



Membership Assembly 2018



Yearly Check-up:
Your Mission Matters



Thank You to Our Exhibitors!

The Washington Post



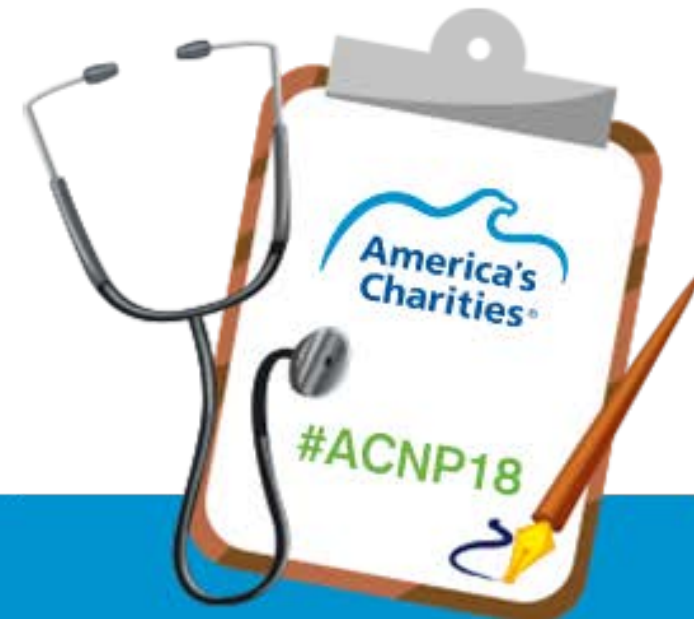
Special
thanks to
our host:



Photography
by:



Peter Freeman



Flash Drive Content

- **Member Discounts and Marketing Opportunities**
 - 2018 Membership Overview Recording and Presentation
 - Member Discounts & Opportunities
 - 2018 Fall Advertising Packages
 - America's Charities Member Toolkit
- **Exhibitor Information & Solution Overviews**
 - Navistar Direct Marketing
 - Washington Post
- **Workshop Checklists**
 - Take Advantage of Your Workplace Giving Real Estate
 - Optimizing Workplace Giving Messages Across Channels
- **Research and Guides**
 - Snapshot 2017
 - Workplace Giving Brand Ambassador Toolkit
 - Employee Donor Cultivation Toolkit



Please Help Us with Sound Quality

If you are **not** speaking, please turn your table microphone **off**.

If you **are** speaking, please turn your table microphone **on**!



2018 Board Slate

Tony DeNunzio
Director,
America's Charities
Leapfrog



Olivia Harris
Director,
America's Charities
*Kilpatrick Townsend
& Stockton LLP*



Gary Levante
Director,
America's Charities
Berkshire Bank



Agenda

Combined Federal Campaign Town Hall – 8:45 am

Break – 10:00 am

Cultivating Employee Donors – 10:15 am
in the Information Age/Workshops

Closing – 11:55 am

Buffet Lunch – Noon



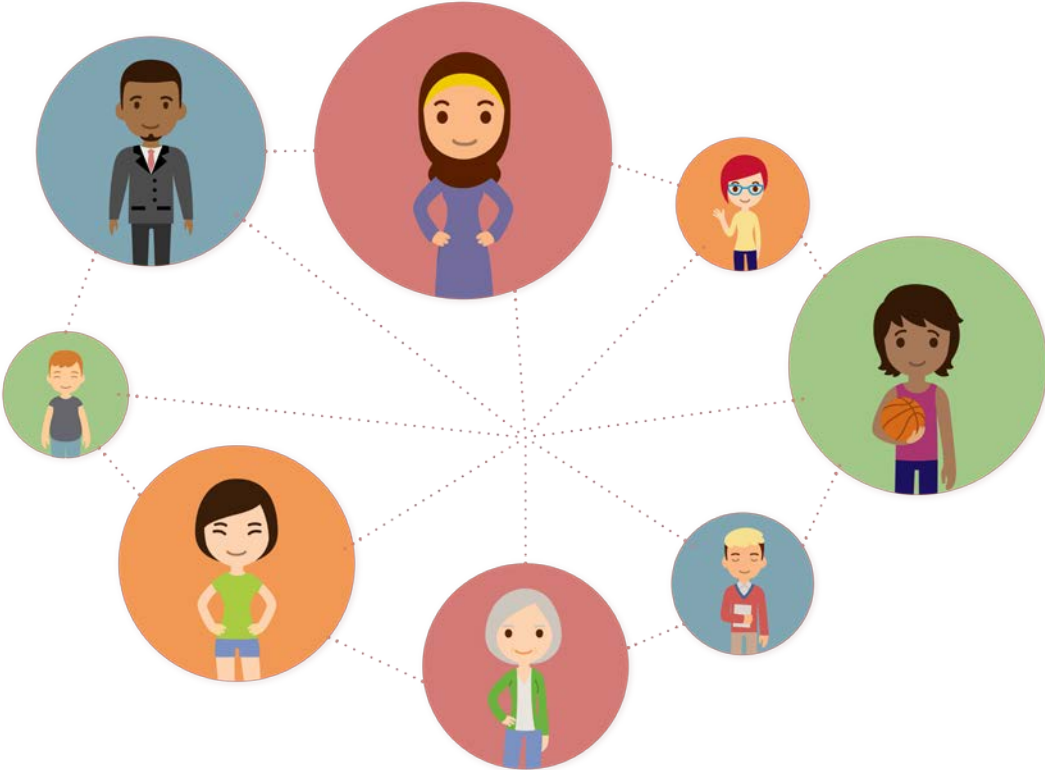


Why We Do What We Do to Help You



Jim Starr
President & CEO

America's Charities inspires employees and organizations to support causes they care about.



We do this to bring more resources to the nonprofits that are changing our world.

\$4 billion is raised through workplace giving annually

- Companies give more than **\$17 billion** to nonprofits annually
- Workplace giving donors give on average **5x more**
- Funds are more sustainable
- We often treat them the same as one-time donors



Snapshot 2017 Research

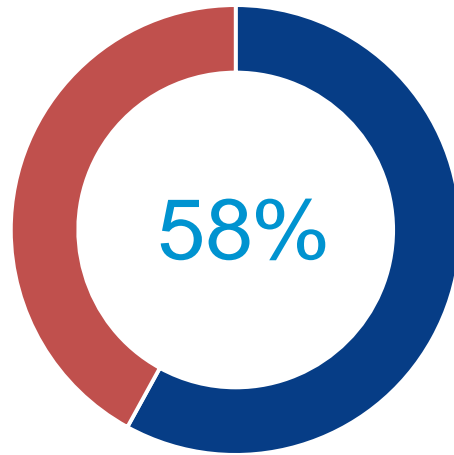


American employees are changing – and so are their attitudes about workplace giving and volunteering

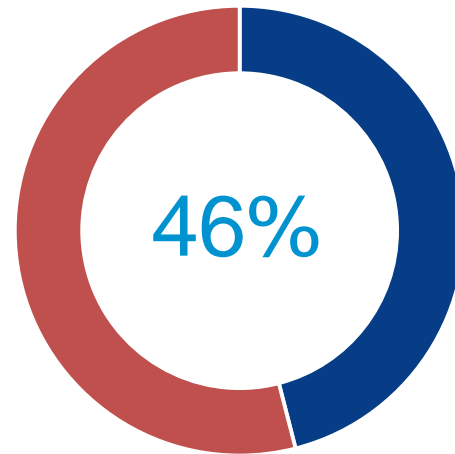
www.charities.org/snapshot2017

(Also on your thumb drive!)

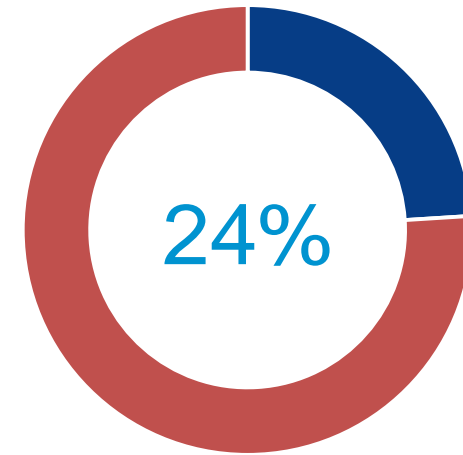
Percentage of Respondents Who:



Volunteer
Time



Donate
Money



Volunteer
Skills





What Employees Expect From Their Employers

Employees Value Choice

76%

Ability to choose causes is imperative or very important

63%

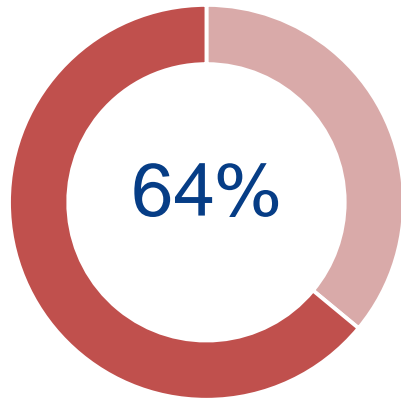
Extremely or very valuable that the employer offer charitable choice

30%

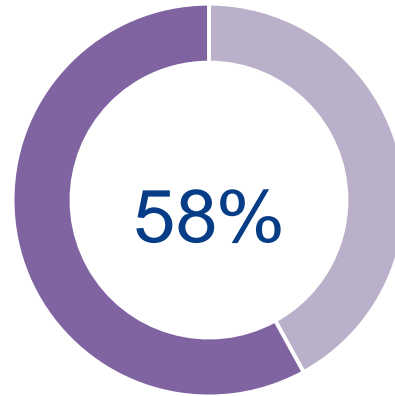
Do not give through the workplace because the causes they care about are not available



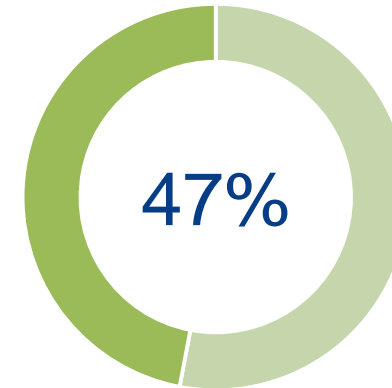
What Motivates Workplace Donors



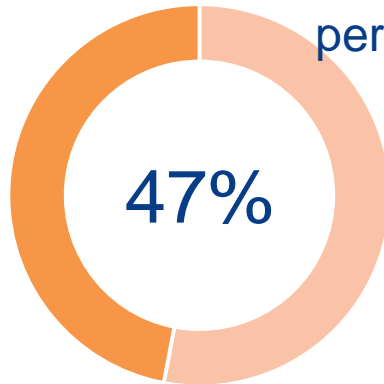
Paid time off to volunteer



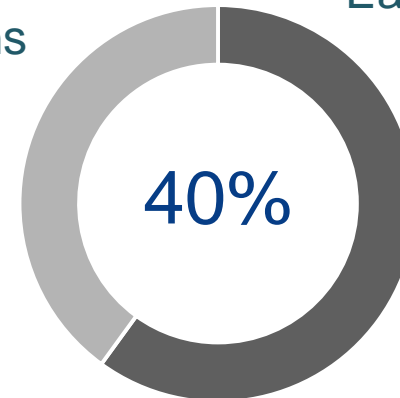
Employer match of personal donations



Easy to use online platform



Volunteer service grants also known as Dollars for Doers



Opportunity to work with colleagues





The message for you?

