

This webinar will start at :02 minutes after the hour

Turning your newsletter into a money-raising, donor-bonding machine

Presenters:

Jeff Brooks, TrueSense Marketing

Steven Screen, Better Fundraising Company

NONPROFIT
STORYTELLING
CONFERENCE

#npstoryconf

WELCOME



Shanon Doolittle



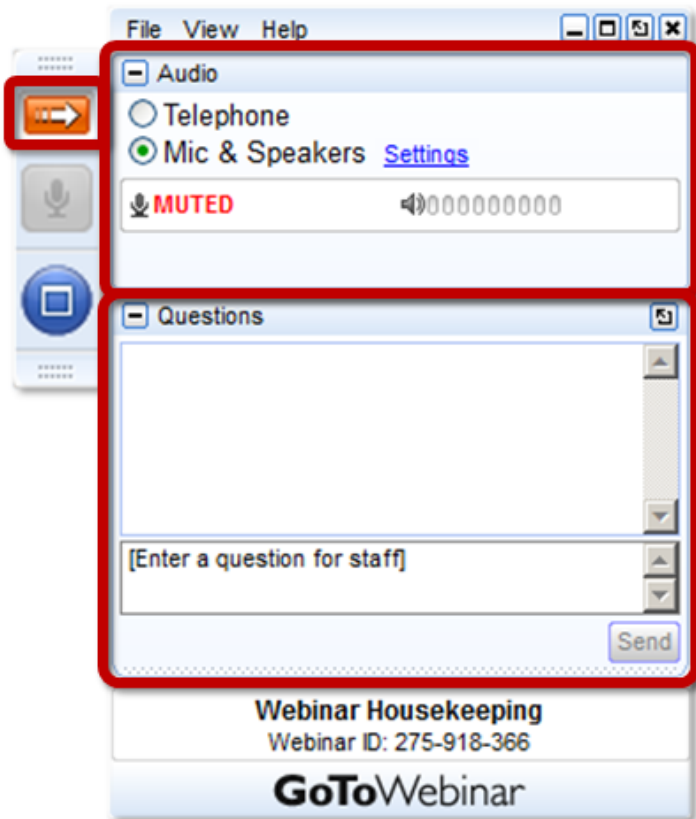
Chris Davenport

NONPROFIT
STORYTELLING
CONFERENCE

SEATTLE, WA - NOVEMBER 12-13, 2015

www.nonprofitstorytellingconference.com

HOUSEKEEPING



>> Open and hide your control panel

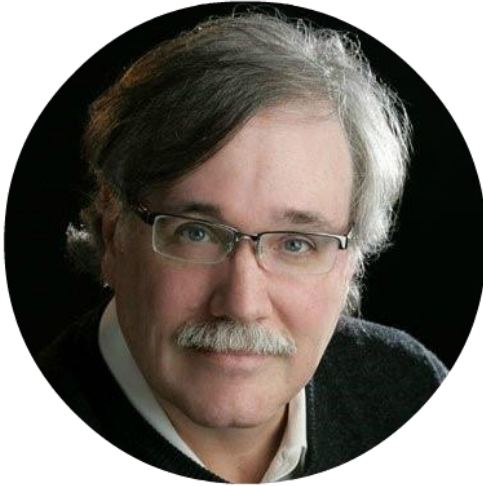
>> Select your audio preference

- Choose “**Mic & Speakers**” to use your computer and internet connection
- Choose “**Telephone**” and dial in using the information provided

>> Submit questions using “**Questions**” box

>> Tweet using #npstoryconf

MEET YOUR PRESENTERS



Jeff Brooks
TrueSense Marketing
@jeffbrooks
www.futurefundraisingnow.com



Steven Screen
Better Fundraising Company
@stevenscreen
www.askthankreportrepeat.com

Jeff and Steven's podcast >>> www.fundraisingisbeautiful.com

Donor-Focused Newsletter

- **What a donor-focused newsletter is – and isn't**
- **5 secrets to newsletter success**
- **2 amazing newsletter test results**



**Audience of your
Donor-Focused Newsletter**

Donors

Not...

The staff

The ED

The Board

Your friends

Purpose of your Donor-Focused Newsletter

**To make your
donors feel
like the heroes
they are**



Org-focused

Long Term Care Division
Changes Name

Donor-focused

**Alaska winter
no match for your
warmth and caring**

Most of the content:

The beautiful change that happened in the world, and how the donor made it possible.

Their only source of this critical information!

Stories, not statistics!

Other content

- People saying “thanks”
- Stories about donors
- Deeper involvement
 - Volunteering
 - Events
 - Advocacy
 - Planned giving
 - Etc.

Not...

