



# How to Build a Highly Successful Monthly Giving Program

Harvey McKinnon



A person is holding a white sign with green text. The sign is held up by two hands, one on the left and one on the right. The person's head is visible behind the sign, and they are wearing a red shirt. The background is dark and out of focus, suggesting an outdoor setting at night or dusk. The text on the sign is written in a bold, green, serif font and is tilted slightly to the right.

*How many of  
you have  
monthly  
sustainers?*

KISumu, KENYA

# We work with:







1. Why monthly giving is so important
2. How to acquire new monthlies
3. Retaining monthly donors



4. The benefits of different channels
5. Getting more value from monthlies
6. Making the ask
7. Improving copywriting & design

# The trend that's not going away

Fewer donors and higher attrition



# Attrition Chart

## Donor Attrition Over Five Years

# of Donors	Attrition Rate	Donors remaining after 1 year	Donors remaining after 2 years	Donors remaining after 3 years	Donors remaining after 4 years	Donors remaining after 5 years
1,000	20%	800	640	512	410	328
1,000	35%	650	422	274	179	116
1,000	65%	350	122	43	15	5



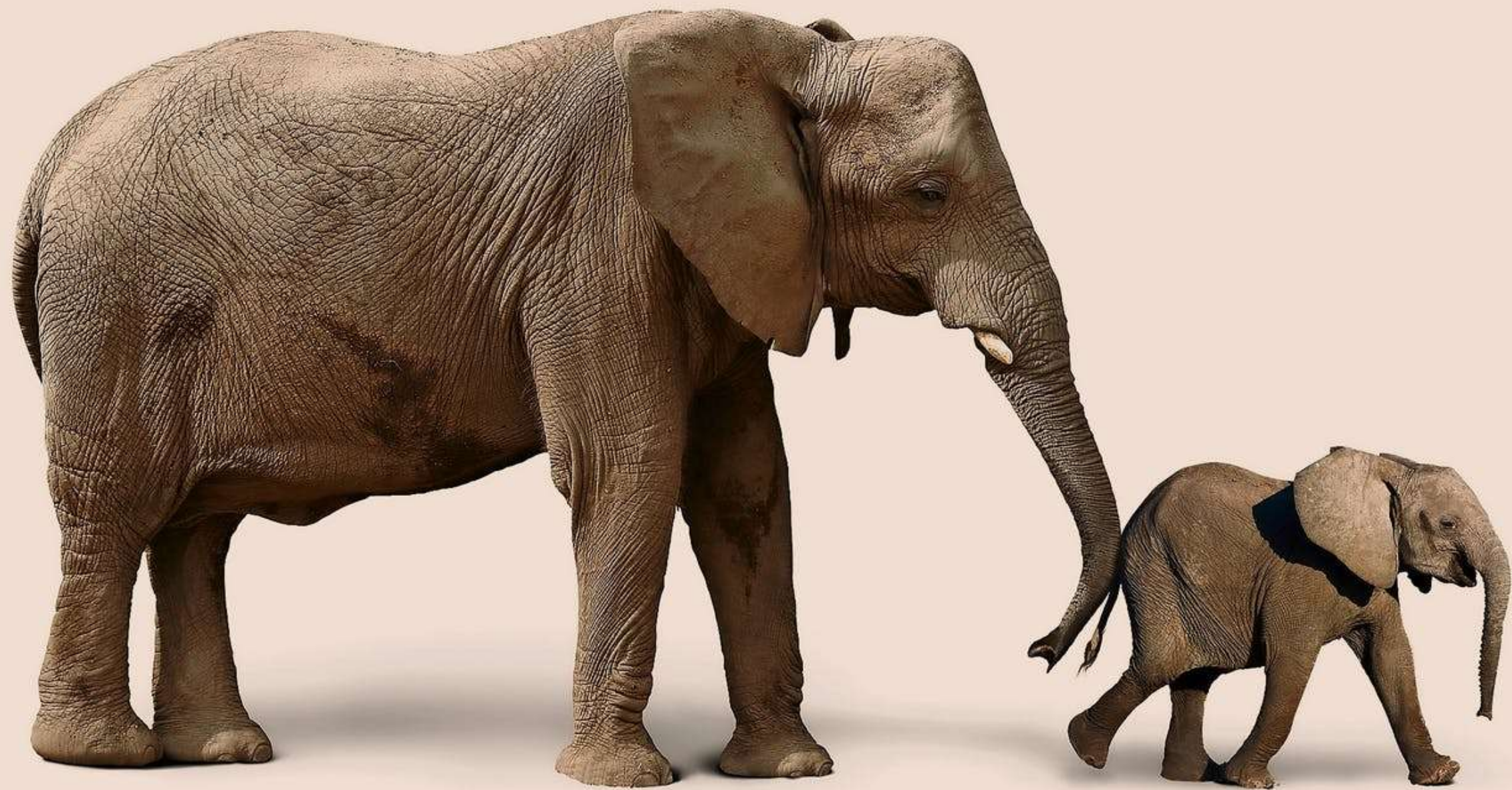
# How you Recruit Monthly Donors



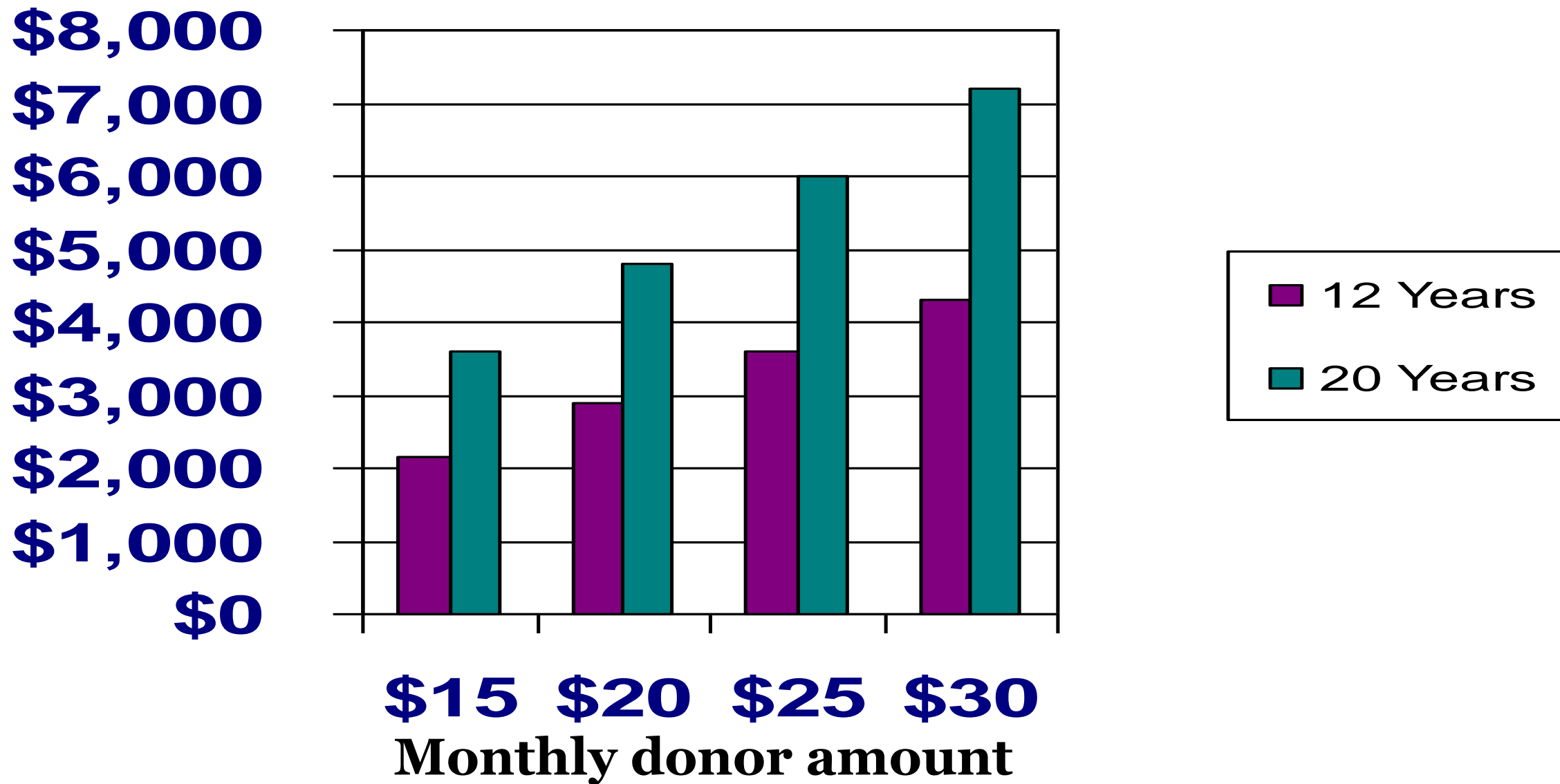


# Spontaneous





# Long Term Value of 1 Monthly Donor





# One small example: Marmot Recovery Foundation

Single gift donors	7,382
Monthly donors	1,164
Annual value from Single gift donors	\$187,355
Annual value from monthlies	\$180,885

