



Basics & More™

Your Spring Campaign



2021

About this course...

Double (or even triple) the results from your spring fundraising campaign

What every fundraiser dreams of: Unrestricted, ongoing funding. It's pretty much the holy grail. Unrestricted funding allows you to meet unexpected emergencies. It allows you to target funding in ways you see best.

But how do you attract multi-year unrestricted funding?

Quite simply, you need to grow your organization's individual giving program. And the most effective way to do that is to go beyond the once-a-year tired "annual appeal."

But how?

After training over 6,000 nonprofits just like yours here at Basics & More Fundraising, we've found that organizations that add two, four, even eight fundraising campaigns a year not only explode revenue but also create deeper engagement with their donors.

"Ask more? But Pam, don't we risk alienating donors by asking more, especially now?"

Not so, as Jodi-Joy O'Keefe discovered when she added a spring appeal to her organization's mix last year. Despite objections from her boss who didn't want to fundraise in the middle of a global pandemic, she raised over 300% over goal.

Or Nurya, who wrote: “Our appeal numbers are in. Last year as you will recall, we raised just under \$10,000. This year we appear to have raised just over \$26,000. I am blown away! I thought raising \$15,000 would be a stretch!”

Or Sigorney, who wrote: “Just read your Grow Report this morning and wanted to thank you. My colleague and I went through your master class on writing a winning appeal letter a few months ago. We brought in more than \$10,000 over our goal and a good number of lapsed donors responded to our letter!”

And, if you’ve seen declining revenue from canceled events, you’ll be surprised to learn how easy it is to replace and even increase that revenue by way of a well-executed campaign (and talk about less stressful!).

Now just in time to help you create your spring fundraising campaign comes *Your Spring Campaign, from Basics & More™*. In this four-week intensive class, you’ll discover the secrets to creating your organization’s most successful spring fundraising campaign ever.

The course runs from Monday, March 29 through April 23. Your Spring Campaign | Basics & More™ is an online class, delivered via email and a password-protected page. In addition to the course syllabus and special bonuses, you’ll also gain access to our Private Facebook Group where you can ask questions, share your own examples, and get feedback.

Unlike traditional fundraising appeal classes, you’ll discover insider’s secrets into the actual production of your campaign, even (especially) if you’re on the tightest budget.

You’ll also discover what you can do before your campaign even starts to guarantee success!

And, because direct mail works best when it's integrated with digital, we'll close with strategies for bringing your direct mail donors online through email and social media, including a brand-new email ask series template.

In Your Spring Campaign, you'll discover:

- Easy copywriting secrets to bring your donor into the picture
- How to find the stories that resonate the most with your donors
- How to get your board involved in the process in ways that are actually helpful
- What a match can do for your spring appeal – and how to get that match
- The key to crafting compelling headlines, subject lines, and teasers
- How to write persuasive copy that doesn't feel “icky”
- How to write your email ask series, featuring an all-new “fill-in-the-blanks” template to make it even easier for you
- Free tools to take the pressure off editing, especially for your online copy!
- And so much more!

Once you see how easy and effective this systematic approach is for growing your organization's individual giving, you'll find yourself returning to this class over and over again.

Every Monday morning, you'll receive comprehensive guides to the topic of the week that you can read on your computer, smartphone, tablet or e-reader, or print out to read at your convenience. Each guide contains 5-15 pages and presents everything you need to know to dramatically increase your organization's direct mail fundraising revenue.

Don't worry if you're not technologically savvy. We'll include information on how to download and read/listen/or watch the course materials for all class participants.

Course Dates & Syllabus

Here are the weekly course modules you'll be receiving:

Week One

Module One (Monday, March 29) – Direct Mail Fundraising, More Relevant Now than Ever!
You've no doubt heard the repeated refrain that "Direct mail is dying," and online giving is all the rage. While it might seem confusing, it simply boils down to this: more and more donors are making their donations online. But they're still arriving at your website via your letter.

In Module One, you'll be learning why direct mail still matters, the secrets to understanding your target market, and how the tactics used by large nonprofits can be incorporated into a small shop.

Module Two (Wednesday, April 1) – Writing a Case Statement That Reels 'Em In!
Why do you matter to your donor? It's surprising how few nonprofit professionals can answer this question. In Module Two, you'll learn how to craft a simple case statement that drives your appeal.

Week Two

Module Three (Monday, April 6) – Secrets to Donor-Centricity

Are you sharing your organization's story in a way that compels donors to give? In

Week Three: The Secrets to Writing a Donor-Centric Appeal Letter, you'll learn:

The power of one

What Green Eggs and Ham has in common with your nonprofit appeal

How to make your donors feel like heroes

Secrets to delighting and inspiring your supporter base

Module Four (Monday, April 8) – Donor-Centered Design – On a Budget

What's a lift note?

Designing your donor-centered reply device

Are premiums worth it?

Your Spring Campaign is more than just a letter. How do you create a direct mail package that works for your donors – and your budget? How do you create envelope teasers to ensure that YOUR envelope gets opened? What size envelope should you use. In Week Three: Successful Direct Mail Design on a Budget, you'll learn classic direct mail techniques, along with a few secrets I've picked up along the way.

Week Three

Module Five (Monday, April 13) – Segmentation and Your Donors

Mal Warwick reminds us that: “segmentation is based on one simple truth: some people give more money than others.” How did I turn a tiny donor database of less than 500 records into eight separate segments — and more than double revenue? In Week Five, you'll move beyond the donor pyramid and learn the secrets of small shop donor segmentation.

Week Four

Module Six (Monday, April 20) – Taking it Multi-Channel: Strategies for Bringing Your Direct Mail Donors Online

It's a straightforward flow, from your direct mail to your website, to your email, to your social media channels. In our sixth and final week, you'll learn how to integrate your direct mail appeal with your website and online giving.

Trainers: This course is taught by Pamela Grow with contributions from John Lepp and others.

Cost: The cost for this four-week training for up to eight team members is \$129.