- Education pieces
- Staff profiles
- Somebody's soapbox
- News about more important donors than me

**Your newsletter
should produce
net revenue!**



#1

Be interesting



**Faces of Howard Stern, Pamela Anderson
and Satan appear in volcano smoke!**

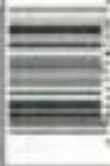
WEEKLY WORLD

NEWS

**MAN'S HEAD
EXPLODES
IN BARBER'S
CHAIR**

*Story and
photos inside!*

**Woman with 4 legs
opens dance studio**



**DEAD ROCK STARS
RETURN ON GHOST PLANE!**



Interesting

- Stories about people
 - Relationships
 - Celebrities
 - Heroism
 - Life drama
- Life-affirming thoughts
- Practical help
- Photos of people

Not Interesting

- Statistics
- Opinions
- Statistics
- Lectures
- Statistics
- Bragging
- Photos of buildings

#2

**Write & design
for skimming**

- Great headlines
- White space
- Subheads
- Pull-quotes
- Photos – with captions
- Short articles
- Low grade-level writing


Spring 2013

Hand-in-Hand

How you are helping to keep families of seriously ill children together.

“Dynamic Duo” Heroically Fights Cancer

Leeland Shope, 4, and his grandfather — Robert “Papa” Wall — are a dynamic duo. Best friends. Inseparable.

So when little Leeland had a cancerous tumor on his kidney, it was Papa who took him to the hospital for treatment. And when chemotherapy caused Leeland's hair to fall out, Papa shaved his own head — so that they would look just like each other!

Papa also stayed at Ronald McDonald House with Leeland, tucking him in every night and telling him it would be okay.

To fight cancer, Leeland needed his grandfather's round-the-clock love and support. Robert says that driving back and forth to the hospital meant precious time away from Leeland. That wasn't an option.

Their story is like so many we see here. When treatment requires travel, families are forced to make a tough decision about where to stay. Long-term hotel lodging is unaffordable. But very sick

children need their loved ones close by to help them get better!

Your support of Ronald McDonald House means we can keep these families together when they together counts most.

“Without Ronald McDonald House,” Robert says, “I would have been living in the parking lot of the hospital, because I was never going to leave Leeland. And our home was more than an hour's drive away.”

Being at the House, near the hospital, also made it easier for Robert to take care of Leeland.

“Because of Ronald McDonald House, I completely focus on Leeland. He is my whole life.

And Leeland? Even through months of chemotherapy and painful treatments, this happy young boy was just glad to have his Papa with him.

“He always holds my hand when I get scared and cry in the hospital — like when they poke me a lot of times,” Leeland says.

Though Leeland faced a very tough road, he's now in remission. As it turns out, Ronald McDonald House became a part of their healing process.

story continues on page 3 ...

Thanks to your support, 4-year-old Leeland had his beloved grandfather by his side as he battled cancer.



INSIDE: Mom of Twins Is Twice as Thankful for You

795 GATEWOOD ROAD NE • ATLANTA, GA 30329 • 404-315-1133 • WWW.ARMHC.ORG

1

#3

Great headlines

- Always contain a strong action verb
- Avoid "-ing" verbs
- Have multiple elements
- Include conflict
- Include people
- Often address the reader

DAN IS LIVING A LIFE THAT WOULD
MAKE HIS DAD PROUD

**Soldier and family rescued from every
homeowner's nightmare**

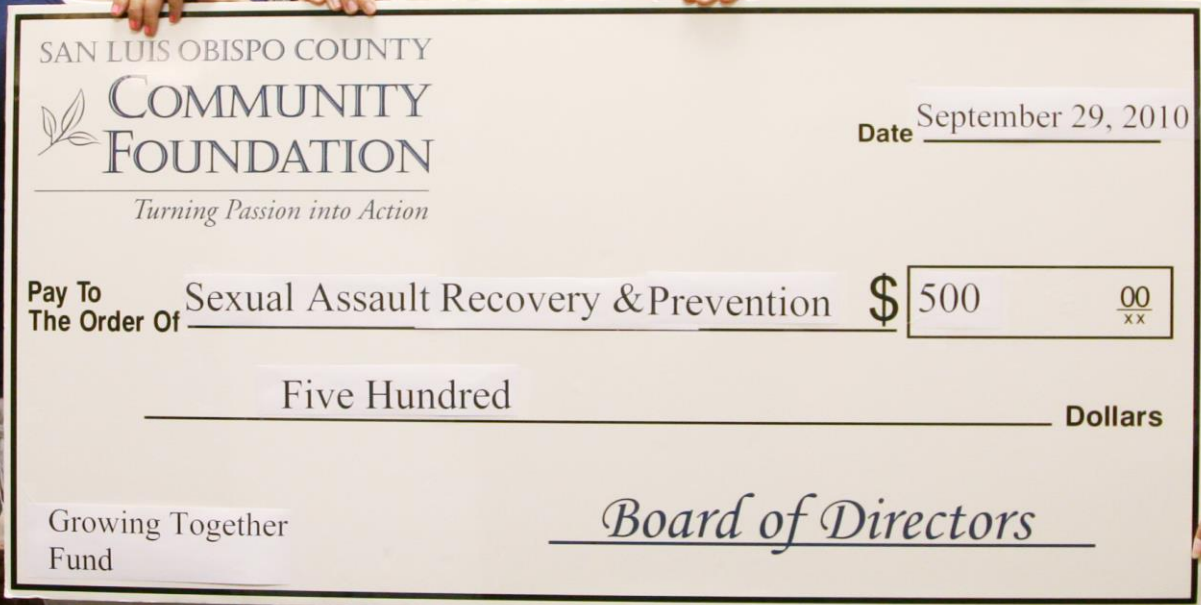
Wounded hero and his wife thought they'd reached the end of
their rope, until YOU gave them the help they needed