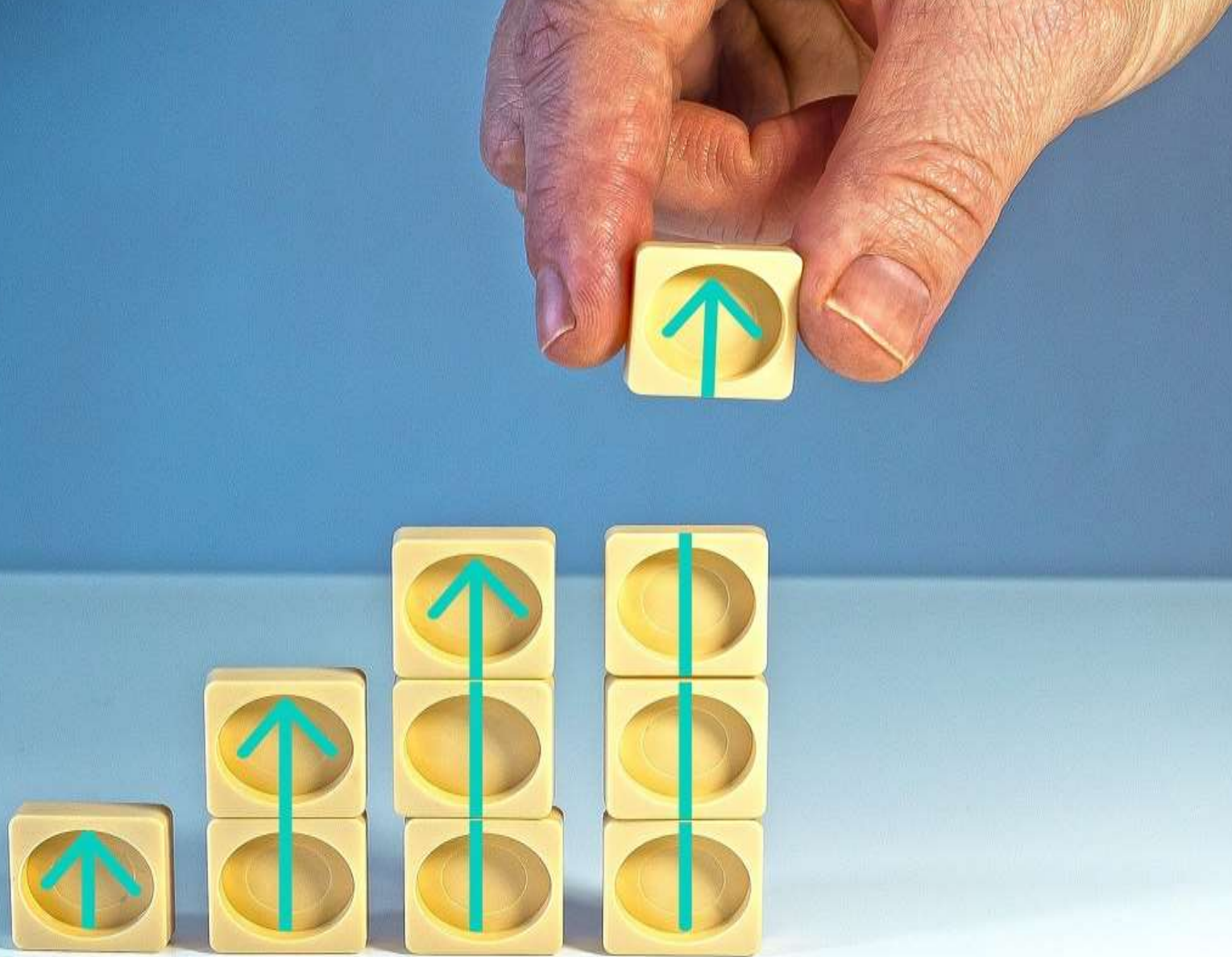




# 7 Great Reasons to Act Today







**Annual Income Increases**



A close-up photograph of a fluffy white dog and a brown tabby cat lying together in a grassy area. The dog is lying on its side, looking towards the camera, while the cat is resting its head on the dog's back. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "Better Relationships" is overlaid in a white serif font on a dark green rectangular background in the lower-left corner.

**Better  
Relationships**



**Donors stay longer**



A man in a dark suit, white shirt, and red patterned tie is shown from the chest up. He is holding a large, glowing white sphere with both hands. The sphere is the primary light source, casting a bright glow on his hands and the front of his suit. The background is a dark blue sky with wispy white clouds. The word "Predictability" is written in a bold, black, serif font across the center of the glowing sphere.

**Predictability**





**Savings**

# Upgrading:

Your income  
grows over  
time





# Convenience





# Monthly Gift Options



Electronic Funds Transfer



# Recruiting

**Current donors**  
(mail/email)

**Prospect**  
Often a 2-Step process





# Mail



David  
Suzuki  
Foundation

SOLUTIONS ARE IN OUR NATURE

Mr. Joe Sample  
1234 Main St  
Vancouver BC V1V 2M5

**Your invitation to become  
a Friend of the Foundation**

Dear Mr. Sample,

Please accept my sincere thanks for the gifts you've made to the David Suzuki Foundation. It's inspiring to know that you and I share the same environmental goals and aspirations.

It's because of your passion to protect our environment that I send you this special invitation today.

Your invitation to join our monthly giving club,  
**Friends of the Foundation.**

In a moment, I'll tell you how to join this dedicated group of supporters, but first, let me tell you a quick story. A story that will show just how important your support has been, and just how much influence you have.

**The next generation...**

The global effort to bring humanity back into

*Please turn over*



National Office • 251 Laurier Avenue West, Suite 301, Ottawa, Canada K1P 5J6 Tel: (613) 237-5236

April 15, 1987

Dear Oxfam Donor,

You may wonder why there's a band-aid on your reply form... well, it's there for two reasons. One, to get your attention; and two, to point out that your gifts to Oxfam have more than a "band aid" effect -- they're more than temporary solutions.

Many Oxfam donors have found a superb way to make their donations have an even greater effect.

I'm referring to our SharePlan donors.

They've decided if they can donate \$10 or \$20 or more in one month, it's not beyond their resources to give a similar gift every month.

Coming on a monthly basis, the regularity of such gifts helps Oxfam make long-term plans for long-term development projects.

I'm writing in the hope that you, who already do so much to help others through your donations, will accept this invitation to become a SharePlan donor.

Oxfam-Canada



Oxfam National Office,  
251 Laurier Ave. W., Ottawa, Ont. K1P 5J6

### I'm proud to become a **SHAREPLAN** Donor!

On the first day of each month, I authorize Oxfam-Canada to receive the following donation from my account:

☐ \$15 ☐ \$20 ☐ \$30 (\$1 a day) ☐ \$  other

Please enclose a bank cheque marked "VOID". (see reverse side for explanation)

Signature: \_\_\_\_\_

Sorry, I can't become a **SHAREPLAN** donor at this time, but I'm enclosing a gift of \$



# Other donor recruitment



3. Thank you letters

4. Welcome kit

5. Newsletters

# Your Appeal Reply Form



☐ **Yes, please use my gift to support a green and just recovery**

Friend, your support counts! Your last gift of \$200 in 2020 has already made a real difference, combatting climate change, protecting biodiversity and securing your environmental rights. But there's still so much work to do and we can't do it without you. Will you continue to protect the living planet with a gift today?

**Yes, I want to become a monthly donor. Please accept my monthly gift of:**

☐ \$25      ☐ \$35      ☐ \$45

☐ A gift of my choice \$ \_\_\_\_\_

**I'll make a single gift of:**

☐ \$200      ☐ \$260      ☐ \$320

☐ A gift of my choice \$ \_\_\_\_\_

**Your information:**

Harvey McKinnon Associates  
502-2695 Granville St  
Vancouver BC V6H 3H4

P46-3384

**Phone:** \_\_\_\_\_

**Email:** Harvey@harveymckinnon.com

I would like to receive email updates and opportunities from the David Suzuki Foundation.  
I understand that the Foundation respects my privacy and that I can unsubscribe at any time.

P46-NL0920-237133

**Would you like information on leaving a gift in your will?**



# Storytelling



# Do you have a program name?

- **Defenders Club** – Ecojustice
- **Bear Hug Club** –Children's Hospital
- **Circle of Friends** - Inclusion BC
- **Change Makers** – Indspire
- **Good Samaritan Club** - Covenant House





# Exercise 1

## Create a monthly donor club

1. Choose one of the organizations in your group or make-up a new nonprofit
2. Choose a name for your club
3. Decide on an offer – (e.g. \$25 a month will ...)

# Digital





# Use creative across channels



John A. Sample  
123 Anywhere St.  
Province, X0A 0H0



Dear Mr. Sample,

As int. Genimpo rpore, que ium harum inctusa dolores ilitatem eum doluptat.

Aximet late modi apiet autatias endita que od que nem aut omnisquam facit lant modit dolut qui sitas remod es et tene ma dolis euam auti occumani ased quas net aborit int occuan duclidioreci cus volestissi

Xerumet  
esti conse



Tamet qu  
qui tem i  
rum que  
experspe  
il mil exe  
inveni c

Erumqui  
siminver  
tior adit

Ficatur a  
nest ex e  
tem reste

Ihicilles i  
luptate v  
dist ma sus

John A. Sample  
123 Anywhere St.  
Province, X0A 0H0

**"We thought it was just a cold..."**  
Read Greysen's story inside.



Mus. Temqui dolorrum quae rem. Ut accaboribus a sandit, cus qui doluptus et pore peditis valore alignia eprovitia consenis si tem vel ipsandi caborep edigend ipsande lectius dolum rectia corro quia quam ut pe res nat.

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Children's Hospital Foundation

goodbear.mb.ca

CALL US TODAY TO DONATE 204.953.KIDS (5437)  
TOLL FREE 866.953.KIDS (5437)  
TEXT GOODBEAR TO 45678

DONATE OUR STORIES NEWS & MEDIA PARTICIPATE ABOUT US THE GUILD

**"We thought it was just a cold..."**  
Your support helps to give life-saving treatment to children like Greysen.  
[Click to Donate Today](#)

You Can Help Us Help Children  
Thanks to the generous support from our community, the Children's Hospital Foundation is making a real difference in the lives of sick children.  
With your support, we can do more.

[Donate NOW!](#)

The Children's Hospital Foundation of Manitoba and Bell Media will be hosting a Kids Celebration on Thursday, May 8th 2014 from 6am-6pm of the Rotunda William Avenue entrance of Health Sciences Centre.

The Caring For Kids Celebration gives listeners the opportunity to hear from children that have fought hard for their lives, as well as the struggles they face and continue to face everyday.

**Celebrity Autograph Auction**  
All proceeds from the auction will benefit the Children's Hospital Foundation.  
• Winnipeg Jets team signed jersey

[Donate](#)  
Monthly donor  
Your monthly donation makes a difference in the lives of sick children on a monthly basis.  
Time donation  
Time donation. Use our secure online form to support today.

# Email

## RADICALLY CANADIAN



## Meet Elizabeth and Rudy. They're radical.

Dear Harvey,

Because many of us live in urban centres, it's easy to imagine that Canada has vast, untouched wilderness...

But did you know Canada has:

- More than 500 at-risk species that can't speak for themselves?
- The world's longest coastline and responsibility for ocean health in more than



# Meet Elizabeth and Rudy. They're radical.

Dear Harvey,

Because many of us live in urban centres, it's easy to imagine that Canada has vast, untouched wilderness...

But did you know Canada has:

- More than 500 at-risk species that can't speak for themselves?
- The world's longest coastline and responsibility for ocean health in more than five million square kilometres of the Arctic, Pacific and Atlantic? (The ocean holds 99 per cent of Earth's living organisms.)
- A land mass that's 55 per cent boreal forest — at risk because of resource extraction?

**For as long as our species has existed, the living planet provided clean air, safe water, healthy soil and a stable climate. But human pressure on Earth's life-support systems is accelerating beyond nature's carrying capacity. [Now nature needs your support.](#)**

## BECOME A MONTHLY DONOR

Like you, long-time supporters Elizabeth and Rudy Kerklaan care about protecting nature. And they want EVERYONE to unite to power solutions to help nature thrive.