Build trust.

That's what today is all about.



Combined Federal Campaign (CFC) Town Hall-Style Discussion



Jim Starr
President & CEO



Robyn Neal
VP, Client Engagement



Emily Gross
Director, Client Engagement



Jennifer Watkins
Client Engagement Coordinator



Combined Federal Campaign (CFC): State of the Campaign



Robyn Neal
VP, Client Engagement

Combined Federal Campaign Update

- **What is the CFC? Some Background.**
 - Federal Government’s workplace giving program
 - 9,960,000 active personnel and retirees
 - \$8.3 billion to charities since 1961; 8,000 participating nonprofits
 - Steadily declining since 2009 - \$282 million at its peak
 - 2017 Rule Change
 - www.charities.org/savethecfc



Changes to Campaign in 2017



- **2017: Year of Change**
 - OPM at Membership Assembly: Rationale for New Rule
 - Executive Order: Retirees and Volunteerism
- **How did year one go?**



2017 Campaign Results

- **\$101 million**
- Nearly **40% decline** from prior year total of \$167 million



What Happened? Why?



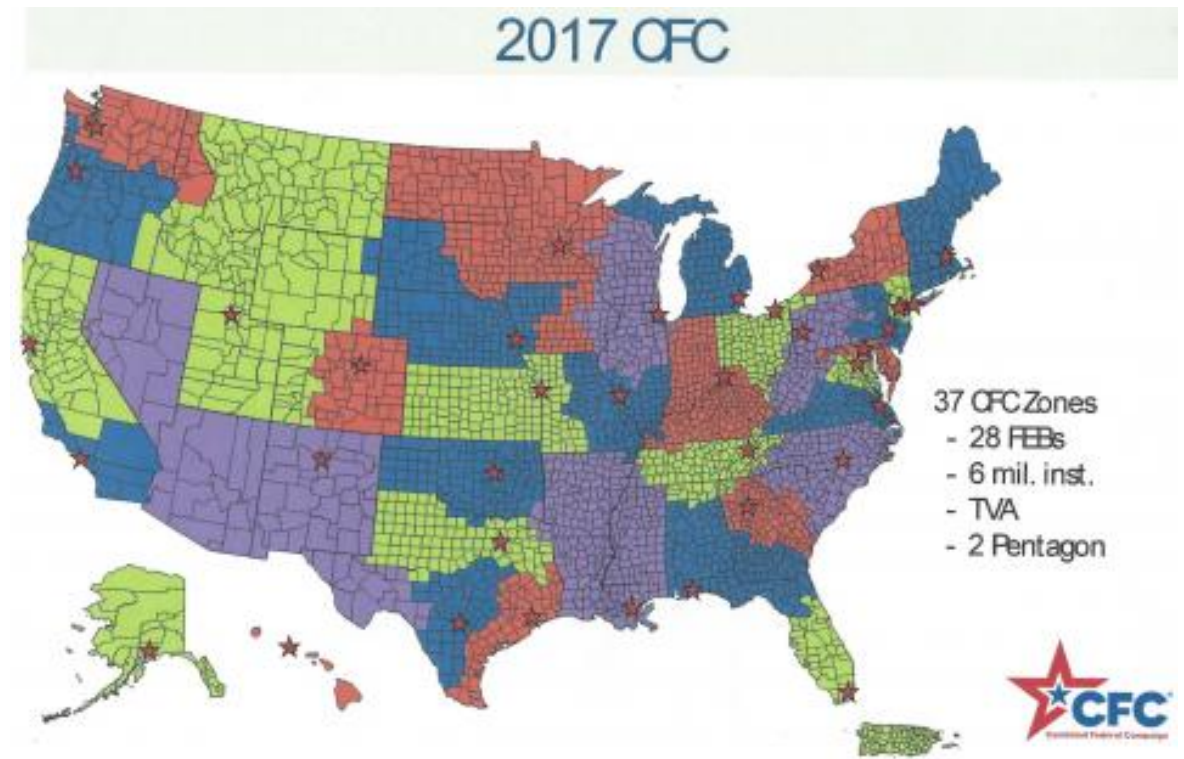
Campaign Delay, Technology and Rushed Implementation

- Application/Appeals process extended
- Delay in loading employee files
- Giving site and charity listings missing for one month
- Flawed search function



What Happened? Why?

- **Campaign Restructuring**
 - 150 to 36 campaign zones
- **New Players**
 - Outreach Coordinators
- **Changes to Ground Game**
 - Late start and new rules



What Happened? Why?

- **Retiree Solicitation**
 - Late launch
- **Volunteerism Impact**
 - \$3 million
- **Other Factors**
 - Hurricane Relief Efforts
 - Political Climate
 - Employee Morale
 - Impact of Volunteerism



Campaign Cost Recovery

- **Application and Listing Fee**
- **Distribution Fee**
 - 16.5% taken out of pledges (historically 9-20%)
 - Start up costs
 - # of charities and pledges lower than anticipated





Combined Federal Campaign (CFC): Changes to Application Process



Emily Gross
Director, Client Engagement

The CFC Application Process

- **America's Charities Member Application ≠ CFC Application**
 - **Are not the same**; we apply to the CFC on your behalf using materials collected from member application
 - Member Application is due each fall; CFC application due in January of the following year
 - For 2019 Membership Year:
 - **Member Application** released this summer and due early fall
 - **CFC Application** release date TBD but America's Charities handles on your behalf – we will apply by their deadline (also TBD) in January 2019



CFC Application Review & Submission

- **2017 CFC:** CFC Application now online, physical applications no longer accepted
 - New online application system launched for 2017 CFC on December 27, 2016
 - [New regulations](#) (including eligibility restrictions) became effective January 1, 2017
- **2018 CFC:** OPM released new guidance on charity eligibility via secure email on December 15, 2017
 - America's Charities **re-reviewed** all member application documents against the new guidance, and for many members, this meant we had to reach back out and collect additional items beyond what has traditionally been required in order to get you in the CFC
 - If participating in our **CFC Program**, we cannot approve the member application without required items for the CFC, as it affects our ability to complete an application on your behalf



CFC Eligibility – DOS Changes as of December 2017

- **Description of Services (DOS)**

Prior to 2017	Moving Forward
<ul style="list-style-type: none">• Required every application year, regardless of whether charity was new or returning• No limitations on length• No required format• What constitutes <i>de minimis</i> services wasn't defined in the rule	<ul style="list-style-type: none">• Each returning charity is on a 3-year cycle for providing their DOS• Standardized format and character limit for <u>each</u> service documented• <i>De minimis</i> has been defined further – charities must meet a certain threshold (# of individuals assisted/\$ value of service) <i>per instance of service</i>; the overall sum is no longer considered.



DOS Changes – How America's Charities Works for You

- **2018 application cycle:** Member application does not prompt CFC participants for DOS if they are not on a full application year
 - **If on a full application year:**
 - America's Charities has some service data on file for your organization from recent years and we use this information where we are able, summarizing each instance of service and all required data points in 256 characters.
 - 1:1 consultation – phone calls, email, and webinar training on this document, specifically
- **2019 application cycle:** in response to new requirements, **we will simplify the process and provide a formatted template for members** in which we will ask you to input service data, then review and consult with you before completing CFC application on your behalf



Other Changes and Clarification on Rule as of December 2017

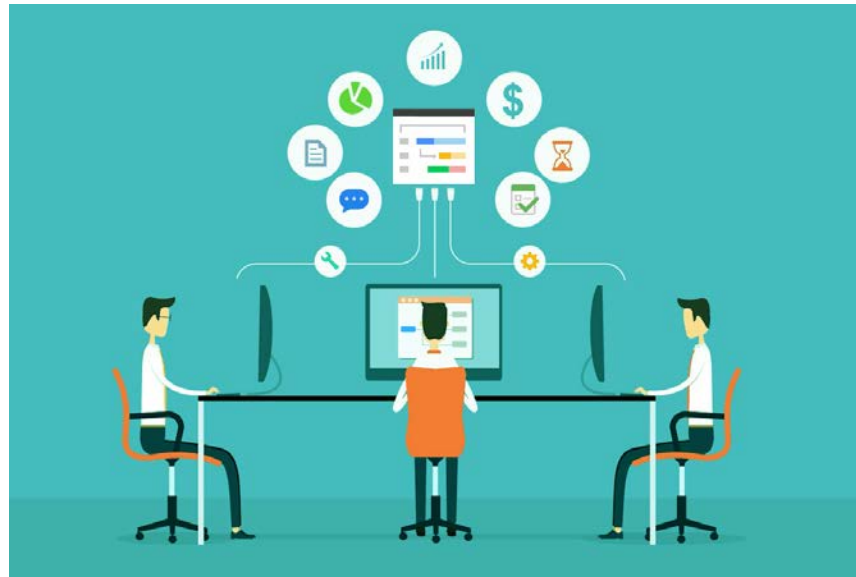
- **Doing Business As (DBA) or Name Change Documentation**
 - If the name you wish to use for promotional purposes differs from your organization's name in IRS Business Master File (BMF), **additional documentation is absolutely required**. The type(s) of documentation required depend on your tax exemption ruling with the IRS **and** if the name change is considered substantial.
 - Use of a registered trademark symbol (®) requires a USPTO certificate
- **501c3 Affirmation Documentation**
 - **Additional documentation is required**, dependent on your tax exemption ruling with the IRS.
 - **All charities that fall under a group exemption (including parent organizations)** should keep a current copy of the full list of charities that fall under that exemption – each subordinate organization's name, EIN, physical address.
 - **All charities that share an EIN with another organization** have to provide a new IRS affirmation letter annually (dated on or after January 1 of the application year)



Other Changes –

How America's Charities Works for You

- We are the premier **industry experts** on CFC rules and regulations with a 100% acceptance rate in the CFC.*
- Our Member Application and **review process** is analyzed and **updated annually** based on what the CFC requires.
- We have and will continue to **advocate on your behalf** through every step of the process.



*Based on 2017 CFC results; 2018 results are forthcoming.