**Partnering with the
Southern Philippines**

#4

The right photos





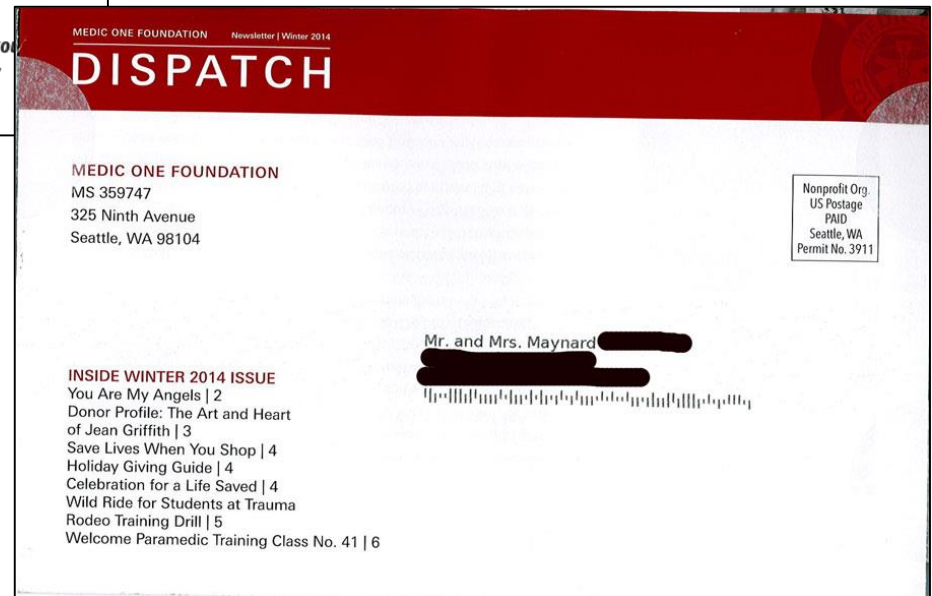
#5

Ask