They donate to the Foundation, Elizabeth said, because "*Earth is our only planet, our kids' only future.*"

Elizabeth and Rudy issued this challenge:

**"Recruit 1,000 *radically* Canadian monthly donors and we'll donate \$21,000 to help protect nature."**

**[Will you become a monthly donor and help unlock these funds?](#)**



## If 757 more people step up, Elizabeth and Rudy will throw in \$21,000 extra

Dear Harvey,

Despite the pandemic slowdown, the planet is heating up faster than scientists predicted. Canada is warming twice as fast as the global average.

We're also in the middle of a mass extinction. Each day, 150 to 200 species are lost forever. By the time I've finished writing this email to you, Earth will have lost another.

Your donation already did a lot for nature. But [your urgent help NOW](#) is SO important.

### BECOME A MONTHLY DONOR

Like you, generous donors Elizabeth and Rudy Kerklaan care about protecting Earth's life-support systems. And they know EVERYONE needs to be part of the solutions.

*Are you in?*

Elizabeth and Rudy issued this challenge:

"Recruit 1,000 *radically* Canadian monthly donors and we'll donate \$21,000 to help protect nature."





# Please help cross this finish line

Dear Harvey, I

Did you see my email this morning?



**Challenge donors will add \$42,980 in extra gifts IF just 113 more people step up as *radically* Canadian monthly donors before midnight tonight.**

**Will you be one?**

**BECOME A MONTHLY DONOR**

**Harvey, your monthly gift, no matter the size, will make a BIG difference.**

You'll demand urgent climate action.

You'll speak up for at-risk species and habitat that can't speak for themselves.

You'll help create vibrant, resilient, sustainable communities that benefit *everyone*.

Now that's *radical*!

**Thank you for everything you do for nature.**

Anna Bidmead  
Associate Director, Community Giving  
David Suzuki Foundation

**P.S. Generous supporters Elizabeth and Rudy Kerklaan, the Cavelti Family Foundation, Jelena and Russell Kling and Foundation Board chair Margot Young are offering \$42,980 in challenge gifts. *But only until midnight tonight.***  
**If you can, please become a monthly donor now to help unlock those funds.**



# RADICALLY CANADIAN



Ready to be *radically* Canadian?

Your monthly gift will make a big difference.

You'll help push for bold climate action, protect nature so it can sustain all life and create resilient communities that benefit everyone.

Sign up before midnight tonight to help unlock extra funds from other generous donors.

How much would you like to give each month?

\$45

\$65

\$85

\$110

\$ Other amount

- Defend informed debate and policies based on independent science
- Safeguard communities from toxic pollution
- Work tirelessly to leave our country a better place for the next generation

**Meet Georgina Margaret Brunette, radically Canadian at 100 years old!**



**Please join us. We can't do it without you!**

Monthly donations are one of the best ways to help us achieve these goals. And it's easy to start — just pick an amount and fill out our [online donation form](#). Your gift will be made automatically each month, for as long as you like. You can cancel or change your gift at any time.

Not only is it convenient, monthly donations also:



**Yes - I want to become a  
Monthly Donor**

*Even just \$5 a month helps us  
make a significant impact.*

Find out more

Want more info before you give?  
Contact us at 1-800-453-1533 or  
[communitygiving@davidsuzuki.org](mailto:communitygiving@davidsuzuki.org)





Dear Harvey,

How is The Tyee different from other news sources?

For one thing, we put all of our revenue into creating more quality journalism, not profits for shareholders. In fact, later this year we will transition our structure to a non-profit society.

We are funded by readers, not advertisers, who keep our articles free and open for all.

Right now we are running a campaign to add 500 of these new reader-funders who give to us on a monthly basis. We just passed the halfway mark, but we'll need your help to get us across the finish line. Will you help us get there? [Click here to join now.](#)

**JOIN US NOW**

Also, we define success a little differently for ourselves. We earnestly believe that independent, fact-based journalism plays an important part in positive change. We keep tabs on how we're doing by tracking what we call "impact moments." We rack up a lot of them. Many hundreds a year in fact. And once a year, we package up our top impact moments into a report for our supporters (you can read our 2020 Impact Report [here](#)).

What's an "impact moment?"

It could be that an important conversation within a community is sparked, an issue that has long been ignored gets noticed, or a decision-maker is prompted to take action.

But we are not campaigners — we don't define what the outcome is first, but through the consistent, daily reporting and publishing of fact-based reporting that goes beyond official spokespeople as "experts," these impact moments tend to happen.

So when people ask us why The Tyee doesn't have a paywall, this is part of the answer. **We define success partly by the positive impact our journalism is having.** And in

# Canada needs more independent journalism. Join us

HELP US REACH OUR GOAL OF 500 NEW MONTHLY SUPPORTERS

Campaign update: We hit our target of 500 new monthly supporters early. Join us and help us hit our stretch goal of 850 new supporters!

Monthly One-time Offline

Monthly level:

\$10/mo \$15/mo \$25/mo \$50/mo \$100/mo

Or, enter your own amount:

\$ Enter a rational number, e.g., 25 .00

Choose payment options

If you already contribute monthly to The Tyee and would like to increase your contribution, give us a shout at 604-685-7485 or [builders@thetyee.ca](mailto:builders@thetyee.ca).



599

of 500 new monthly supporters goal

7 days and 6 hours left

Including people like:  
Stephen Barnett, Cowichan Bay,



Digital Publishing Award 2020



Excellence in Journalism Award Recipient 2019  
Excellence in Journalism Award (CJF), 2019, 2018



FIPA award for outstanding reporting related to surveillance and privacy, 2019



Champion of Child and Youth Rights Award, 2019

## Our vision

Canada is facing major challenges ahead. At the same time, our national media is in collapse. Newsrooms continue to shrink and consolidate under the control of fewer and fewer corporations, and there are fewer journalists asking tough questions of those in power. We believe that our democratic conversation is made possible by strong, independent media, who exist first and foremost to serve the needs of its readers.

## How you can help

More people than ever before are reading The Tyee. To meet demand, we're publishing at double our previous rate. We want to keep up momentum and do even more. By committing to a monthly contribution, you'll help us add to our team so we can keep putting out deeply researched, high-quality journalism. By giving every month, you'll allow us to know we have the resources on hand to support a new editorial position.

## Join our community

Tyee Builders contribute much more than just money. We regularly seek input from our members on what interests them, and that informs our reporting. You'll also get invitations to special events and deeper insight into how our newsroom operates.

# Canada needs more independent journalism. Join us

HELP US REACH OUR GOAL OF 500 NEW MONTHLY SUPPORTERS

🔥 Campaign update: We hit our target of 500 new monthly supporters early. Join us and help us hit our stretch goal of 850 new supporters!

This campaign has completed. But you are welcome to join.

Monthly One-time Offline

Monthly level:

\$10/mo \$15/mo \$25/mo \$50/mo \$100/mo

Or, enter your own amount:

\$ Enter a round number, e.g., 25

Choose payment options

If you already contribute monthly to The Tyee and would like to increase your contribution, give us a shout at 604-689-7489 or [builders@thetyee.ca](mailto:builders@thetyee.ca).



916

We did it!

of ~~500~~ 850 new monthly supporters goal

0 hours, 0 minutes remaining.

Including people like:

Deanne Mineau, Parksville, BC

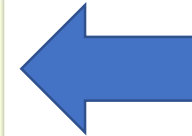






Image Description: Drawing of the Stanley Theatre by Lulu Krause with a poster of Swing! Instagram: @lulukrause

Dear Harvey and Marcia,

**Today is the last day to have your gift TRIPLED!** Board member Wanda Costuros and her husband Doug Whitehead have stepped forward to inspire others to give. When you become a monthly donor at **\$26.50** per month, not only will the Longhedge Foundation match your gift, but so will Wanda and Doug. \$10 becomes \$30, but only until June 30.

We are so excited to welcome you back to the theatre beginning in July. With our capacity significantly reduced, we are looking for heroes to help us reopen from a position of strength.

# Email best practices

- Ask during the last week of the year.
- Use a person's name, not the non-profit's name
- Matching can improve results up to 50%
- Communicate without asking
- Send articles/info before a solicitation



# Recruitment: Phone





# Considerations

People are nervous about giving credit card/banking details over the phone

1. Suggest they call office directly or lead them through the website
2. Send letter in advance, or afterwards



# How Much To Ask For?

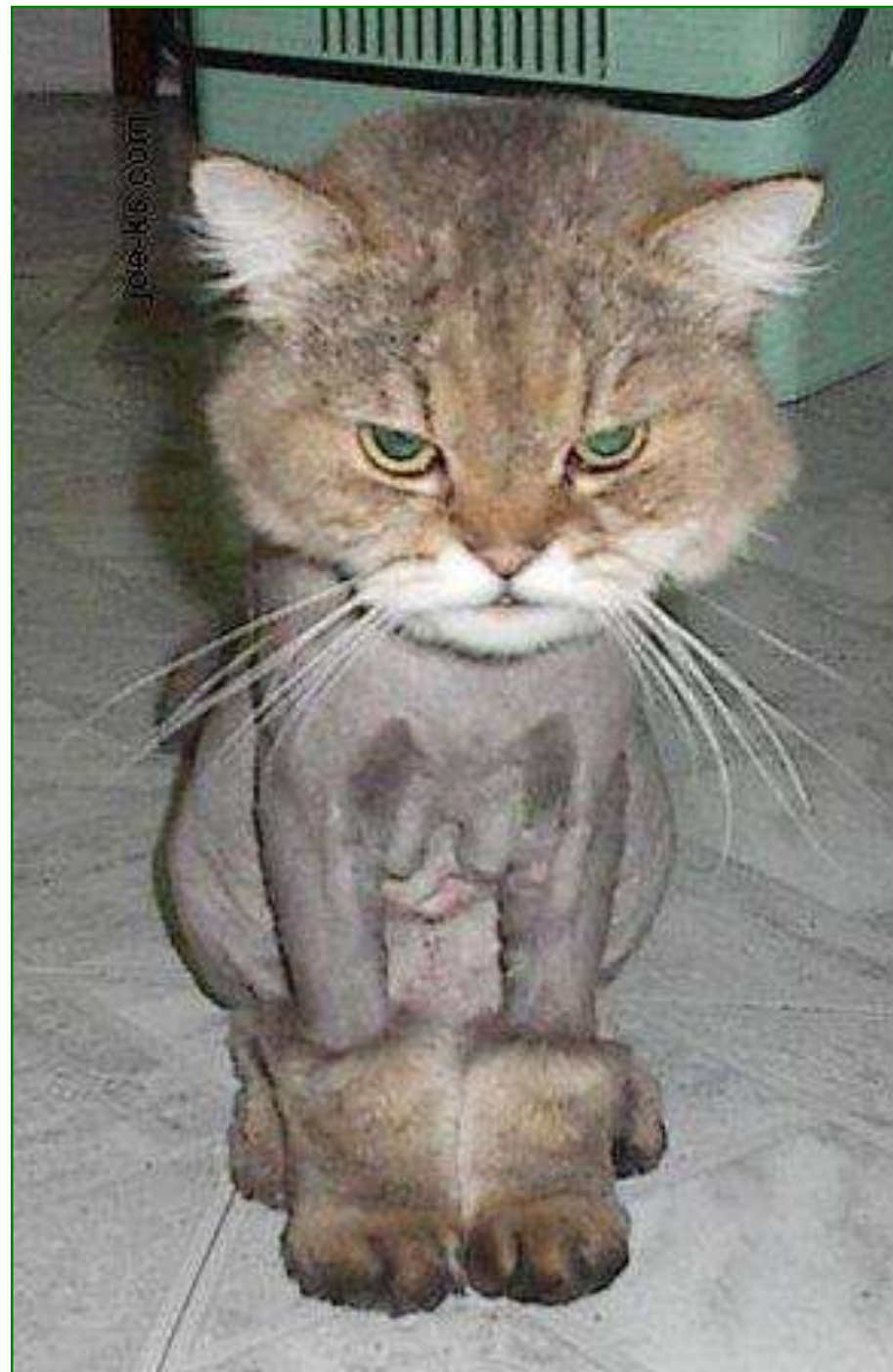
Can you tie a monthly amount to something specific?