Combined Federal Campaign (CFC): Events



Jennifer Watkins
Client Engagement Coordinator

2017 CFC Events

Numbers

- Between October 2017 and January 2018, there were **299** events for the 2017 CFC.
- Of the 299 CFC events sent out, our charity members attended 150.
- Top 4 locations for number of events:
 - Washington, DC – 166 events (**55.5%** of all CFC events that we received invitations for were centered in the Washington, DC Metro Area)
 - New York (NYC/Long Island) – 21 events
 - Missouri (St. Louis/Kansas City/Jefferson City) – 19 events
 - Washington State – 19 Events



2017 CFC Events

America's Charities' Role

- America's Charities is on the front lines to receive the invitations from the 36 CFC regions and funnel it to you through America's Charities' staff members.
- Only send invites in areas YOU are most interested in.
- Make sure you're represented regardless of your ability to attend.
- Advocate on your behalf.
- Suggestions for 2018 Events
 - Fill out the Events Survey
 - Pick the CFC of the National Capital Area and the Greater New York CFC as part of your Event Area Selections.
 - Send Giveaways
 - Attend the 2018 Events Webinar, to be held on June 7!





Combined Federal Campaign (CFC): Moving Forward



Jim Starr
President & CEO

What's in Store for the CFC?

- Extremely unlikely last year will be repeated
- Many issues have been or are being addressed
- But regaining lost donors is difficult



Next Steps

- **Advocacy continues, individually and collectively**
- **Meeting with OPM**
 - Lessons learned and how they will be corrected
 - Clarity on Campaign Costs and Timeframe for Cost Reduction
- **Vision for the future**
 - America's Charities will continue to advocate, consult, and advise





Change does not necessarily assure progress, but progress implacably requires change.

— *Henry Steele Commager* —

AZ QUOTES





Questions from the Audience: Combined Federal Campaign (CFC)



Break Time!
We'll reconvene in 15 minutes.



Cultivating Employee Donors in the Information Age

Donor Cultivation & Communication Workshops



Lindsay J.K. Nichols
*VP, Marketing &
Communications*



Emily Gross
*Director, Client
Engagement*



Jennifer Watkins
*Client Engagement
Coordinator*



Sarah Ford
Marketing Director

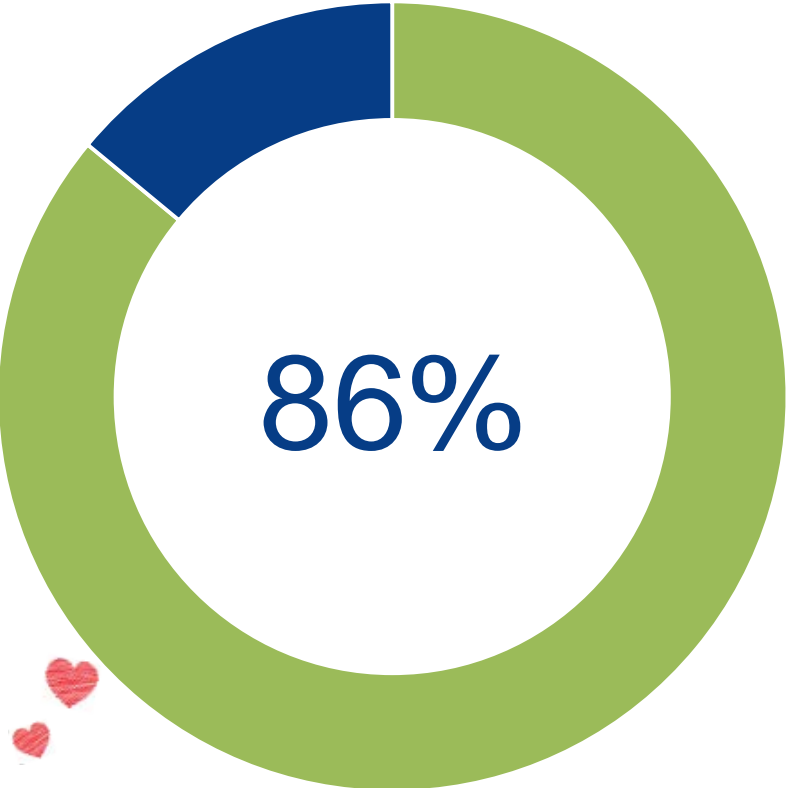
What Employees Expect from Nonprofits

www.charities.org/snapshot2017

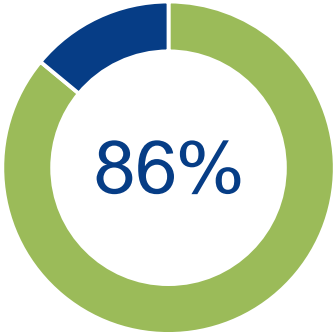


Employee Expectations of Nonprofits

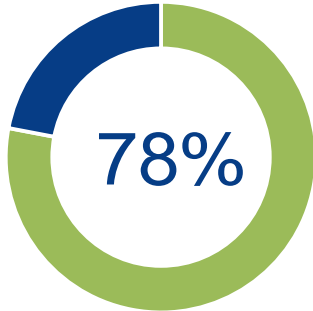
USE MONEY WISELY



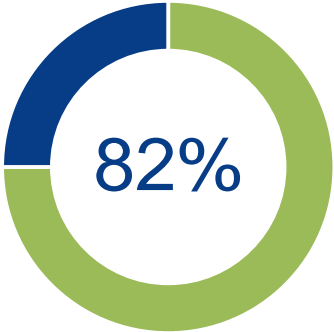
ACCOUNTABLE



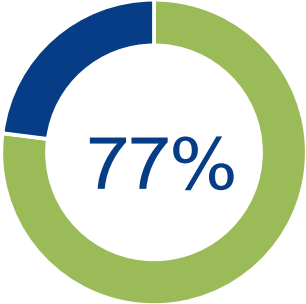
DEMONSTRATES RESULTS/IMPACT



TRANSPARENT



PERSONAL CONNECTION



Snapshot 2014



Nonprofit Challenges

In 2014, nonprofits said it was a challenge to:

70%

DEMONSTRATE IMPACT TO DONORS

66%

SHOW RELEVANCE TO INDIVIDUAL DONORS

81%

COMMUNICATE EFFECTIVELY TO CORPORATE PARTNERS & INDIVIDUAL DONORS



Snapshot 2017

Donor Expectations

In 2017, employee donors said:

78%

IMPERATIVE OR VERY IMPORTANT NONPROFITS REPORT RESULTS AND DEMONSTRATE IMPACT

45%

IMPERATIVE OR VERY IMPORTANT NONPROFITS ENGAGE WITH DONORS

70%

IMPERATIVE OR VERY IMPORTANT TO HAVE AMPLE INFORMATION FROM NONPROFITS

Successful Workplace Giving Programs

- **Active, Engaged, and Successful Campaigns**
 - Shared **positive experience** among employees
 - **Support causes** and issues important to employees
 - Provide opportunities to **engage** in community
- **What Campaign Managers Need from Charities**
 - **Clear demonstration of impact** and **appreciation** to maintain **trust**
 - Energy & **motivation**
 - **Respect** of differences in campaign rules, workplace culture, employee views
 - **Responsiveness & Participation**



What's In Demand by Campaign Managers



- **Demonstration of Impact**
 - **Success Stories** – how your organization impacted the life of a specific individual or community
 - **Dollar-Buy Statements**
 - Clear and accurate **description of charity's activities**
- **Engagement**
 - Timely acknowledgement of gifts (**thank-you letters**)
 - **Volunteer opportunities**
 - Representation at **events**
 - **Calls to action** – social media, website, newsletter, blog



How to Provide What Campaigns Want

- **Participate Actively in Workshops 1-3!**
- **Complete America's Charities' Member Application**
 - **Complete Steps 1-3**, including optional Marketing & Promotional Opportunities section
 - **Refresh** with new photos, success stories, dollar-buy statements annually
- **Familiarize Yourself with Campaign Year Timeline & Member Resources**
 - **Acknowledgement Timeline** (2nd workshop will discuss this further)
 - Send acknowledgements as soon as you receive information – upfront thank you
 - **Member Toolkit, Donor Cultivation Toolkit**
- **Respond to Requests for Information, Representation**
 - ✓ **2018 Events Survey & Webinar** – June
 - ✓ **2018 C.A.R.E. Program** – July
 - ✓ **2019 Member Application** – Beginning in August
 - ✓ **2018 Event Requests** – August - December





Workshop #1: Develop Your Employee Donor Communications Plan

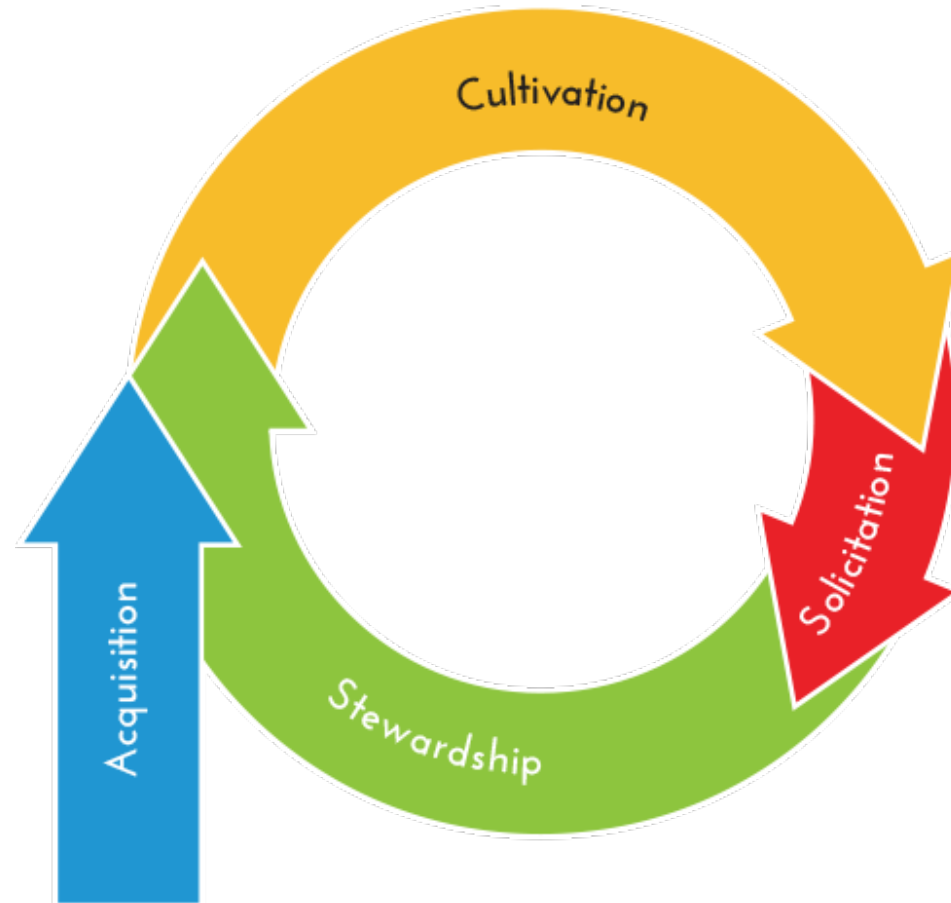


Lindsay J.K. Nichols
VP, Marketing & Communications

Communications Planning



Donor Cultivation Cycle Overview



Communications Plan

Plan Element	Complete	Not Sure	Need To Do
Objectives – 2-3 employee donor development goals			
Success Measures – How will you know if you succeed? What will you use to measure?			
Target Audience and Influencers – Use meaningful data (we'll come back to that)			
Strategies – Long-term path to get from where you are today to your goals			
Tactics – Specific short-term actions you'll take along the way			
Proof Points and Stories – How will you integrate data and stories? Human interest/emotion/impact?			
Budget – Your annual budget and monthly breakdown; internal/external (America's Charities!)			
Timeline – When do you need to achieve your goals? (BIG difference from other communication planning)			
Team – Other than you, who can help?			