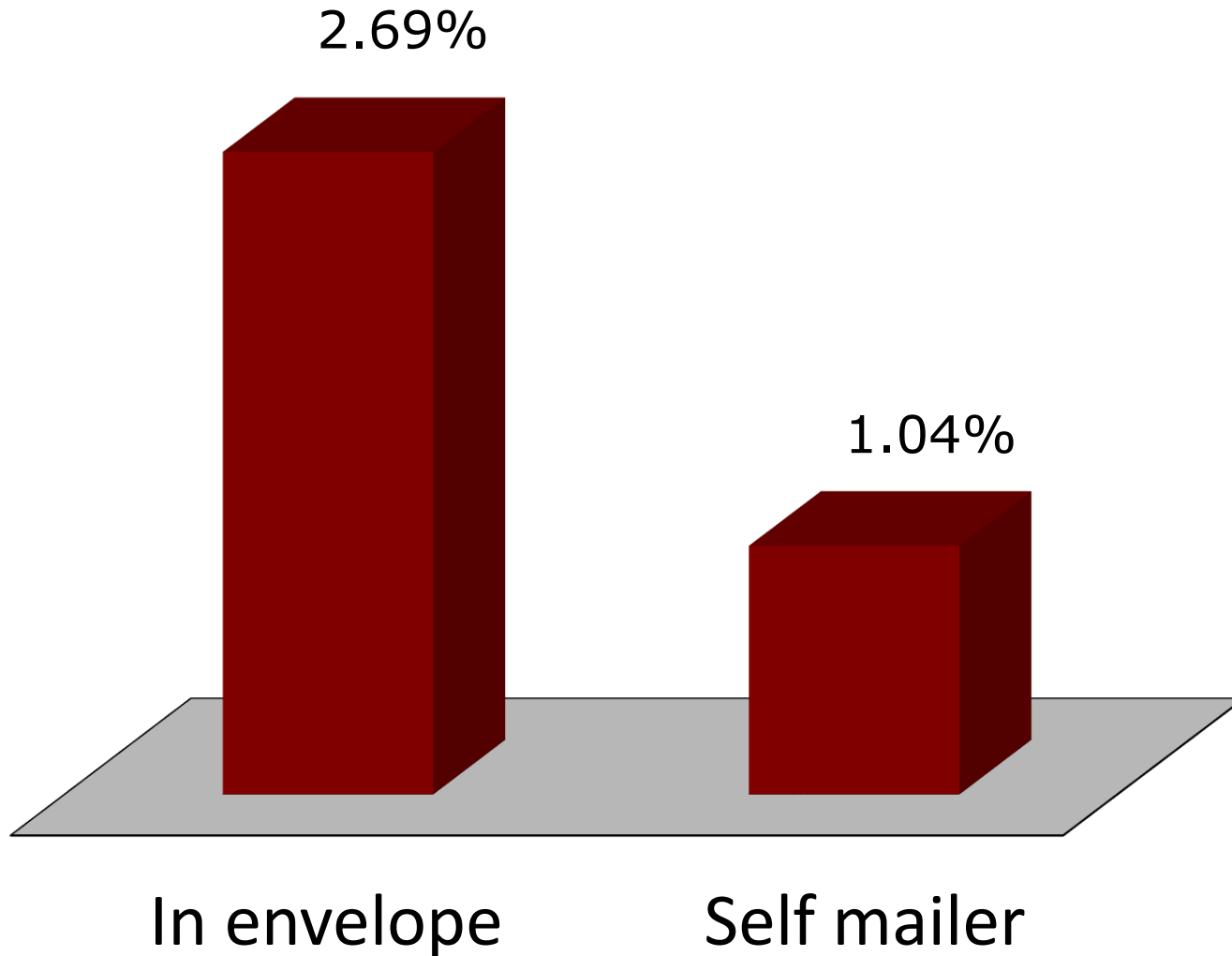
2 amazing tests

Test #1

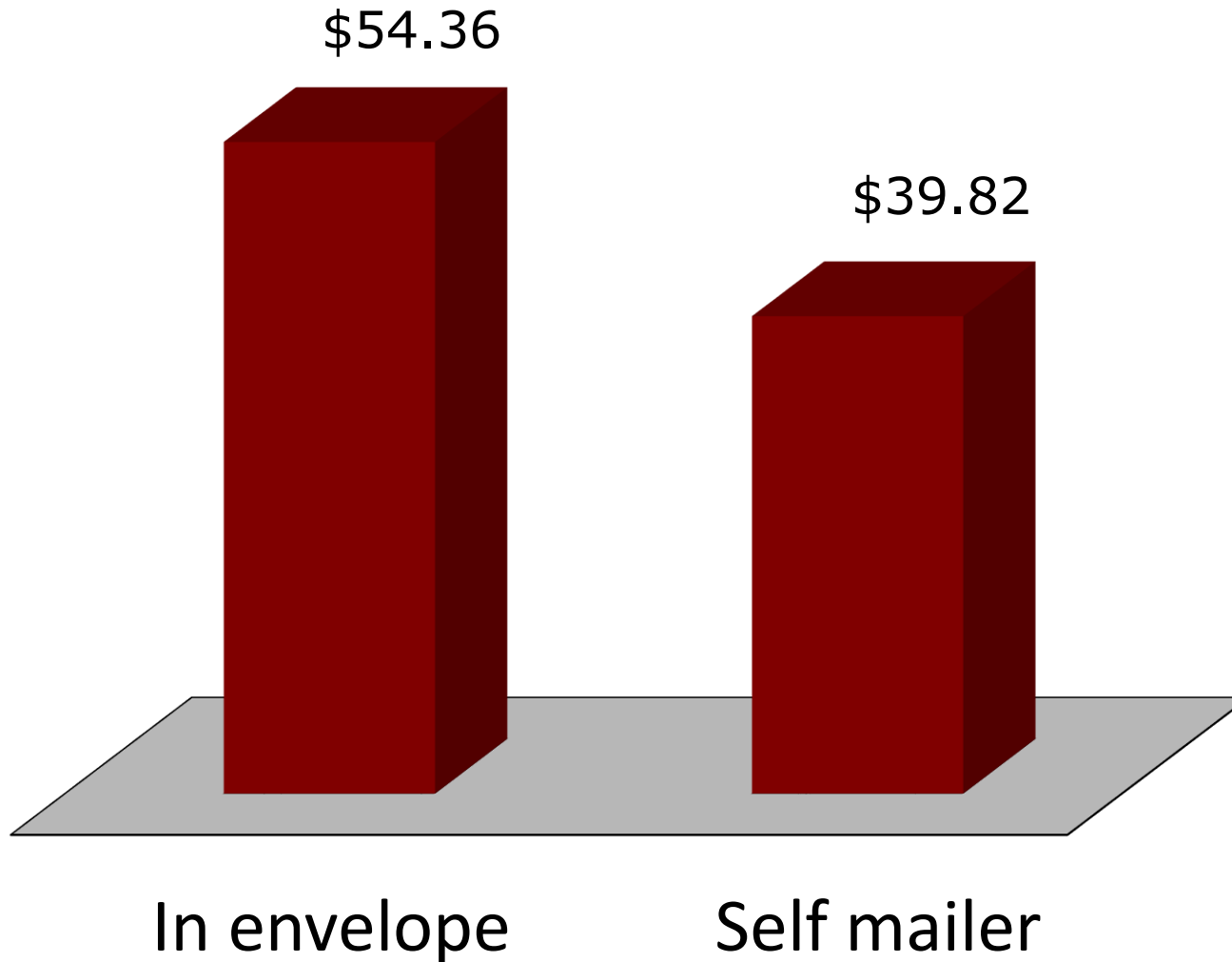
Self mailer or in envelope



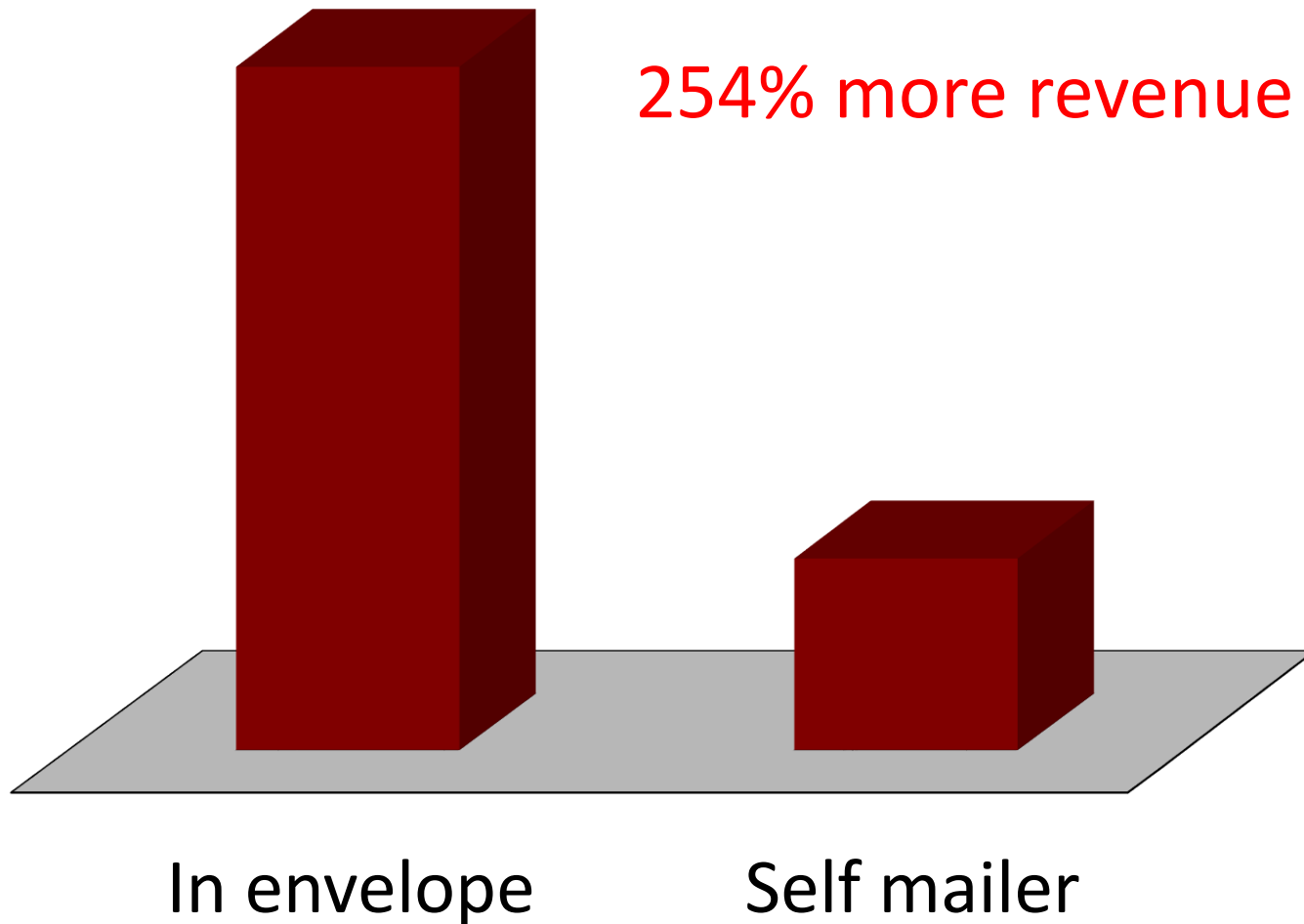
Response rate



Average gift



Revenue




Test #2

No reply device

None at all! But there was a courtesy reply envelope.