**\$35** a month will \_\_\_\_\_

**\$25** a month will \_\_\_\_\_

**\$10** a month will \_\_\_\_\_







# Websites: Take over your home page



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[Take Action](#)

[Stories](#)

[About](#)

[Donate](#)

## ARE YOU "RADICALLY" CANADIAN?

Give by midnight tonight to help unlock \$42,980 in challenge gifts. You'll support climate solutions, protect nature and create resilient communities.

BECOME A MONTHLY DONOR

SCROLL

## Payment Information

Payment Type \*

Visa ▼



Credit Card  
Number \*

CVV Number \*



Credit Card  
Expiration \*

MM ▼

YYYY



SUBMIT MY  
SECURE  
DONATION



## Donate Now

Help recovering veterans begin 2019 stronger than ever.

Your tax-deductible year-end gift helps WWP stand ready to serve warriors now, and in the the New Year. There's no better time to give thanks and give back in honor of their sacrifice.

☒ ONE-TIME GIFT ☐ MONTHLY GIFT

☐ Make this a gift in honor or memory of an individual. [?](#)

\* required information

### Gift Amount

\$250

\$150

\$100

\$75

\$

YOUR BEST GIFT



## Donate Now

Donate by Phone: [855-448-3997](tel:855-448-3997)

Donate by Mail: [Download Form](#)

### Choose A Gift

One-Time Gift

Monthly Gift

#### Monthly Gift Message

You'll make the most impact for our wounded warriors when you support them with a monthly gift. As a monthly donor of \$19 or more, you will receive a Wounded Warrior Project® fleece blanket.

\$250

\$150

\$100

\$75

\$50

\$

Your Best Gift

☐ Make this a gift in honor or memory of an individual.

### Your Information



Your generous, tax deductible donation to Wounded Warrior Project® (WWP) will change the lives of over 1 million injured warriors, caregivers, and family members. You will help bring independence back to our nation's most severely wounded veterans.



# Premiums



**Donate Now**

Donate by Phone: [855.448.3997](tel:855.448.3997)

Donate by Mail: [Download Form](#)

## Choose A Gift

One-Time Gift

Monthly Gift

As a monthly donor of \$19 or more, you will receive a Wounded Warrior Project® (WWP) fleece blanket.

**\$19 Monthly**

**\$25 Monthly**

**\$30 Monthly**

\$

Your Best Gift

## Your Thank You Gift



**WWP Blanket**

*Please allow 4 - 6 weeks for your gift to arrive.*



**Please Do Not Send Me A Gift**

*Make my gift go further!*



Your generous, tax deductible donation to Wounded Warrior Project® (WWP) will change the lives of over 1 million injured warriors, caregivers, and family members. You will help bring independence back to our nation's most severely wounded veterans.

## Join in supporting Amnesty International - Donate Now

donate  
NOW



Yes, I wish to make a contribution to Amnesty International and become a part of Amnesty's global movement to defend human rights.

☒ **\$21/month**

(just 69 cents a day)

which could distribute **two Urgent Actions** every month to Canadian letter writers for rapid appeals against torture, death threats or "disappearances".

☐ **\$30/month**

(only a dollar a day)

which could pay **each month** for a **doctor's visit** to a tortured prisoner.

☐ **\$50/month**

(just \$1.66 a day)

which could help cover the cost of sending human rights workers on **research missions** to investigate reports of human rights abuses.

☐ **\$75/month**

(only \$2.50 a day)

which could pay to **research the case** of an individual **prisoner of conscience** who has been jailed solely because of his or her beliefs, origins or status, and who has not used or advocated violence.

☐ \$  /month

**Over 20,000 Canadians** now contribute through our **monthly giving program**. You can choose any amount. It's a convenient way to donate and it reduces our administrative costs.

# Hospice Hero Monthly Giving Program

## Become a Hospice Hero Today!

Residents and their families tell us that they appreciate Hospice because when they come through the doors they "are surrounded by compassion, warmth, peace and belonging".

By joining our Hospice Hero Monthly Giving Program you can make an immediate difference to families when they need it the most.

It's easy, convenient and makes a difference all year long!

Your monthly gift, whatever the size, will make a big impact. It will provide families with the opportunity to say good-bye to their loved one with dignity and respect while encouraging them to make lasting memories that will stay with them for years to come.

Becoming a Hospice Hero is easy! Make your [gift online](#) if you are using a credit card. If you would like to set up direct withdraw from your account, [please fill out this form](#).

If you have any questions, give us a call at 519-354-3113 ext. #2403.



# Stories = social proof

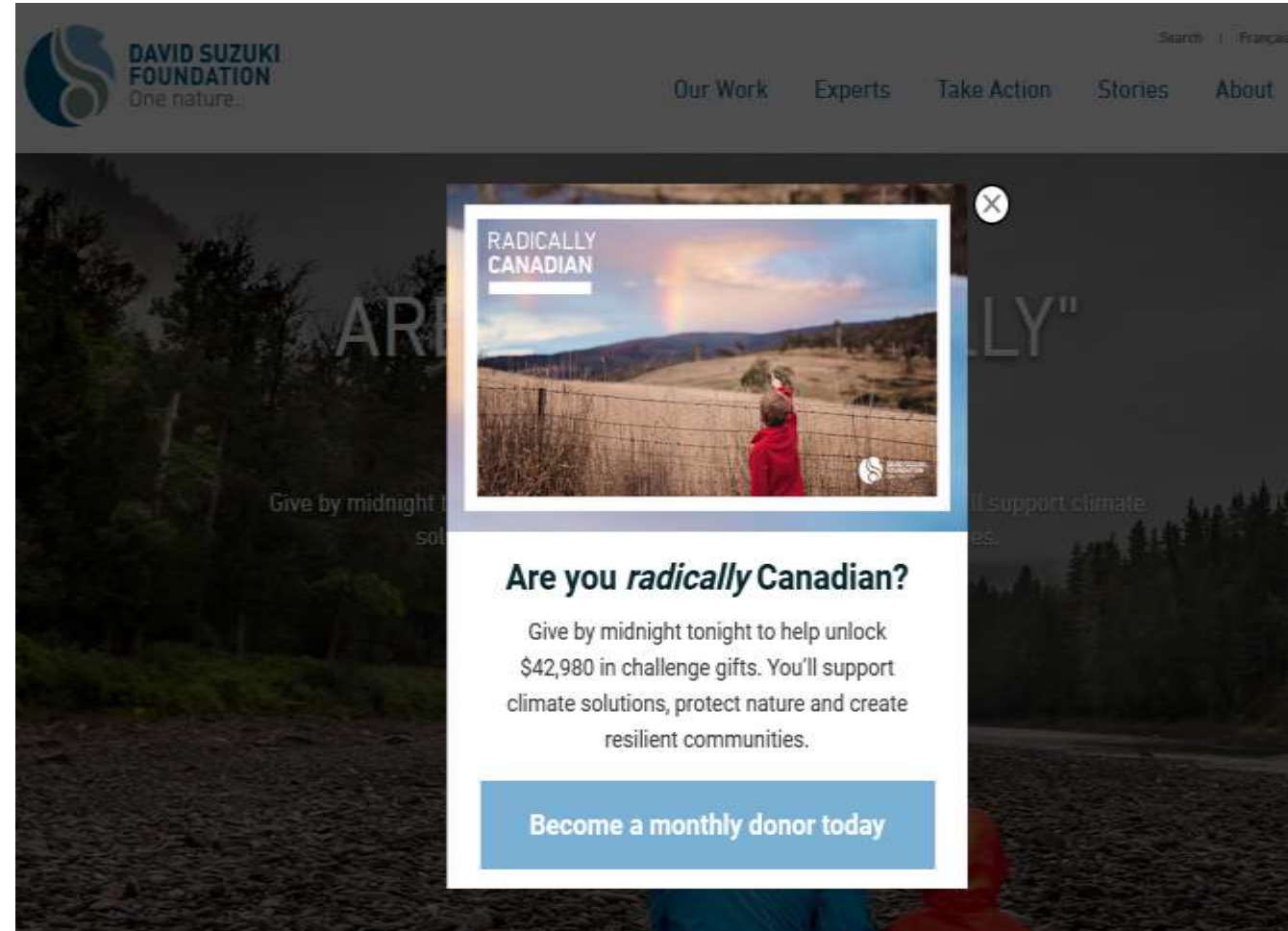


# Pop-up “lightbox”

It’s a window overlay that when it appears, blocks some page content

Timing is key – exit popups work

Strong copy & design are vital





## Monthly Giving

Join the Arbutus Circle

Join the community of donors who support The Nature Trust of British Columbia through our Arbutus Circle monthly donor program. Reliable funding from monthly donors helps make our land conservation work sustainable.

This is an easy way that you can make a difference.

You may donate any amount. Please know every dollar helps protect habitat for vulnerable wildlife and plants.

Gifts may be undesignated or designated to a specific conservation project such as:

Gifts may be undesignated or designated to a specific conservation project such as:

- \$25 per month will pay for 12 trees to be planted this year
- \$50 per month will pay for 12 bird boxes to be installed this year
- \$100 per month will pay for a Conservation Field Crew to monitor wildlife on key conservation land

An official tax receipt will be issued once a year for monthly donations. You will receive your tax receipt by mail unless you request an electronic receipt.