Brand and Literature Review

SWOT Analysis

Test, Test, Test

Segment Differently

Repayer

"I give to my alma mater"
"I support organizations that have had an impact on me or a loved one"

Casual Giver

"I primarily give to well known nonprofits through a payroll deduction at work"
"I donated \$1,000 so I could host a table at the event"

High Impact

"I give to the nonprofits that I feel are generating the greatest social good"
"I support causes that seem overlooked by others"

Faith Based

"We give to our church"
"We only give to organizations that fit with our religious beliefs"

See the Difference

"I think it's important to support local charities"
"I only give to small organizations where I feel I can make a difference"

Personal Ties

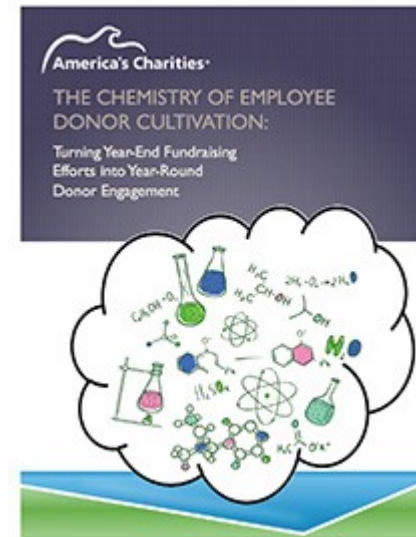
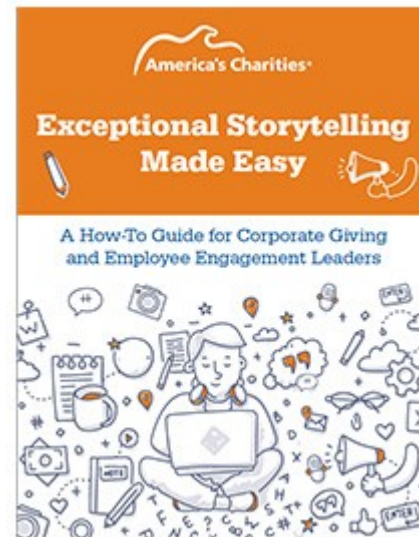
"I only give when I am familiar with the people who run an organization"
"A lot of my giving is in response to friends who ask me to support their causes"

<http://www.cambercollective.com/moneyforgood/>



Free Resources

<https://www.charities.org/whitepapers-toolkits-guides>





Workshop #2: Take Advantage of Your Workplace Giving Real Estate



Emily Gross
Director, Client Engagement



Jennifer Watkins
Client Engagement Coordinator

Exercise 1: Dollar-Buy Statements

Pretend you are a donor giving through the workplace.

Work with other nonprofit representatives at your table to rank the following examples of dollar-buy statements from strongest to weakest.



to do..

Rank Statements A-E

from 5 (Strongest) to 1 (Weakest)

- **Statement A:** \$10 helps Peter Parker Foundation provide educational comic books to children attending public schools across the country, enabling kids to explore new avenues for creativity and learning.
- **Statement B:** \$5 per pay period allows Peter Parker Foundation to provide a monthly educational comic book subscription to 3 children attending public schools, enabling kids across the country to explore new avenues for creativity and learning.
- **Statement C:** Any donation helps Peter Parker Foundation provide comic books to kids.
- **Statement D:** \$5,000 pays for Peter Parker Foundation to provide a full day of literacy programming with hands-on activities for 50 children, enabling kids across the country to express themselves through reading and illustration. Each child who attends a reading day goes home with 5 comic books.
- **Statement E:** \$3 a paycheck helps a child in need obtain access to literacy programming, enabling her to learn effectively using comic books as a resource of reading and language instruction.

Dollar-Buy Statements Best Practices



Be Specific. Avoid general statements like “any donation helps” - this doesn’t tell the story the donor is looking for. Name the \$ amount.

Data is King. Stay focused on the impact, the number of constituents served, for different programs and services. Name the result.

Keep Payroll Deduction in Mind. Most WPG donors have 24 – 26 pay periods in a year. Try to frame the quoted amounts to reflect that, if possible.

Give a Range. Don’t just craft one! Create several that focus on different amounts and the impact per program area. Keep amounts small.



Dollar-Buy Statements - Summary

Remember the Overall Point – Demonstrate Your Impact.

- Show donors the **strength of their investment** in your nonprofit – the goal is to show that for a specific dollar amount, the donor allows your organization to affect change in a demonstrable way.
- See **page 25** of your Member Toolkit for reference

Statement B: \$5 per pay period allows Peter Parker Foundation provide a monthly educational comic book subscription to 3 children attending public schools, enabling kids across the country to explore new avenues for creativity and learning.



Exercise 2: Charity Descriptions

Pretend you are a donor giving through the workplace.

Work with other nonprofit representatives at your table to rank the following 5 examples of charity descriptions from strongest to weakest.



to do..

Rank Descriptions A-E

from 5 (Strongest) to 1 (Weakest)

- **Description A:** RESEARCHES. ADVOCATES. PROMOTES HEALTHY LIVING. Selina Kyle Foundation provides health services found nowhere else.
- **Description B:** Our mission is to fund medical research initiatives aimed at preventing and treating illness.
- **Description C:** At Selina Kyle Foundation, our main goal is to assist in raising money for medical research initiatives aimed at preventing and treating chronic illness.
- **Description D:** Empowers patients by funding innovative research and educating health care providers to improve early diagnosis and treatment for Lyme disease, affecting 300,000 Americans each year.
- **Description E:** Provides free, life-changing counseling, early intervention, and referral services to youth ages 13-18 living with a mental health condition. 1 million youth assisted since 1998.

Charity Descriptions - Best Practices



Maximize on Your Real Estate - Your Column Inch. There's no need to list your organization name or your website, or contact information twice. Avoid using the exact same language as your organization's mission.

Use Active Voice. Start right out with a verb in the present tense – “teaches,” “assists,” “provides.”

Communicate, Don't Solicit. The description is about what your organization accomplishes and isn't a vehicle for outright solicitation requests. Use your dollar-buy statements to communicate what a donation achieves.

Keep Within the Rules. Don't go over 25 words, 256 characters with spaces, or whatever the word/character count is.



Charity Descriptions - Summary

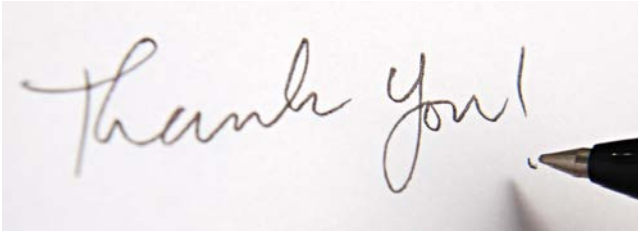
Remember the Overall Point – Demonstrate Your Impact.

- Provide insight for donors into your organization’s services– the goal is to take advantage of the space you have in a brochure/online listing and make your message as strong as possible.

Statement E: Provides free, life-changing counseling, early intervention, and referral services to youth ages 13-18 living with a mental health condition. 1 million youth assisted since 1998.



Thanking Donors – Best Practices



See **pp. 33-37** of your Member Toolkit for reference

Know Your Audience. Make note of who the donor is – a government employee or a private sector employee - and craft your message accordingly.

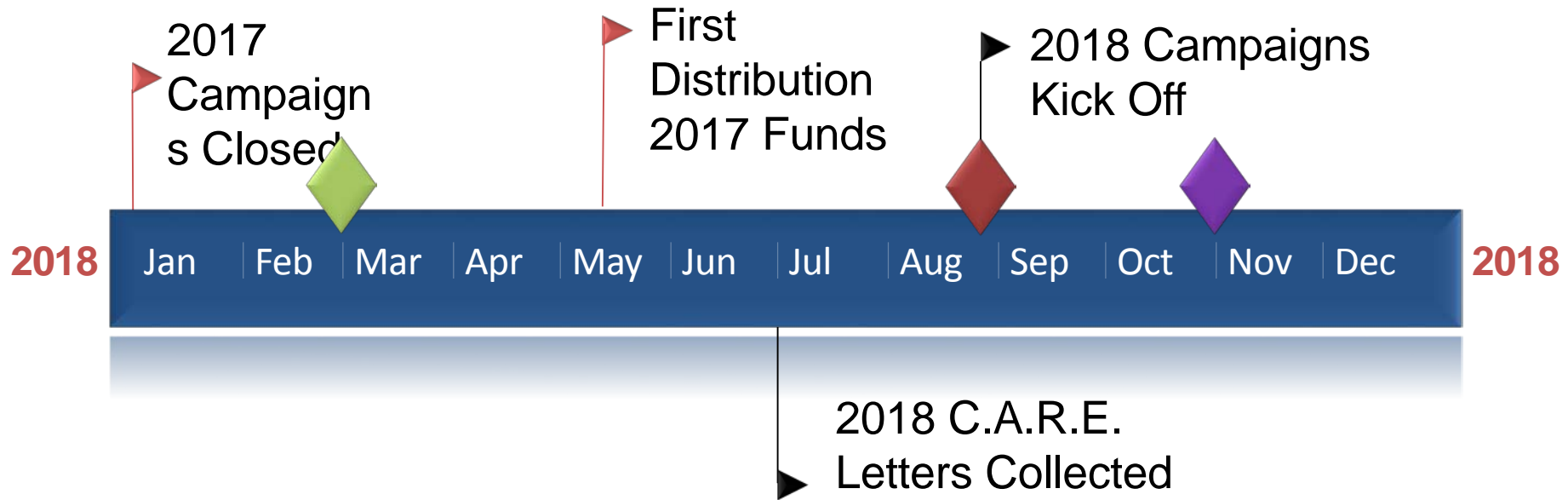
Use Active Voice. Prove why their donation is still a smart investment. Describe your charity's impact using an active voice – be clear, direct, and tell them what their gift still allows your organization to accomplish.

