suicide program - adding many trained volunteer suicide loss survivors to listen to those newly bereaved by suicide - walking with them in one of their darkest times.

annual report 2018



268,091

calls were made to
Crisis Connections in 2018

24-hour crisis line



122,315

calls to 24-Hour Crisis Line



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29% of calls

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support calls



12% of calls

were suicide risk
calls

king county 2-1-1



116,506

calls to King County 2-1-1



10%

top needs

permanent housing



14%

rent, move-in costs, mortgage



6%

food



6%

utilities



19%

emergency shelter



190,426

people served
community resources



290

connections

wa recovery help line



21,045

calls to

WA Recovery Help Line

the majority of calls came from
 Snohomish, King, and Pierce counties



regarding
not have
ed steadily
e 2012.



teen link

wa warm line



productivefundraising.com/resources



The End!



@fundraiserchad



productive
FUNDRAISING
with Chad Barger, CFRE

keynotes & workshops







Harrisburg Campus

TEMPLE UNIVERSITY HARRISBURG PRESENTS:

FUNDRAISING CERTIFICATE PROGRAM

Put the fear of fundraising behind you with this 10-week hybrid style certificate course!

further learning

@fundraiserchad





Tom Ahern

Making **Money** with Donor Newsletters

Foreword by Roger Craver
Editor, *The Agitator*

productivefundraising.com/resources

The How-To Guide to Extraordinary Results



9/30 @ 1pm (eastern)

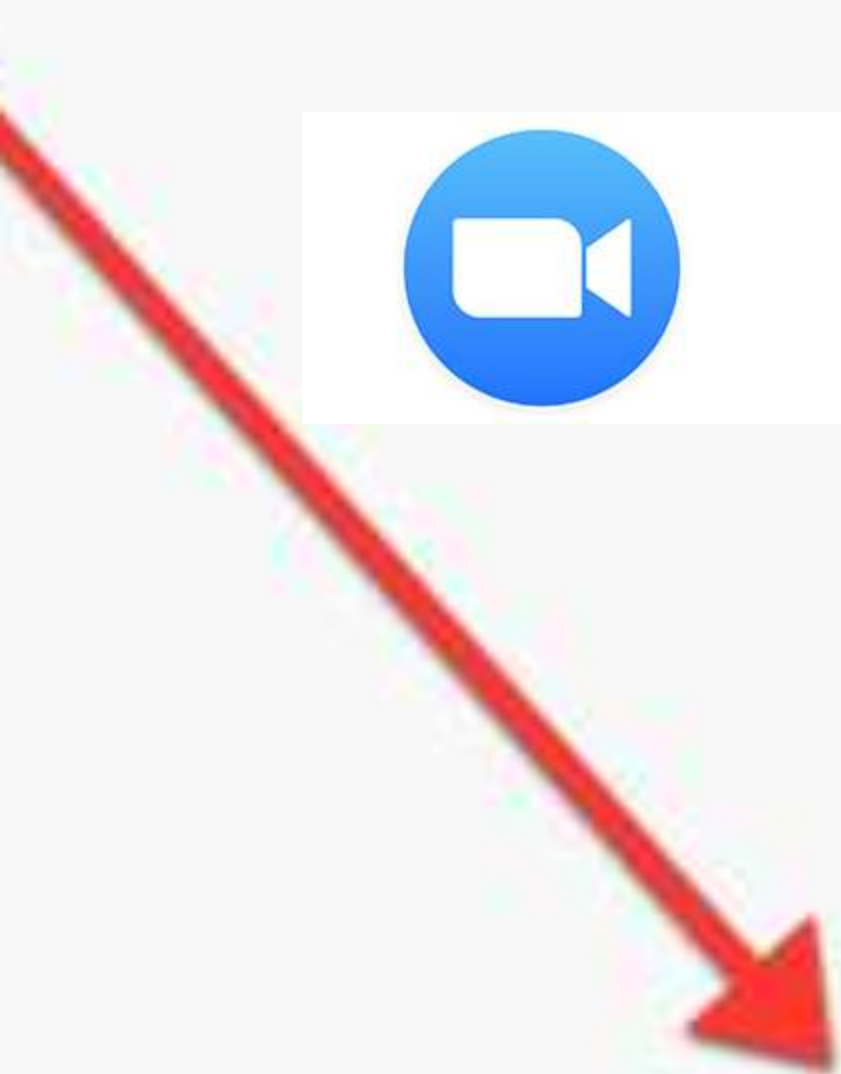
questions





zoom

Video Conferencing



Participants



Q&A



Polling

Share

questions

productivefundraising.com/resources