MY GIFT TO KEEP HOPE ALIVE	
Yes, Ben! I want to help ease the suffering for children in places like Sudan and around the world. Here is my gift to keep hope alive by helping to feed hungry children and their families:	
<input type="checkbox"/> [XXX ^{1or4}] to provide food and other life-saving help.	
<input type="checkbox"/> [XXX ^{2or5}] to provide food and other life-saving help.	
<input type="checkbox"/> [XXX ^{3or6}] to provide food and other life-saving help.	
<input type="checkbox"/> \$_____ to provide as much help as possible. <input type="checkbox"/> \$_____ to help where needed most.	
[LINE 1, Donor's full name]	<input type="checkbox"/> I'd like to donate by credit card. My information is on the reverse side. <input type="checkbox"/> I want to help hungry people by making a monthly pledge through electronic funds transfer. (See reverse side.)
[LINE 2, Street address]	
[LINE 3, City, State, Zip]	
[LINE 4]	
[LINE 5] [.....]	
XXXXXXXXXX00000XXXXXXXXXX00000XXXXXXXXXX00000XXXXXXXXXX00000Y	



Please return your check made payable to:

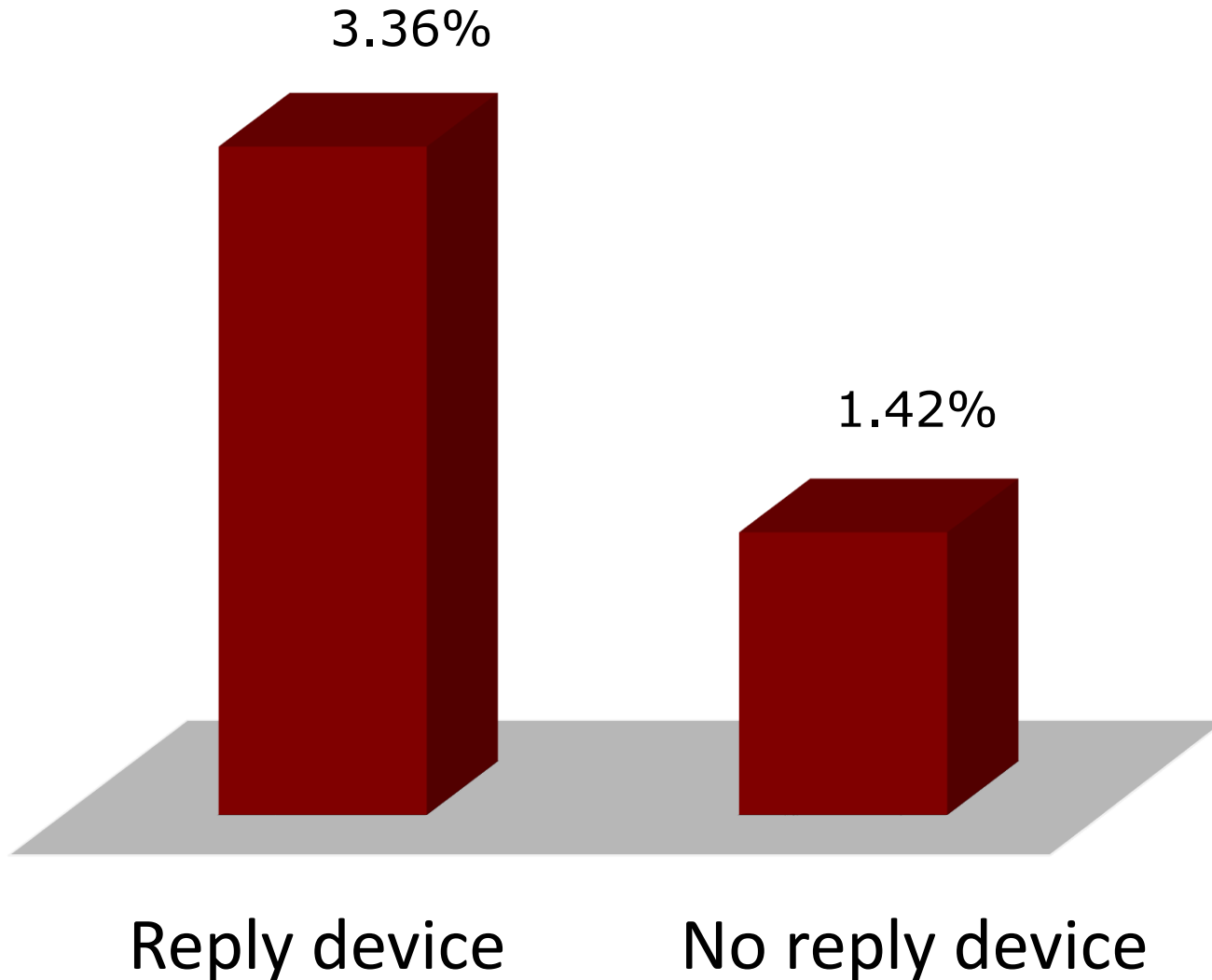
Food for the Hungry
FOOD FOR THE HUNGRY INTERNATIONAL