Avoid Pure Re-Solicitation. The last thing a donor wants to feel after they have given to your organization is immediate pressure to give more. At least the first letter the donor receives should purely give thanks.

Check the Regulations. Remember to adhere to any regulations regarding reaching out to donors in the particular campaign (i.e., being prohibited in emailing/ mailing federal donors at their place of business - CFC). America's Charities helps you with this by listing any restrictions associated with thanking donors in a specific campaign in your donor acknowledgement reports for non-CFC campaigns.



Thank You Timeline



- ◆ **Step 1: A Pure “Thank You”** - Thank donors as soon as you receive acknowledgement information.
- ◆ **Step 2: A Reminder**— Send reminders, thanking donors for past support and ask for consideration in this year’s campaign. Share an impact story in your reminder.
- ◆ **Step 3: A 2nd Reminder**— Send another set of reminders, thanking donors for past support and remind them that there’s still an opportunity to give. Provide some data/statistics, share another impact story.

Step-By-Step Take-Home Guide

Try working through the below questions to **help fine-tune your message**.

- **Why do you think people give to your organization?**
- **Why do you think your donors value the actions of your organization?**
- **Write down 5-10 key verbs you would use to describe the actions of your nonprofit – how do you help? (ex: advocates, teaches, provides)**
- **Write down the constituents affected by the actions of your nonprofit – both directly and indirectly. Try to look at your services from different angles. For example, how does providing free books to children affect not just children, but their parents, families, and community?**
- **What are some deliverables your nonprofit provides? Try to list out a few different programs, (ex: school supplies, counseling, funding)**

Review your current message against these questions. Do your messages convey what you want them to? Can they be strengthened?



HOMEWORK



Workshop #3:

Optimize Workplace Giving Messages Across Channels



Sarah Ford

Marketing Director, America's Charities

Exercise 1: Website Check-up

Have your mobile phone with you?

1. Pull up your website!
2. Navigate to the web page that addresses workplace giving as a way to give.



Exercise 1 (a): Website Check-up

Quick scan:

- Does that page exist? Is workplace giving mentioned as a way to give on your website?
- Who is the workplace giving message directed at? Individual donor/Employer/Both?
- What type of workplace giving campaigns do you mention? CFC/State & Local/Private Sector?
- Is matching gifts mentioned anywhere? Is the term “matching gifts” distinctive or used synonymously with “Workplace giving”?
- Does your page include any impact statements or success stories (or links to success stories)?
- Does your page include stats/facts for employers about workplace giving & employee engagement benefits?
- Do you mention you are an America’s Charities member or state your relationship with America’s Charities?



Exercise 1 (b): Website Check-up

Scroll to the footer of your website:

Do you see your EIN, CFC #, and any accolades or membership associations listed?

TIPS:

- See pages 10 - 11 of Member Toolkit for sample messaging for your team to personalize and use for your own marketing purposes, as well as for quick links to the member website examples I'm about to share with you.

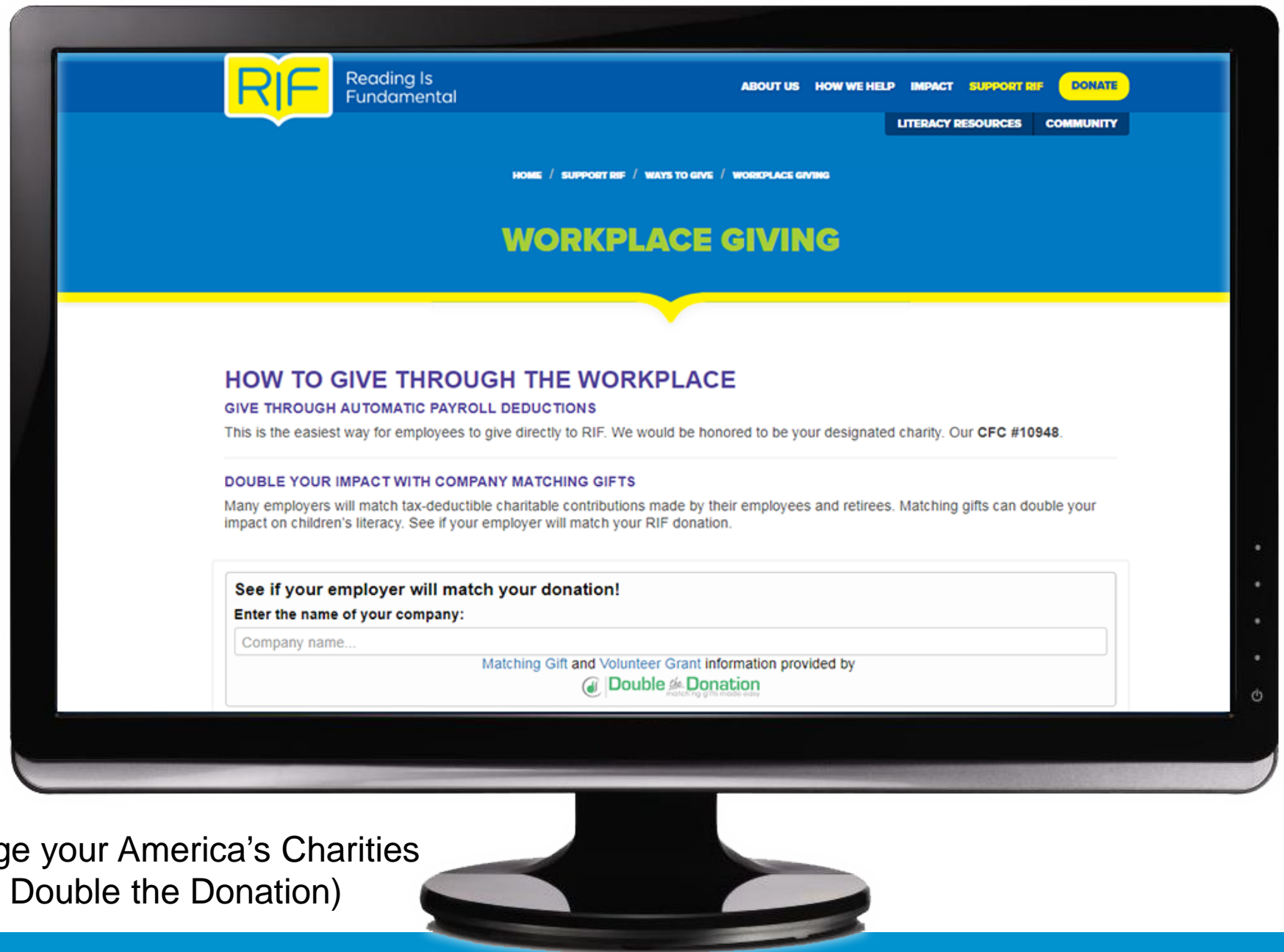


Example #1:

Promotes
workplace giving
AND matching
gifts, leveraging
Double the
Donation
matching gift
tool

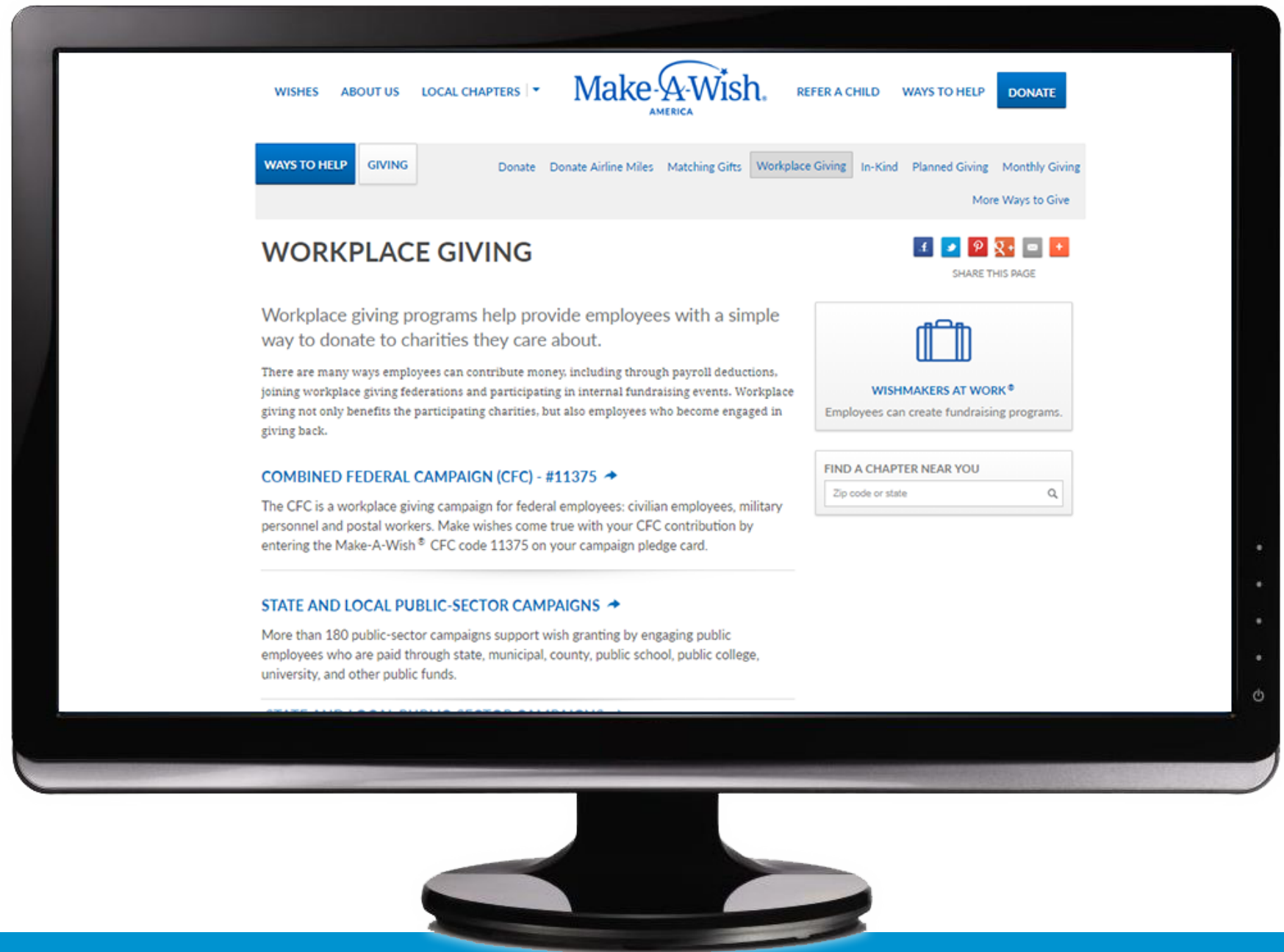


(Save money! Leverage your America's Charities member discount with Double the Donation)