**Note** – *there are fees associated with different donation methods. If you donate via Canadalhelps using the green Donate button on our website, 3.5% is deducted from your donation for processing. If you call our office and donate via credit card, 2% to 2.5% is deducted for Visa or Mastercard transactions, and 3.8% for American Express transactions. There is no fee associated with donating via cheque.*

Many gifts are simple but for those that require planning, please seek advice from your legal advisor.

## Become a Monthly Donor

Making a monthly donation allows you to conveniently spread out your commitment to land conservation with one tax receipt at the end of the year on December 31. It's flexible and can be cancelled at any time.

You can set up your [monthly donation online here](#).

Questions about monthly giving? Call us at 604.924.9771; ask for Trish or Janice.

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### Douglas Fir Circle

Donors who have given ten years or more will be recognized in our Douglas Fir Circle. This recognition will be published each year in our annual report.

Donors who give regularly to The Nature Trust of BC give us the encouragement and financial support to continue our leadership in conserving British Columbia. Like the rings of a tree The Nature Trust of BC grows year by year with this steadfast support.



## Your recurring gift is one of the best ways to help.

Signs of our changing environment are all around us. Habitat loss is creating a ripple effect that's impacting water, wildlife and people. Now more than ever, we need your help.

Once you have donated \$35 or more in a year, you'll receive a DUC membership, which includes DUC's *Conservator* magazine, plus special offers from DUC and our partners.

*Please note that an official tax receipt will be issued under the cardholder's name. The Income Tax Act does not permit us to issue tax receipts to anyone other than the donor (the person whose name is on the credit card).*

Choose a **monthly** amount

☒ CA\$20☐ CA\$35☐ CA\$50☐ CA\$100☐ CAD☐ CA\$ *Other*

### Your Information

First Name \*

Last Name \*

### ? Questions

► Is this donation tax deductible?

► Will I get a tax receipt for my donation?





Yes, I want to protect B.C.'s biological diversity!



TLC's mission is to protect and restore the biological diversity of British Columbia for present and future generations through action and education.

Through the use of conservation covenants, acquisitions and partnership agreements, TLC protects important habitat for plants, animals and natural communities as well as properties with historical, cultural and scientific value. To date TLC protects more than 12,750 acres of covenanted land and eight owned properties throughout the province.

With your support we can make a greater difference by protecting and preserving the biological diversity of B.C. for generations to come!

#### Donation Information

##### Amount

☐ \$500.00

☐ \$50.00

☐ \$100.00

☐ Other

##### Type of Donation

☐ One Time Donation

☒ Recurring Donation

##### Frequency

Monthly ▾

##### Project

Where it's needed most ▾

## Secure Online Donation and Membership Form

Step 1 of 4

### Make a Donation

Your support is vital to continue our work protecting wildlife and wilderness habitat.

I would like to make a

One Time

tax-deductible donation of

☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100

☐ Other Amount \$

Donation Note:

### Membership

Membership is \$10 per year. The membership will be issued in the name of the payee unless otherwise stated. Memberships make a nice gift!

Number of Memberships:

Quantity

☐ This is a membership renewal.

Member names (one per line)

### Contact Information

Valhalla Wilderness Society will use your mailing address to send you your official donation receipt, which may be used for tax purposes. An electronic copy of the transaction receipt will be emailed to the address you provide.

First Name:

Last Name:

Address:

City:

Province / State:

Postal Code / Zip:

Country:

Email:

☐ I give VWS permission to contact me by email with updates twice per year. (Valhalla Wilderness Society does not disclose the personal information of members or donors)

Please Note: All prices listed above are in Canadian dollars.

[Click to proceed to Contribution Page](#)



# Secure Online Donation and Membership Form

## Step 1 of 4

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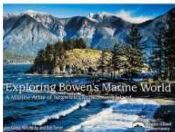
Number of Memberships:

Quantity

☐ This is a membership renewal.

Member names (one per line):

## We care about this beautiful place



Learn about our Marine Atlas



Learn about the Wild Coast Nature Refuge



Learn about Discovering Kwilakim

### What is the Conservancy?

The [Bowen Island](#) Conservancy is a land trust and registered charity, that works to protect and preserve the natural environment of the Island—from endangered coastal bluffs, to inland lakes, to wetlands and fens.

Through our work and advocacy, we offer a hopeful future for future generations, and the amazing diversity of plant, animal, and insect species with whom we share this extraordinary place.

[Our work](#) involves:

- Management of the [Wild Coast Nature Refuge](#);
- Management of local [Nature Reserves](#);
- Public education;
- Acquisition of ecologically-valuable land;
- Arranging [conservation covenants](#).

### What lands are protected on Bowen Island?

Ever wonder exactly what is protected on our Island? One way to find out is to look at the entry for Bowen Island on the [Islands Trust Conservancy's](#) (ITC) [Conservation Planning Achievements](#) web page (the ITC is the conservation land trust for Canada's islands in the Salish Sea).

Click on the "Profile" link for Bowen Island to see what is protected.

### Please support us

There are many ways for you to help us protect and preserve beautiful Bowen Island:

- [Become a member](#)
- [Donate funds](#)
- Donate land (in trust, or by [conservation covenant](#))
- Volunteer your time
- Attend one of our events
- Ask us a question

### Cape Roger Curtis Trust Society archive

The Conservancy maintains an [archive](#) of the former CRC Trust Society website material.

### Latest news and events

- [Sep-23: Donations for the Cape lands](#)
- [12-Sep-23: Proposals to Metro Vancouver](#)
- [21-Jul-23: Thanks to the Garden Club for their generous donation](#)
- [26-Mar-23: Discovering Kwilakim: a website guide](#)
- [16-Nov-22: Thanks to the Knick Knack Nook for their donation](#)
- [11-Oct-23: Letter to Metro Vancouver concerning the new regional park](#)
- [14-Nov-2021 Biodiversity Project/Species Census Report](#)
- [26-Jul: Camping at Cape Roger Curtis](#)

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- [14-Nov: 2021 Biodiversity Project/Species Census Report](#)
- [26-Jul: Camping at Cape Roger Curtis](#)



Clicking here leads to...





## Support our work with a donation

We are a registered Canadian charitable organization. Our CRA registration number is 867.261.299.RR001.

We issue tax receipts for donations over \$20.00.

There are multiple ways for you to donate funds to help us in our work:

- By [e-Transfer](#)
- Online using [PayPal](#) or [CanadaHelps](#)
- By [cash or cheque](#)
- Through your workplace [United Way campaign](#)

### By e-Transfer

You can ensure that we receive the full amount of your donation, and avoid service charges, by setting up an e-Transfer of funds directly to our credit union account.

Send your e-Transfer to "[banking@bowenislandconservancy.org](mailto:banking@bowenislandconservancy.org)".

Please remember to send us a separate email message letting us know about your e-Transfer, so that we can send you a tax receipt.

### Online with PayPal or CanadaHelps

We've made it easy for you to donate funds online. Click on the "Donate" button of your choice below and you'll be able to make your online donation quickly and securely.

**PayPal**



**CanadaHelps**

### By cash or cheque

If you would like to donate cash, please contact us at: 604.612.6572.

Please send your cheques to:

Bowen Island Conservancy  
P.O.Box 301  
Bowen Island, BC V0N 1G0

### Through your workplace United Way campaign

Simply designate the Bowen Island Conservancy as your target charity of choice.

### Our policy on donor privacy

The Bowen Island Conservancy is committed to protecting your privacy. The Conservancy values the trust of those it deals with, and of the public, and recognizes that maintaining this trust requires transparency and accountability in our treatment of the personal information about you that we receive.

The Conservancy commits to respecting your right to anonymity, subject to the following:

1. The Canada Revenue Agency requires that a record of any donation that you make, along with your personal information (name and email address) is maintained by the Conservancy.
2. The Conservancy will comply with any legal obligation to disclose the names of donors, and the nature and value of their gifts, as required by the Canada Revenue Agency.

Therefore, any donation that you make to the Conservancy, your name, and the nature and amounts of your donation, will be managed and disclosed only as stated above, unless you and the Conservancy agree otherwise (for example, for recognition purposes).

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### By e-Transfer

You can ensure that we receive the full amount of your donation, and avoid service charges, by setting up an e-Transfer of funds directly to our credit union account.

Send your e-Transfer to "**banking@bowenislandconservancy.org**".

Please remember to send us a separate email message letting us know about your e-Transfer, so that we can send you a tax receipt.

### Online with PayPal or CanadaHelps

We've made it easy for you to donate funds online. Click on the "Donate" button of your choice below and you'll be able to make your online donation quickly and securely.



## Become a Conservancy member

Joining the Bowen Island Conservancy is easy! First, decide on the type of annual membership that you prefer:

- Family membership: \$15.00
- Individual membership: \$10.00

Then choose one of the two ways outlined below to become a member.

### By email and e-transfer

Please [send us](#) an email message about joining, and include your:

- Name (and, if you choose a Family membership, please include your family members)
- Address
- Phone number.

We'll reply and let you know how to e-transfer the membership fee, and then we'll add you to the membership list.

### By sending us a membership form

Simply print a copy of the [membership application form](#), and complete it. If you wish to make an additional donation to support our work, enter the amount in the space provided at the end of the form. Then drop it in the mail to us, with your cheque. We'll send you a tax receipt for any amount over \$20.00. Our address is:

Bowen Island Conservancy  
P.O.Box 301  
Bowen Island, BC V0N 1G0

If you have any questions about becoming a member, please [send us](#) an email message.

Our CRA charitable registration number is: 867.261.299.RR001.

[Download membership form](#) (PDF format)



# David Sobe

Remembering his leadership and generosity, forever  
connected to the lands he did so much to protect.

**READ MORE**

SCROLL FOR MORE





## DONATE ONLINE

Thank you for supporting Nova Scotia's natural legacy!

Please choose your preferred donation allocations from the options below.

## Donation

\$500

\$250

\$100

\$50

Other

## Designation

Designation: Area of Greatest Need

## Recurring Gift

☐ Make this a monthly gift

## Tribute Gift

☐ This gift is in memory of someone

Leave a comment (optional):

(optional)

## Billing Address

☐ This gift is being made by an organization

Name: title first name last name

Email:

Phone:

Country: Canada

Address:

City:

Province & postal: province postal

☐ I would like this gift to remain anonymous

## Payment details

Payment Processed by Blackbaud

Cardholder name:

Card number:

VISA

Expiry: month year

CSC:

## Reason for Giving

What inspired you to donate?

Donate

This webpage is secured by reCAPTCHA. View the [privacy policy](#) for more information.