1224 E. Washington St.
Phoenix, AZ 85034-1102
1-800-2-HUNGERS
www.fh.org

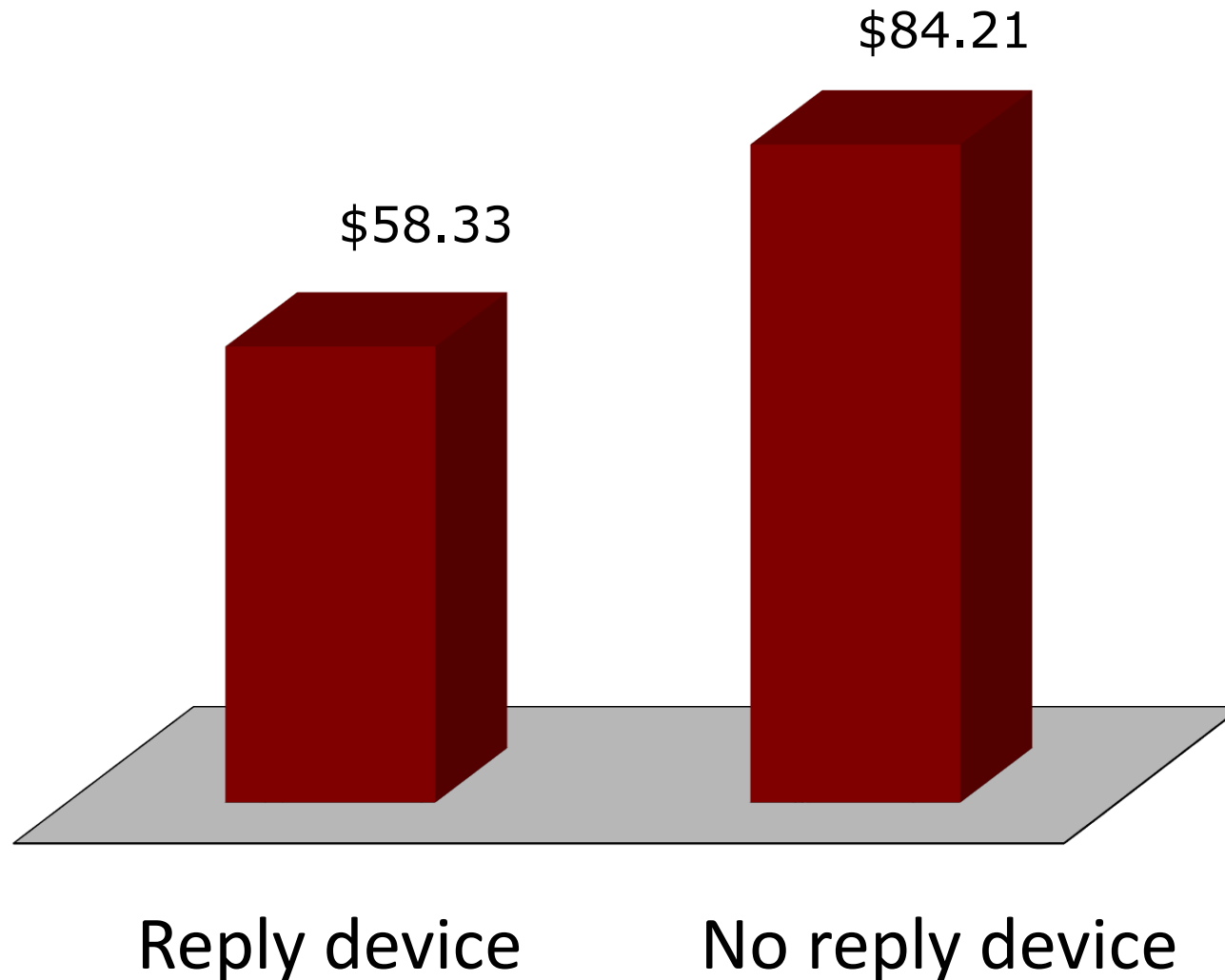
My updated e-mail address is: _____

Please make sure the address shows through the window of the return envelope.