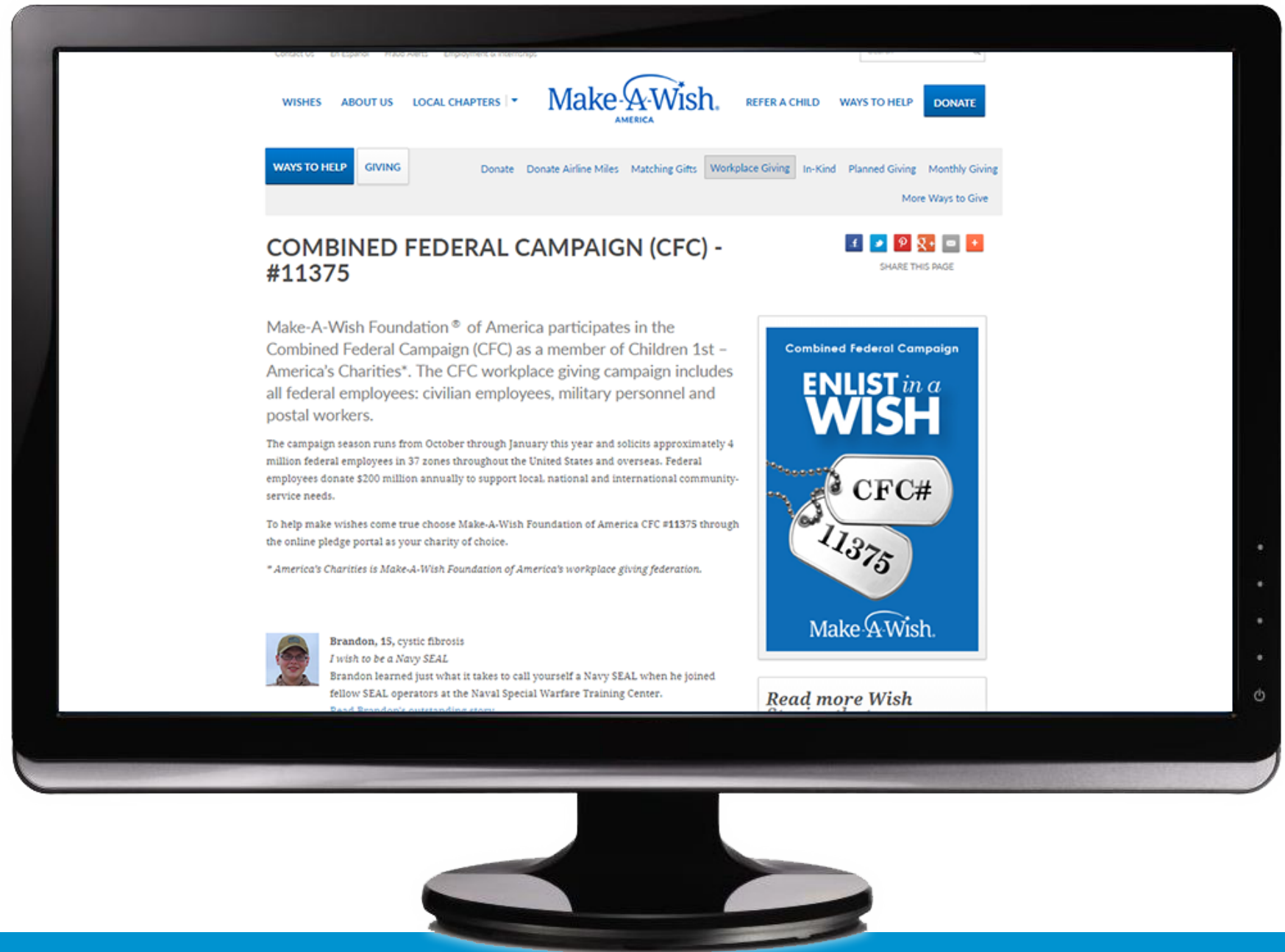
Example #2:

Promotes different types of workplace giving campaigns and how to participate



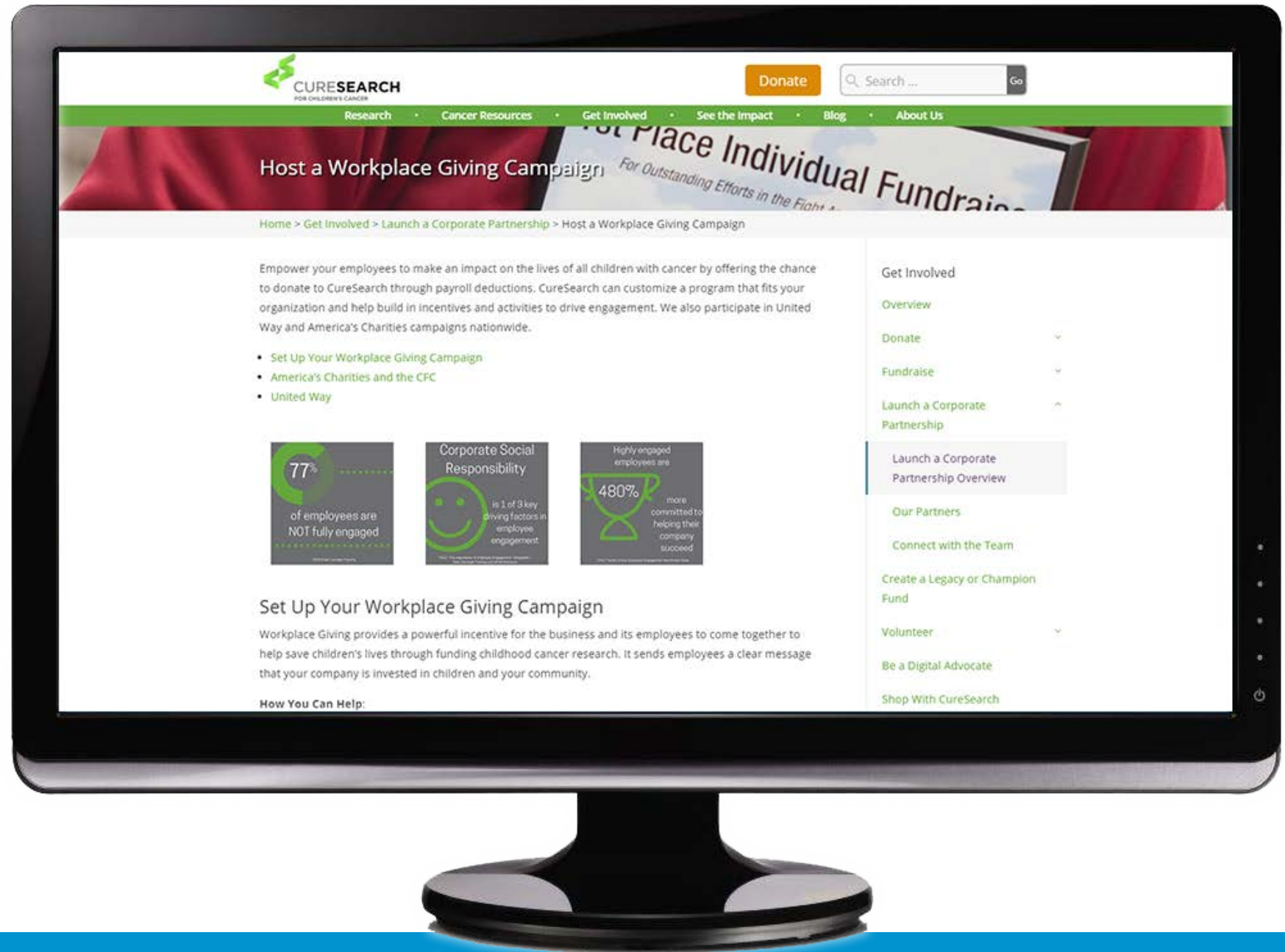
Example #3:

- Connect donors with your impact through storytelling
- Promote your America's Charities membership



Example #4:

Promotes statistics and benefits of workplace giving to employers



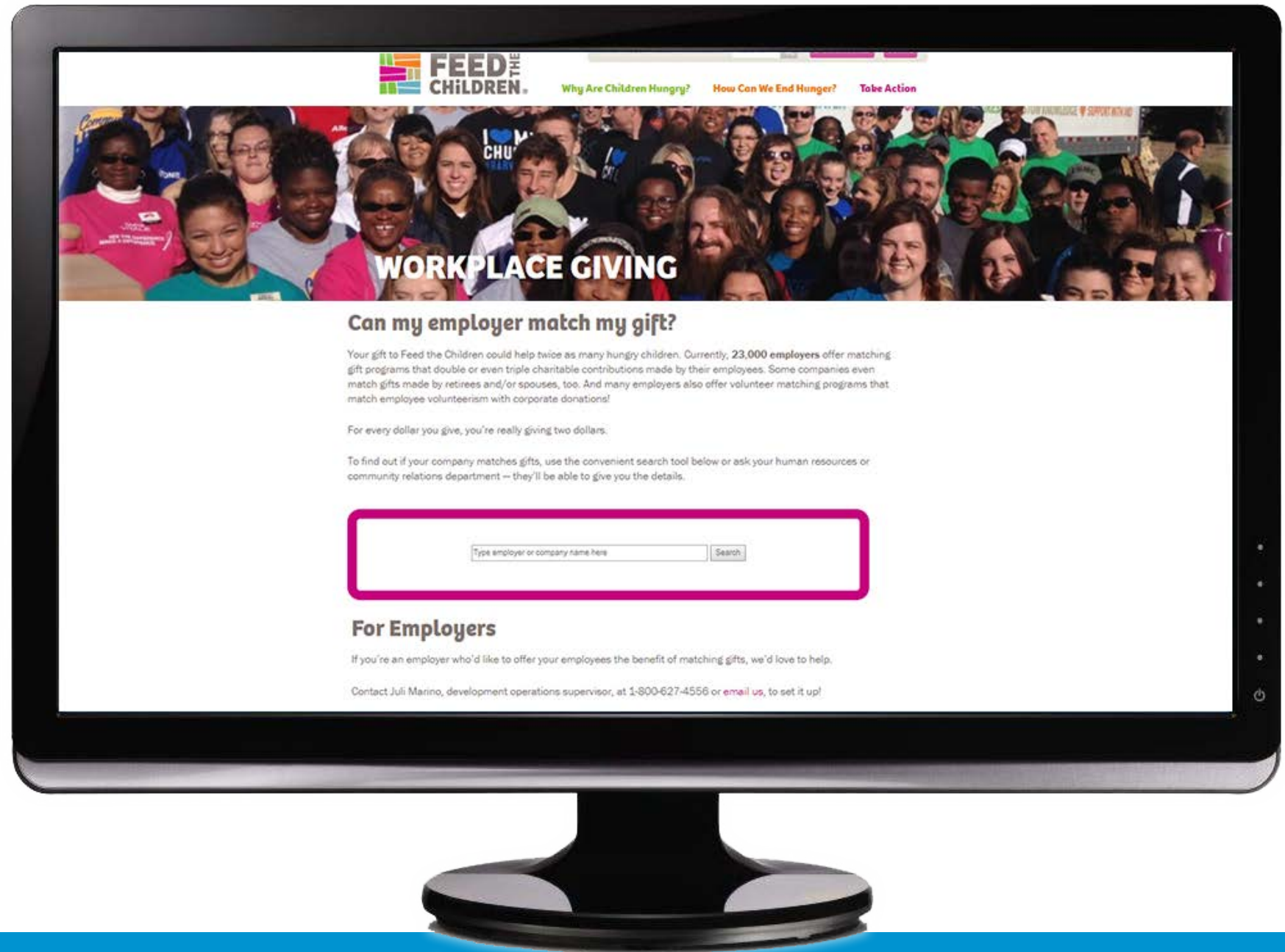
Example #5:

Leverages website footer!
Easy to find their CFC#, EIN, and other accolades from any page on their website.



Example #6:

Promotes workplace giving and matching gifts to **DONORS** and **Employers**



Breaking Through the Noise: Social Media

Hashtags:

- #workplacegiving
- #employeeegiving
- #CombinedFederalCampaign
- #ShowSomeLoveCFC

(**NOTE:** #CFC no longer works well because the European soccer league has claimed it)

TIPS:

- Keep the number of hashtags you use in one message limited to 3 or less.
- See Member Toolkit page 18 examples

Twitter Handles:

- @CFCNCA
- @CFC
- @AmerCharities

Facebook Handles:

- @CombinedFederalCampaign
- @cfcnca
- @cfcoverseas.org
- @AmericasCharitiesFederation



Breaking Through the Noise: Newsjacking

What Is Newsjacking?

It is the art and science of injecting your ideas/mission into a breaking news story so you and your ideas get noticed.



Breaking Through the Noise: Newsjacking



Miriam's Kitchen is 📩 asking for donations.

March 22 · 🌐

Attending this Saturday's March for Our Lives? Are you visiting Washington, D.C. from out of town? If you don't want to keep your Metro SmartTrip card after your visit -- don't throw it away! Mail your card to Miriam's Kitchen to help individuals experiencing homelessness. The cards cost \$2 each (not including subway or bus fare) and can make a big difference for someone trying to get to a medical appointment, to a shelter, or to get a warm meal. It's helpful to put a post-it note on the card indicating the fare balance.

Send directly to Miriam's Kitchen:

Miriam's Kitchen

Attn: Brenda Segal

2401 Virginia Avenue, NW

Washington, D.C. 20037

Miriam's Kitchen Got 970 Metro cards after the 2017 Inauguration and Women's March; applied same concept to 2018 #marchforourlives

Breaking Through the Noise: Public Profiles & Accolades

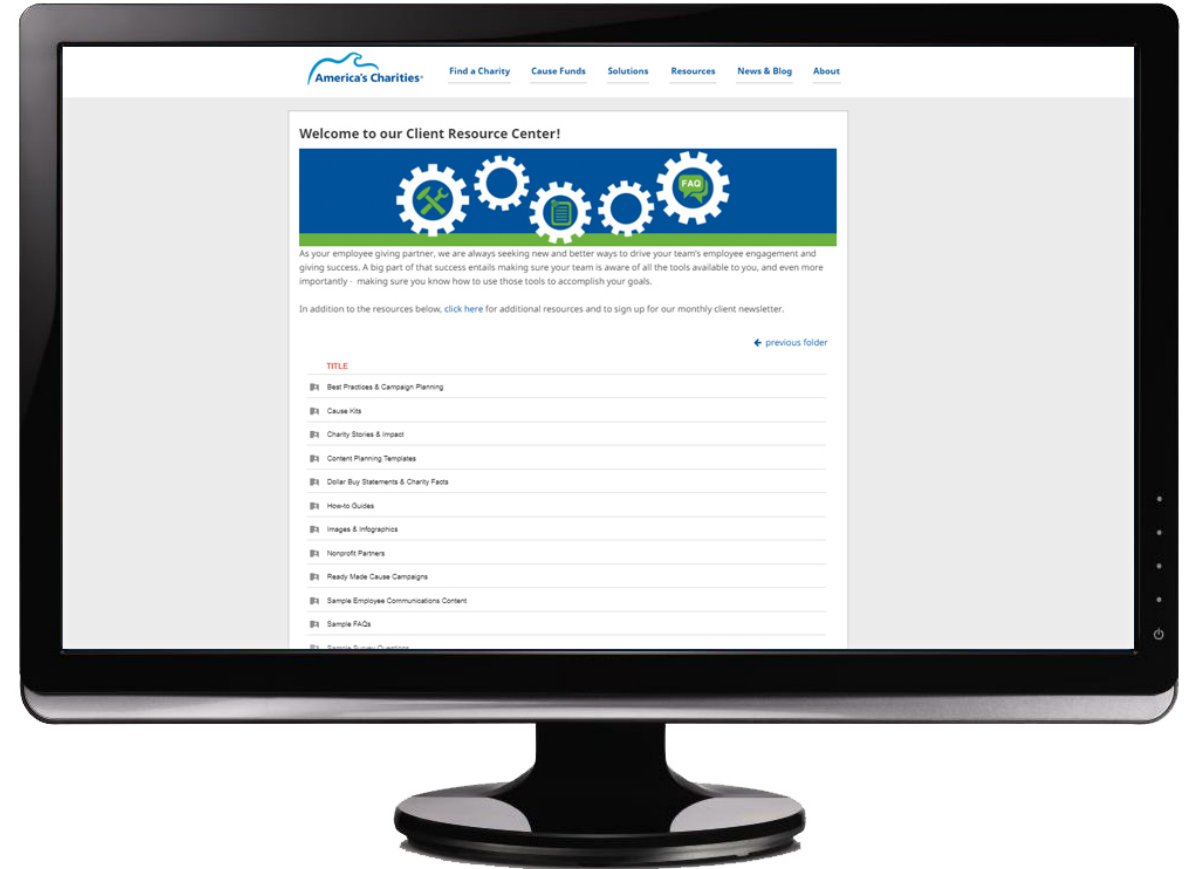
Take time to complete public profiles and promote accolades everywhere!

- AmazonSmile, Facebook, VolunteerMatch, and Network for Good (just to name a few) are pulling your organization's information from GuideStar.
- Employee donors and corporate foundations use GuideStar, BBB Wise Giving, and similar sites to research your mission, credibility, and impact.
- Get rewarded and set yourself apart from others so you can be found through GuideStar's Bronze, Silver, Gold, and Platinum level seals of transparency.



Breaking Through the Noise: America's Charities' Campaign Connections

1. Campaign coordinators come to America's Charities' team when they need resources, content, and a connection directly to charities
2. The marketing content you submit via your membership application gets shared with campaign coordinators



Breaking Through the Noise: Brand Ambassadors

Potential Brand Ambassadors to Leverage:

1. Board Members
2. Business Partners
3. Chapters/Affiliates
4. Association Memberships



92%

of people trust personal
recommendations more
than all other forms
of marketing

TIPS:

- Visit charities.org/resources for “Brand Ambassador Toolkit” (copy also loaded on thumb drive)



Breaking Through the Noise: Email, Blog, Newsletter, Advertising, and Advertorials

Use these formats to:

1. Grow your audience + visibility
2. Build credibility & educate
3. Strengthen relationships & communicate impact
4. Market with a personal touch & build excitement
5. Increase donations



TIPS:

- See pages 13 - 17 of Member Toolkit for templates and sample messaging for your team to personalize and use for your own marketing purposes.
- See pages 33 – 37 of Member Toolkit for Employee Donor Cultivation tips
- See America's Charities' Advertising Packages and Exhibitor Solutions on thumb drive



Breaking Through the Noise: Direct Marketing



Kevin Litten

*Senior Sales Executive Director,
Navistar Direct Marketing*





Cross Media Campaigns

Cross Media Campaigns

WNYC WQXR

New York Public Radio Depends on You!

Dr. Allan Greenberg
Ms. Susan Maiman Greenberg
211 Dairy Farm Dr
Scarsdale, NY 10583-4701
Info: @nypr @nypr @nypr @nypr @nypr

Dear Dr. Greenberg & Ms. Maiman Greenberg:

Your support has helped ensure the independent, informative and entertaining radio that is New York Public Radio. Now it's time to renew your annual membership and support us another year of exceptional public radio on WNYC and WQXR. We're counting on you!

Let your contributions set New York Public Radio's most reliable source of funding. Your membership dollars, along with the contributions of your fellow listeners make it possible for us to bring you the news, culture and music programming that you hear on WNYC and WQXR.

What will your New York Public Radio membership help support this year?

On WNYC, each year of in-depth coverage of local, national and international news on *Morning Edition*, *The Brian Lehrer Show*, *All Things Considered*, *The BBC World Service*, *On the Border* and cultural programs like *The Leonard Lopate Show*, *Franklin*, *Studio 545*, *The American Left*, and *Radio Lab*.

On WQXR, the music of Beethoven, Debussy, Mozart, Copland, Mahler and Bach. Series, *On the Border* and cultural programs like *The Leonard Lopate Show*, *Franklin*, *Studio 545*, *The American Left*, and *Radio Lab*.

On WQXR, the music of Beethoven, Debussy, Mozart, Copland, Mahler and Bach. Series, *On the Border* and cultural programs like *The Leonard Lopate Show*, *Franklin*, *Studio 545*, *The American Left*, and *Radio Lab*.

Your support ensures that New York Public Radio will not only survive, but thrive and entertaining programs you enjoy on WNYC 21.9 FM, AM 820 and WQXR, 105.9 FM. Please take a moment to renew your membership today. Thank you.

Sincerely,
Susan Maiman Greenberg
Lisa Torres
Membership Director and
P.S. Please use the enclosed web address on the

ANNUAL MEMBERSHIP RENEWAL FORM

YES, I'm renewing my New York Public Radio membership!