\* Looking to celebrate a special occasion or milestone, such as an anniversary, wedding or birthday, with a gift in honour of a friend or loved one? Try visiting our [Celebratory Gifts](#) and [Gifts of Nature](#) pages to choose from a variety of virtual gifting options.

Thank you for supporting Nova Scotia’s natural legacy!

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\$500

\$250

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Other

Designation

Designation: 

Area of Greatest Need

Recurring Gift

☐ Make this a monthly gift

Tribute Gift

☐ This gift is in memory of someone

Leave a comment (optional):

optional

Billing Address

☐ This gift is being made by an organization

Name: 

title

first name

last name

Email:

Phone:

Country: 

Canada

Address:

City:

Province & postal: 

province

postal

☐ I would like this gift to remain anonymous

Payment details



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Please choose your preferred donation allocations from the options below.

### Donation

\$500

\$250

\$100

\$50

Other

### Designation

Designation: Area of Greatest Need



### Recurring Gift

☒ Make this a monthly gift

Give monthly on day 15 of each month

*Your first gift will occur on 11/15/2023*

### Tribute Gift

☐ This gift is in memory of someone

Leave a comment (optional):

optional



**The vet is 12 minutes away.  
Your dog will be dead in 4.  
What do you do?**

If something happened to your pet, you might have just minutes to help them. The RSPCA's expert guide can give you the skills and confidence to act when it really matters.

**Knowing what to do in an emergency could help save your pet's life. So don't wait until it's too late.**

**Text GUIDE to 0476 444 333 now  
for your FREE guide to pet first aid**



Have you registered for your FREE Pet Safety Kit?



PETSAFETYKIT.RS  
It's overflowin  
Do you know the



#### RSPCA Queensland

Published by Hannah Macauslane [?] · May 17 · 🌐 · Animals & Pets

Can you save your pet when common emergencies like heat stroke, poisoning or snake bites occur? Don't risk your pet's life, get prepared today. Order your FREE Pet First Aid Guide now <http://bit.ly/1X5v8fc>.



#### RSPCA Queensland

Published by Josie O'Hara-Davies [?] · March 31 · 🌐 · Animals & Pets

Welcoming a new 'furry' family member can be exciting. Food, toys and obedience classes are usually the first things we organise. But learning how to treat your pet in an emergency is often forgotten. Get your FREE copy of our Pet First Aid Guide and be fully prepared to respond to common emergencies. Register now: <http://bit.ly/1Uscdvq>







Greater Vancouver Food Bank

2,705 followers

1d • 🌐



We are happy to announce the wrap up of our \$45,000 monthly matching campaign!

With thanks to our matching sponsors [Eldorado Gold Corporation](#), [HUB International](#), and an Anonymous family, we welcomed nearly 400 new monthly donors to join the GVFB Full Heart Club! The immense support from new and existing monthly donors made it possible to feed an additional 1,032 preschoolers every year.

🍏 The Preschooler Pack is one of the 4 specialized nutrition packs offered once a month as a supplement to our client's weekly food allotment of 10 – 14 grocery items. It includes highly nutritious, age-appropriate food for 2 – 5-year-olds that is high in iron and protein to promote brain and muscle development.

Thank you to our sponsors and Full Heart Club members for your kindness!

[#grateful](#) [#communitysupport](#) [#vancouverbc](#) [#foodsecurity](#)



Jim Bindon and 23 others

2 comments • 2 shares

Join People Power - ACLU's  
Grassroots Volunteer  
Resistance Movement

Get Involved →



ACLU

DONATE



HE DISCRIMINATED: WE SUED

DONATE MONTHLY

SIGN UP FOR BREAKING NEWS

ACLU

## He Discriminated, We Sued

Become an ACLU Monthly  
Donor to Stand with Us

President Trump's war on equality is already taking a terrible human toll. **Help us protect the rights of refugees and immigrants — and everyone across America.**

We need monthly donors—Guardians of Liberty—to provide the ongoing support that enables us to remain vigilant. With your help, we will continue to take action when Trump or his administration run

[JOIN](#)[RENEW](#)[GIVE MONTHLY](#)[DONATE](#)

## Become a Freedom Fighter — Join the ACLU

People across the country are coming together to stand up for what they believe is right. Take your stand—help us as we:

- Defend free speech and the right to protest
- Fight relentless attacks on reproductive freedom
- Reform our racially-biased criminal justice system



Over 1.2 million people support the ACLU.

Contributions to the American Civil Liberties Union are not tax deductible.

\* indicates required field

### DONATION

Type \*

☒ One-time

☐ Monthly

A monthly gift does even more to protect civil liberties ↗

Select Gift Amount \*

☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Other \$



# ACLU

**45,000 monthly donors**  
**to 296,000**

# Events & premiums







Digital Publishing Award 2020

EXCELLENCE IN JOURNALISM  
AWARD WINNER 2021  
Excellence in Journalism Award  
(EJN), 2013, 2009

FOIPA award for outstanding reporting  
related to surveillance and privacy,  
2019

Champion of Child and Youth Rights  
Award, 2019

## Our vision

Canada is facing major challenges ahead. At the same time, our national media is in collapse. Newsrooms continue to shrink and consolidate under the control of fewer and fewer corporations, and there are fewer journalists asking tough questions of those in power. We believe that our democratic conversation is made possible by strong, independent media, who will find and ferment to serve the needs of its readers.

## How you can help

More people than ever before are reading The Tyee. In most demand, we're publishing at double our previous rate. We want to keep up momentum and do even more. By committing to a monthly contribution, you'll help us add to our team so we can keep putting out deeply researched, high-quality journalism. By giving every month, you'll show us to know we have the resources on hand to support a new editorial position.

## Join our community

Tyee Builders contribute much more than just money. We regularly seek input from our members on what interests them, and that informs our reporting. You'll also get invitations to special events and deeper insight into how our newsroom operates.

## Support independent media, get sweet Tyee gear

Helping to create more in-depth coverage of our communities is its own reward. To sweeten the deal and show our special thanks, we've created custom, high-quality items **exclusively for those who sign up as monthly recurring supporters.**

Want to give to The Tyee but don't want the sway? Not to worry, you can opt out of receiving items when you complete your payment.

We worked with Vancouver artist, Cate Beas, and Fairwore, a local supplier specializing in ethical gear, to create this line of gifts we hope you'll love.

### Give at any level: Custom Tyee lapel pin

Show off your Tyee Builder status with our snazzy silver Tyee fish pin.

### \$15 or more per month: Pin and pocket notebook

You'll receive everything mentioned above PLUS a special pocket notebook to capture all of your thoughts, ideas for your next project, doodles and lists.

Notebook is three by five inches. Printed with vegetable-based inks on 100% recycled papers with offset press powered by renewable energy, and handcrafted in Portland, Oregon.

### \$25 or more per month: Pin, pocket notebook and tote

You'll receive everything mentioned above PLUS a beautifully illustrated tote bag. This is not some flimsy tote bag that will fall apart after a couple of uses. This heavy cotton bag is big enough for some serious grocery store expeditions and strong enough to do the job.

Made from 12 oz 100% certified organic cotton canvas. GOTS/USDA Certified (Netherlands).

### \$50 or more per month: Pin, pocket notebook, tote, and mug

Get all of the things! You'll receive everything mentioned above PLUS a custom 16 oz Tyee mug.



## Total number of new monthly and one-time supporters: 1,566 and counting

In memory of, in memory of, in honour of, in honour of, in honour of, in honour of, in memory of, in memory of, in memory of, in honour of, in memory of Tabitha Saab Ojibwa Kamistiquia Anishnabiquic, in memory of Peter, in honour of, Martin Finnerty, Salim Abdou, Hamis Abderrahmoud, Sally AJ Abraham, Sheila Adams, Lyn Adamson, Ellen Adelberg, Martin Ainsley, Heather Aiken (in honour of Eastern Slopes), Glenn Albertson, Roland Brock, Stephanie Aokoska, Jessica Abood, Betty Akerback, Shoshana Allica, Peter Aspen, Benjamin Anders, Alexander Anderson, Kathy Anderson, Elaph Anderson, Aaron Arg, Hilary Angus, Viviana Angus, Stephen Antle, Alicia Aparicio, Jen Aris, Betty Lou Archibald, Jennifer Argan, Frederique Amoyas (in honour of Alain Thomas), Anne Marie Arsenault (in honour of All members SSND), James Arundel, Linda Ash (in memory of James O'Mahoney), Barbara Denise Ashley, Joostje Aubrey, Marika Aulrich Gilgole, Ivonne Avenbach, Shannon Aulson, Annette Ayon, Paula Betty, Evangelos Baker, Jare Baker, Braxton Baker, Kevin Banks, Ferrelia Baptista, Maye Blue (Wherta) Ltd, Barb van der Graaf, Andrew Barham, Rick Barham (in



# **Exercise 2:**

**Asking –you must**

**START**





- 1. Set the Stage** (get ready yourself)
- 2. Smooth Introduction** (saying hello)
- 3. Introduce the request, personalize the solicitation**  
(the case and initial request)
- 4. Discover any obstacles to giving** (reflect)
- 5. Answer any sincere questions, put aside excuses** (Deflect)
- 6. The ask**
- 7. Close the Solicitation** (Thanks)



# Stewarding your monthlies

- How can you make your donors feel engaged?
- Site visits
- Meeting the people they help
- “Insider” event
- Online educational event



# Testing Gratitude

## Simple thank you card

25,000 donors

No ask

No reply form

No reply envelope

## No thank you card

25,000 donors

Identical number of gifts, but  
the group that got the thank  
you card gave almost \$....





COPYWRITING





# Principles of copywriting

1. Short words
2. Emotional
3. Non-technical
4. About the donor/prospect (YOU)
5. Be specific
6. Design for the reader
7. Repetition



# Ineffective Copy



a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Development and Alumni Engagement

UBC Library  
Irving K. Barber Learning Centre  
Rm. 241 - 1961 East Mall  
Vancouver, BC, Canada V6T 1Z1

Phone 604 827 4112  
Fax 604 822 3893  
library.development@ubc.ca  
www.library.ubc.ca

June 2, 2016

Mr. Harvey McKinnon  
330-1985 W Broadway  
Vancouver, BC V6J 4Y3



Dear Mr. McKinnon,

Thank you for your support of UBC Library. **Whether you are a donor, advisor or friend,** your contributions have helped the library continue to grow as a globally recognized research institution.