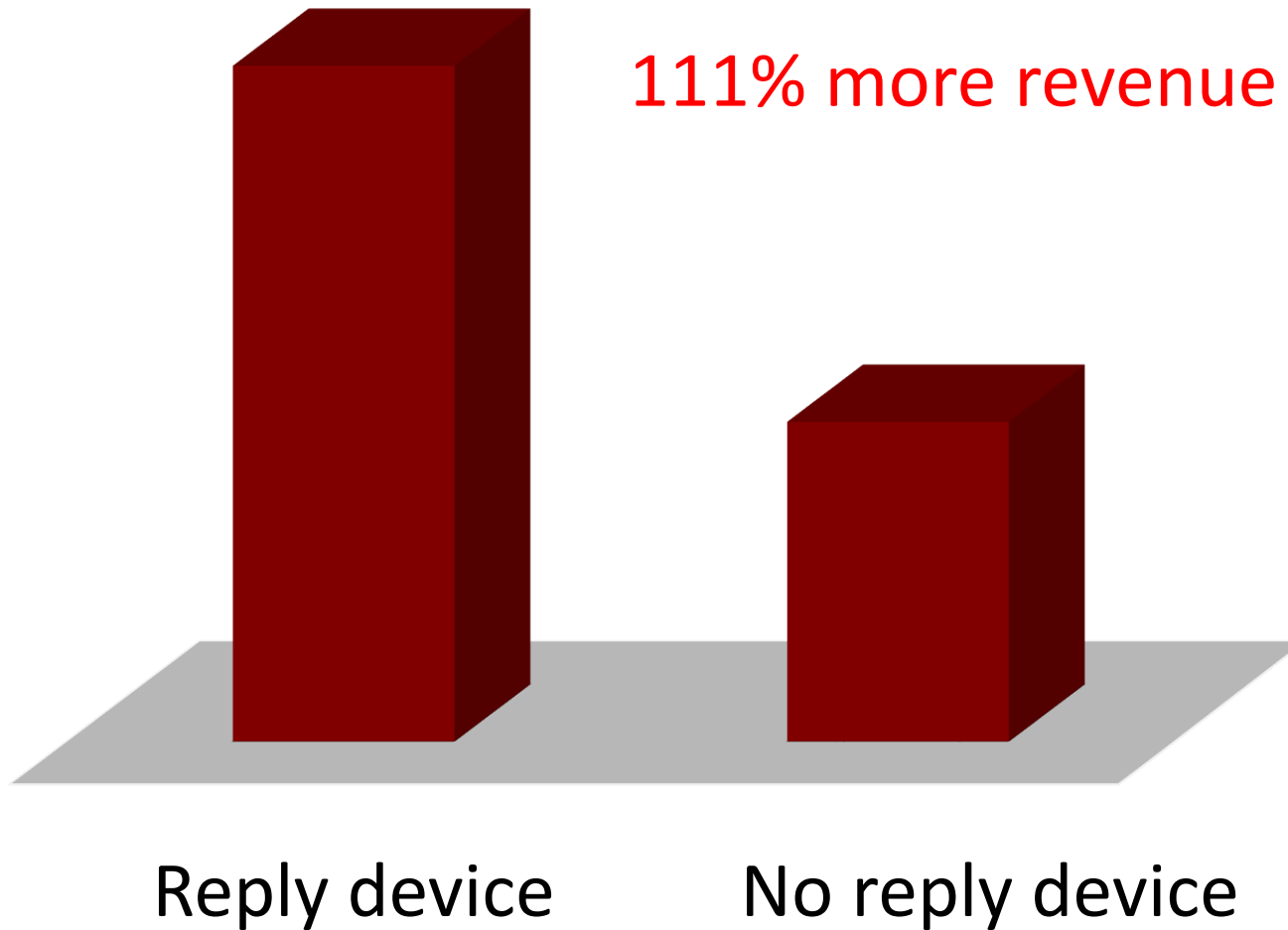
Response rate



Average gift



Revenue



MEET JEFF AND STEVEN

NONPROFIT STORYTELLING CONFERENCE



Early rate of \$995 through 10/9



www.nonprofitstorytellingconference.com

ASK THE EXPERTS



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WEBINAR NEXT TUESDAY

Your Brain on Stories



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Good Works
@leaheustace
www.goodworksco.ca

Register >>> www.nonprofitstorytellingconference.com/webinars