\$40 \$50 \$75 \$100 \$

Dr. Allan Greenberg
Ms. Susan Maiman Greenberg
211 Dairy Farm Dr
Scarsdale, NY 10583-4701

My email address is _____

THANK YOU!

100 Varco Street • New York, NY 10013 • WNYC.org • Call: 646-6000

YOUR ANNUAL MEMBERSHIP STATEMENT

WNYC.org
New York Public Radio

Mr. Alerty thank you for renewing your membership!

Membership ID: 149729

Title: _____ First Name: _____ Last Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____

Please renew my membership and charge my card (choose one)
 \$355.00 \$500.00 \$750.00 Cash

Please enroll me as a Monthly Sustaining Member, and charge my card monthly (Details):
 Choose Duration Amount

Card Type: _____ Card Number: _____
Expiration Month: _____ Expiration Year: _____

Once you are done...
[Click Here](#)

Any changes you make to the information on this form will be updated in our database, thank you!

Trouble? Contact Us.
If you have any questions about membership, or require assistance completing this form, please contact us at memberships@nypr.org or call 1-846-823-4000 for assistance, or to pledge by phone.

Thank you for renewing your WNYC membership and supporting New York Public Radio.

URGENT!
My membership gift is enclosed.

New York Public Radio
PO Box 550
New York, NY 10018-0550

Thank you for your gift!



Response Fulfillment

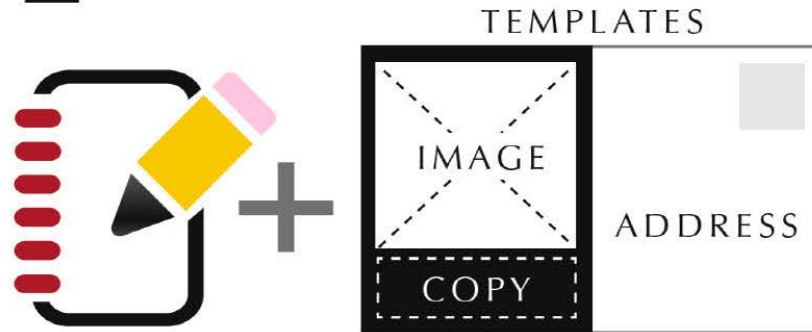
Response Fulfillment

1 AUTOMATED DATA FEED

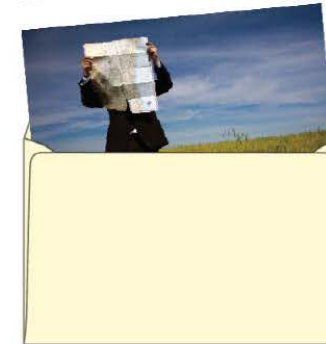
Prefix	Name	Address	City	State	Zip	Age
Mr.	Kevin Martin	12043 Pleasant Walk Rd	Newark	CA	95068	53
Ms	Alison Flook	6300 Liberty Ave	Midtown	CA	96304	74
Mrs.	Charollette Swartz	28 Turkey Hill Ln	Allegheny	CA	86411	38

Data files of new leads arrives by 2pm daily.

2 JOB PROCESSING ENGINE



3 FINAL OUTPUT



Mail is produced and sent the next business day.



QR Codes

QR Codes

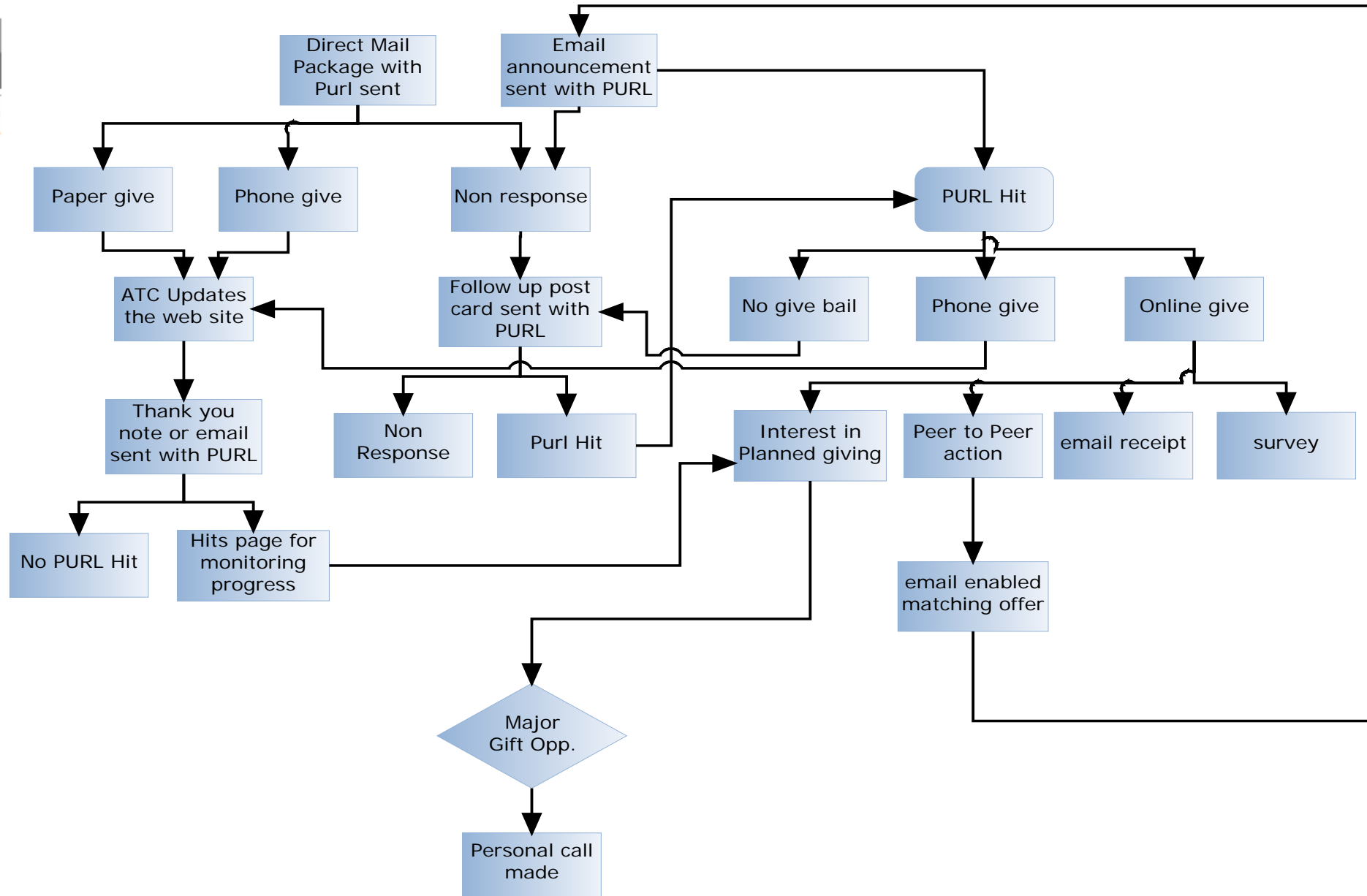




June 2010 - Renewal Effort

Record ID	Name	Date	Give
A1042	John O. Sample	6/10/2010	\$15
C5468	Angela Smith	6/10/2010	\$250
B5713	Lisa Milberg	6/10/2010	\$500
A1112	Cindy Rosedale	6/11/2010	\$100
A2435	Justin Winslet	6/12/2010	\$3000
D8753	Roger Anderson	6/14/2010	\$350
D5222	Timothy Pitt	6/15/2010	\$100
B2562	Katie Montgomery	6/18/2010	\$25
B9009	Jenny Kravitz	6/19/2010	\$35
A2420	Janine Everett	6/20/2010	\$50







Questions?

Optimize Workplace Giving Messages Across Channels



Sarah Ford

Marketing Director, America's Charities



Kevin Litten

Senior Sales Executive Director, Navistar Direct Marketing



Closing Remarks

Please join us for lunch to connect with your America's Charities team and each other!



Jim Starr
President & CEO

Final Thoughts

We are here for you.

We advocate for you every step of the way.

If you ever have questions, we're here.

If you need help explaining any of this internally, we can help.

Workplace giving matters. You matter.

We're here to help you help others.



Flash Drive Content

- **Member Discounts and Marketing Opportunities**
 - 2018 Membership Overview Recording and Presentation
 - Member Discounts & Opportunities
 - 2018 Fall Advertising Packages
 - America's Charities Member Toolkit
- **Exhibitor Information & Solution Overviews**
 - Navistar Direct Marketing
 - Washington Post
- **Workshop Checklists**
 - Take Advantage of Your Workplace Giving Real Estate
 - Optimizing Workplace Giving Messages Across Channels
- **Research and Guides**
 - Snapshot 2017
 - Workplace Giving Brand Ambassador Toolkit
 - Employee Donor Cultivation Toolkit



How Did We Do?

Please take the survey at the back of your folder!

Leave it in the yellow box at the back of the room.



We would **LOVE** your feedback



Please visit with our exhibitors!

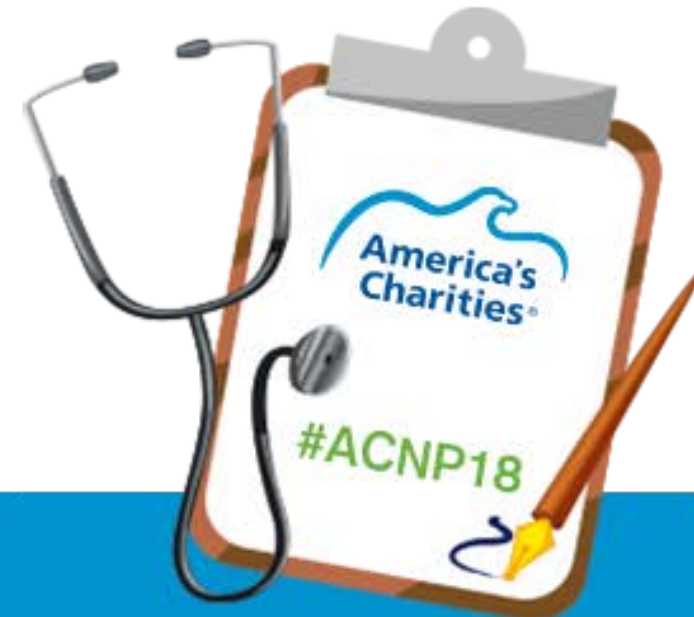
The Washington Post



Thank
you to
Hogan
Lovells:



Photography
by:





America's Charities®

HELPING YOU HELP OTHERS SINCE 1980



WWW.CHARITIES.ORG/CONTACT

THANK YOU!