The past year has been an exciting one for UBC Library. In September 2015, the library officially opened Library Preservation and Archives (PARC), a high density storage facility capable of extending the life of books from 30 years to 300. In December, we purchased two rare medieval manuscripts at auction with the support of a foundation and private donors. The gorgeous, illuminated manuscripts are already being used in numerous undergraduate classes. Throughout 2015, the library celebrated its 100<sup>th</sup> anniversary with a series of exciting events, including NANITCH: Early Photographs of British

Thank you to our donors and supporters

# Make it “you”-centric

Like you, we are committed to a strong economy and a safe climate for all Canadians. We are committed to working with business, investors, governments and local and Indigenous communities to address critical gaps in Canada's net-zero plans and performance between now and 2030, to achieve meaningful and lasting change. We will continue to bring diverse parties to the table to solve tough problems and mobilize joint solutions.

We are excited to have an even bigger impact by:

- Charting a prosperous economic future by embedding climate goals and emissions reductions in new national strategies for job creation, technological innovation, and economic revitalization
- Accelerating emissions reductions through new investment in energy efficiency and renewable energy, net-zero transportation, and building retrofits
- Tackling the toughest one-third of Canada's emissions, from oil and gas, trucking, manufacturing and other hard-to-decarbonize sectors.

We believe our history and inclusive approach position us to address the gaps that contribute to polarization and stymie climate action. We now have an opportunity to make progress in the next three to five years that would otherwise have taken a decade. Let's make the most of it, together. From voicing support for strong climate policy and investment in a net-zero future, to a donation to help us deliver on our research, convening and advocacy work, we need your help. Please consider supporting our work with your gift. Any amount helps.

The Pembina Institute firmly believes that together we can prepare for a healthier, more resilient future, and we express our deepest gratitude for your ongoing support as we rebuild a stronger, safer Canada.




The logo for the Pembina Institute, featuring the word "PEMBINA" in a bold, white, sans-serif font above the word "institute" in a smaller, white, sans-serif font, both set against a blue rectangular background.

PEMBINA  
institute

Your gift supports a  
**clean and prosperous future**  
for all Canadians

For over three decades **the Pembina Institute** has been tackling Canada's greatest energy challenges. From the oil patch to Canada's busiest cities and highways to the most remote Indigenous communities **the Pembina Institute** tracks and analyzes relevant data to inform smart, practical policy to keep Canadians working, our economy strong and our environment safe.

As a non-partisan, science-based organization, we work closely with industry, all levels of government, and civil society to develop practical tools and solutions. With your help, we can advance credible policy solutions that support **communities**, the **economy** and a **safe climate**. Together we can achieve a brighter, healthier future for all.

A thick blue arrow pointing horizontally to the right, indicating a flow or direction towards the following text.

*You will receive a charitable tax receipt for your donation by email when the **transaction is complete**. For recurring gifts, charitable tax receipts will be sent at year-end (late February, for tax season).*

Please send any questions to [donations@pembina.org](mailto:donations@pembina.org).



Make-A-Wish Foundation® of Canada  
2239 Oak Street, Vancouver, BC V6H 3W6  
1-888-822-WISH [www.makeawish.ca](http://www.makeawish.ca)



Dear Friend,

There is absolutely nothing worse than watching **your** three-year-old child die.

And there is nothing better than stealing her back from heaven.

My daughter Carlie came back from certain death thanks to people like **you.**

I hope **you'll** give me one minute of **your** time because I'm not a fundraiser, I'm a parent. And when I tell **you** my story I think **you'll** realize that **you** can make miracles happen . . .

My daughter Carlie was a perfectly healthy child. Then one day she got a bad fever. We took her to the hospital only to discover every parent's nightmare. Carlie had cancer.

We started the treatment, and we prayed.

Then, when Carlie was near the end of 10 months of chemotherapy, her grandmother gave us a wonderful surprise. She

*please read on*



Layout

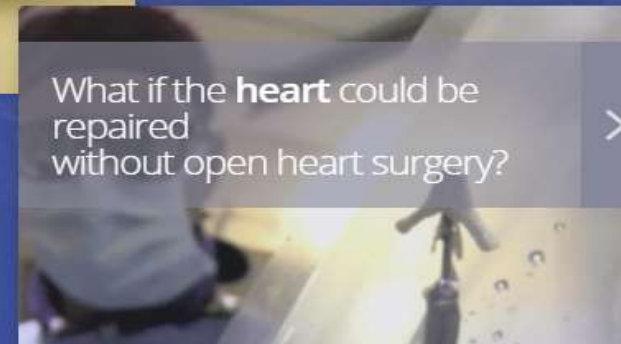
What it says

Images



# How we're changing lives together.

**Together**, with your support, we are pioneering life-saving innovations that are changing patient outcomes. Here's how:





**GIVE  
TODAY**

[DONATE](#)

**GET  
INVOLVED**

[PARTICIPATE](#)

**YOUR  
IMPACT**

[WHERE YOUR MONEY GOES](#)

### Top stories

[More stories >](#)



#### Record turn-out for 3rd annual RBC Run for the Kids

Over 8,000 people walked and ran to support youth mental health.



#### Sunnybrook remembers Alexandre Raab

His legacy as a generous supporter and friend of the hospital is truly extraordinary.

### Featured



#### Donor spotlight

The Brides' Project sells donated wedding dresses, veils and shoes at half the garments' retail value, with all proceeds going to cancer programs and charities.



#### Patient stories

With your support, Sunnybrook is changing lives.

A f i s

Sans serif

A f i s

Serif



- Times New Roman was 5 times easier to read than Arial
- Times New Roman was 5 times easier to read than Arial

# Reverse type

- When text was printed black on white, readers reported good comprehension 70% of the time, fair comprehension 19%, and poor comprehension 11%

When text was printed white on black, good comprehension fell to **zero** while poor comprehension rose to 88%

# Reverse type

Comprehension	Good	Fair	Poor
Black on White	70%	19%	11%
White on Black	0%	12%	88%
White on Purple	2%	16%	82%
White on Blue	2%	16%	96%





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to our  
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*and*



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*Ticket Print Sponsor:*  
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*Thank you to the  
following prize donors:*

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Centre

Mr. William Argan and  
Fine Frames Gallery

Phillip Mack, RE/MAX

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RE/MAX

Wicker Warehouse

Leader-Post

Wascana Flower Shoppe

Saskatchewan Roughriders

Paul Martin Communications

Crown Capital Partners

Dr. Ann Kipling-Brown, author  
of "Dance on the Move"

## 3rd Annual "Noon News Live"

Proudly sponsored by



Crown Real Estate Ltd.

and



**T**hank you to all those who sponsored and attended the 3rd Annual "Noon News Live" fundraising luncheon on Tuesday, December 2nd at the Regina Ramada Hotel and Convention Centre. Over 175 people attended to enjoy Global TV/Leader-Post's Bill Wright host the event; and Paul Martin of Paul Martin Communications and Bob Hughes of Leader-Post deliver their perspectives on current events and sports news. We were also very privileged to have Regina Mayor Pat Fiocco as a special guest newscaster.



Bill Wright



Bob Hughes



Paul Martin



Mayor Pat Fiocco

Making his first appearance as the **2004 Champion Child, Matthew Epp** addressed the crowd and revealed his natural charm and ability to connect with people.



Nicole Epp with her son Matthew



Matthew and Anne Taylor (R) of CHF Board accept cheque from Stacy Svendsen on behalf of RE/MAX Associates of Regina

**Y**ou may remember Matthew from the CHF Connection Spring 2003 newsletter. Matthew was diagnosed with Wilms' Tumor, cancer of the kidney when he was two years old. He had surgery to remove his kidney and then underwent chemotherapy and radiation for 16 months. Four years later, the cancer reappeared in his lung and he underwent more surgery, chemo and radiation. In December 2002, our young champion began yet another course of treatment, for the cancer reappeared in his lung.

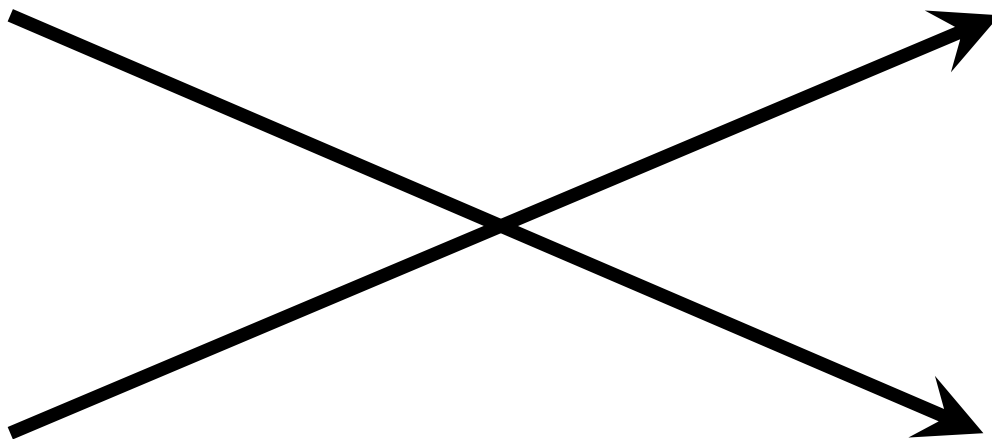
During the summer, the chemotherapy became too much for Matthew and he stopped the treatments. He went through a round of radiation and continues to get check ups, blood tests and x-rays. Our best wishes go out to Matthew as he continues on his journey to good health and happiness!

Foresters is the national sponsor of the "Champions Across Canada Program" and they welcome Matthew as the Saskatchewan Champion for 2004!

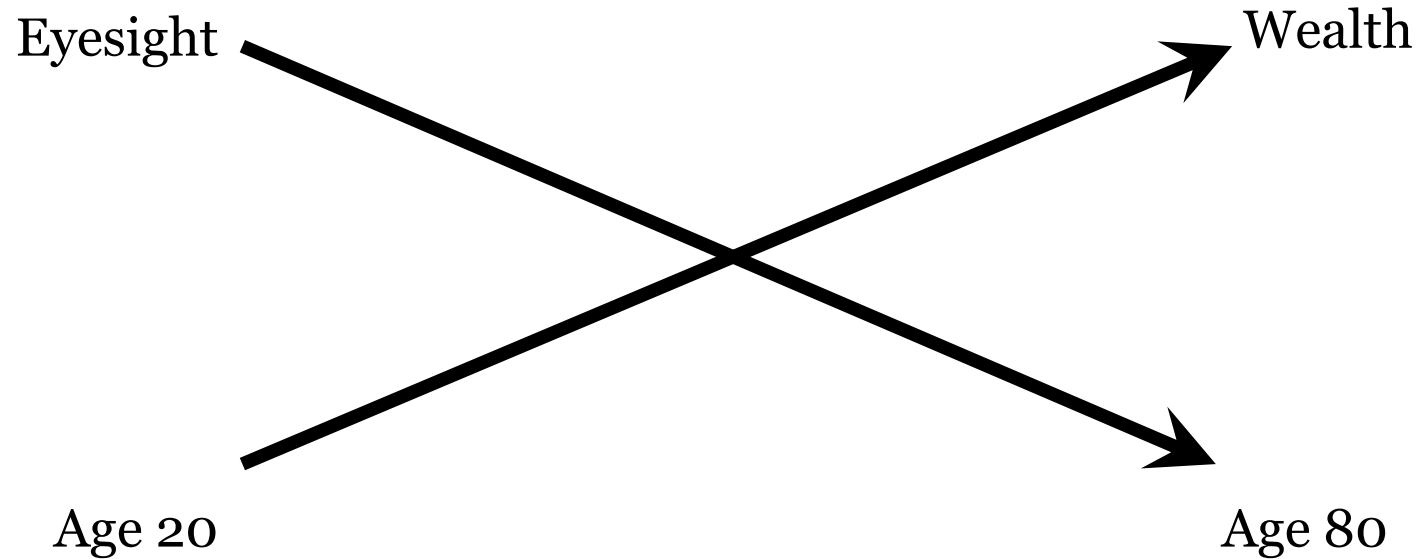


# Readability - The McKinnon Axis

Can you read this sentence?



# Readability - The McKinnon Axis





**Retention  
is the Most  
Important  
Factor in  
ROI**



# Value of just 10 years of giving

	# of Monthly Donors who stay	Average gift	Average Yearly income	8 Year Total
Totals	100	\$25	\$30,000	\$300,000

# Retention tools

Processing systems

Credit card upgrader

Conversion to EFT





# Newsletter testimonials

## "I give to Children's Hospital because they gave me a miracle."

Monthly giving is a wonderful and easy way to support Children's Hospital. For Carol Corder, it is also a great way to say thanks.

On a winter's night back in 1973, Carol was in Swan River, in hospital on bed rest.

*"My unborn baby and I were in huge trouble,"* remembers Carol. *"Back then they didn't have baby monitors to check if the baby was in distress, but I was definitely in distress."*

On the afternoon of December 23, after an intense labour, Carol's beloved son, Danan, was born. But he was in such distress that doctors didn't even stop to check to see if he was a boy or a girl – they were frantically doing all they could to get him breathing.

By Christmas Eve, baby Danan still wasn't breathing properly. Doctors made the call to transfer him to the NICU at Children's Hospital.

*"It was Christmas Eve when the ambulance drove from Swan River to Winnipeg in an ice storm,"* says Carol. *"I wasn't allowed to go so my husband went along with our baby. I never even had a chance to hold him."*

In Winnipeg, a doctor was waiting at the doors of Children's Hospital when the ambulance arrived. The medical team sprang into action – attaching probes to the tiny body and using electrical impulses to get his organs started.

Back in Swan River, Carol stayed in the hospital with her own mother by her side, constantly checking the clock.

*"They had told me that he would be lucky to live for 72 hours. So for 3 days we hoped and we prayed and we counted hour by hour."*

Carol's husband called her on Christmas Day. Baby Danan



was still alive! He was coming out of distress and his breathing was regulating.

*"It was a miracle,"* Carol firmly believes. *"They gave me a miracle."*

That is why Carol is still a passionate Children's Hospital supporter today.

**"I give monthly to the Children's Hospital because NICU gave me a miracle. I cannot explain how important NICU is to me and my life. Children's Hospital means the difference between life and death for so many babies. "**

## YOU AND THE STOLLERY HAVE GOT A LOT OF LOVE



Judy Morrill

Judy Morrill has lived in Edmonton since 1960.

She saw the Stollery Children's Hospital when it first opened—in fact, she remembers fighting for it, campaigning for it and voting on it. So the Stollery already held a pretty special place in Judy's heart.

Then, when Judy's great-niece Cecily was born, Judy began to support the Hospital with her donations. And now she's a member of our Bear Hug Club for monthly donors. Here's

Judy to tell you why she gives her monthly gift to our Hospital:

*"We knew Cecily had heart issues before she was even born. She was in and out and back and forth from the Hospital, and she had a transplant at about nine or 10 weeks old."*

Every time she would get a little bit sick or exposed to someone with a cold or illness, she wound up back in the Hospital.

I am what they call a 'low income senior,' living payday to payday. But a couple of dollars a month, I can do that. So I started to give some of the money I would use for takeout or to go dancing once a month.

Then, after that, every time Cecily would go back into the Hospital, I would call and increase my monthly gift by \$5. And if I ever get a windfall, I'll share it.

The Stollery gave us our little girl.

We fought and we campaigned for this Hospital. And now we've got a world-class children's hospital right in our own backyard.

We have to keep it going. We've got to do our bit and make sure it's here when you and other families need it.

Wouldn't you hate to have a child or grandchild or a neighbour's child—or any child—be born with a problem or run into a medical problem and have nowhere to go?

Just a little bit helps. Sign up for \$5 a month. Or \$10. Whatever you can spare. Just one coffee!

When I go to the Stollery and I see the way the staff care for kids ... they're special people. They've got a lot of love."

If you'd like to join Judy in the Bear Hug Club as a monthly donor please contact Cora Carter at **780.431.8901** or [cora.carter@stollerykids.com](mailto:cora.carter@stollerykids.com).

## THE IMPACT OF YOUR GENEROSITY

The Stollery's medical teams would like to offer their heartfelt thank you to all the donors who helped us purchase new monitors for our tiniest patients—our newborns.

The IntelliVue Physiologic Monitors you funded will continuously monitor vital signs in critically ill newborns, particularly during cardiac arrests.

The monitors will alarm and alert doctors and nurses when a baby has a vital sign they need to know about. And this equipment also provides vital diagnostic information to the medical teams.

Together, we are saving lives. We couldn't do it without you!



IntelliVue Patient Monitors



559.7K





# **When you have no monthlies & little money**

1. Be the first person to sign up.
2. Invite your coworkers & volunteers to join.
3. Use testimonials, with photos, of donors who have become monthly sustainers.
4. Offer a monthly giving choice on your website donation page.
5. Ask a board member or major gift donor to match monthly gifts for a year.



# How to Upgrade

**Phone** – Annual campaign

**Mail** – Special appeal, with tax receipt

**In person** – Volunteer campaign,  
events

**Email** – Campaign with a target



# **Raise More Money From Your Monthly Donors with:**

Event invitations

Challenge gifts

Emergencies

Selling products

Legacies





**Sustainers  
are your best  
legacy  
prospects**



# Your 30 Day Challenge

What will you do within the next 30 days?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# Your One Year Challenge

What will you do within the next 365 days?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

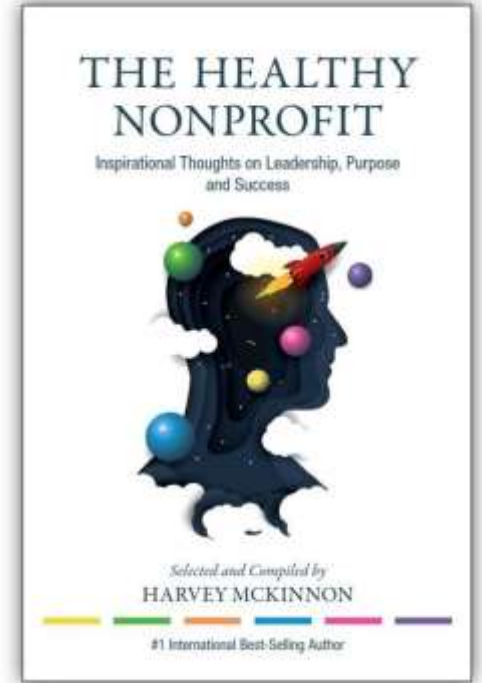
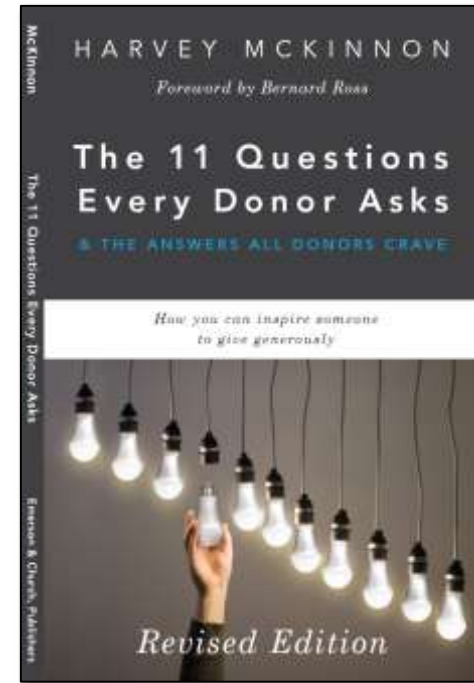
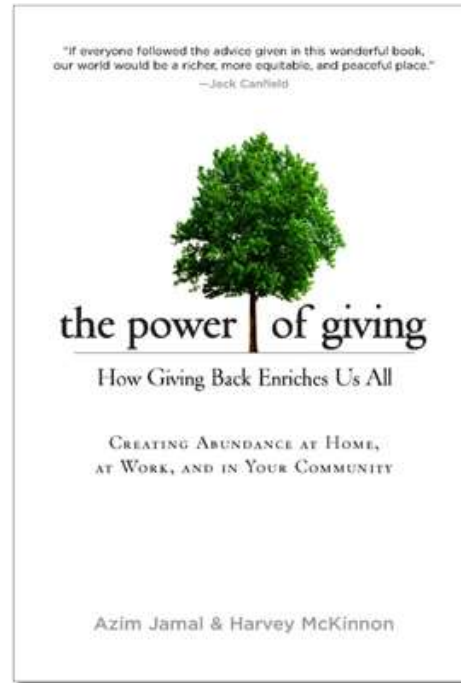
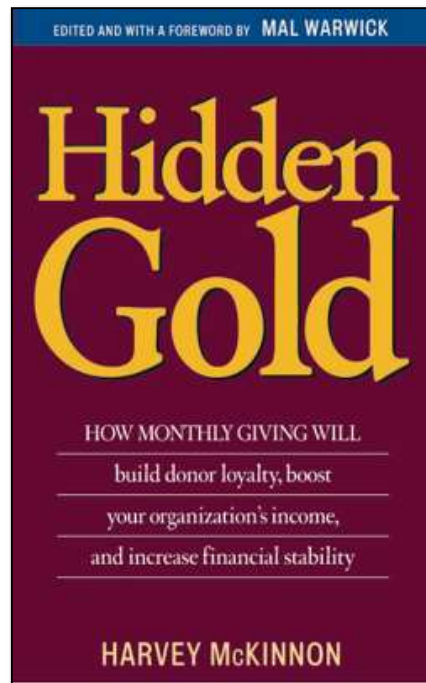
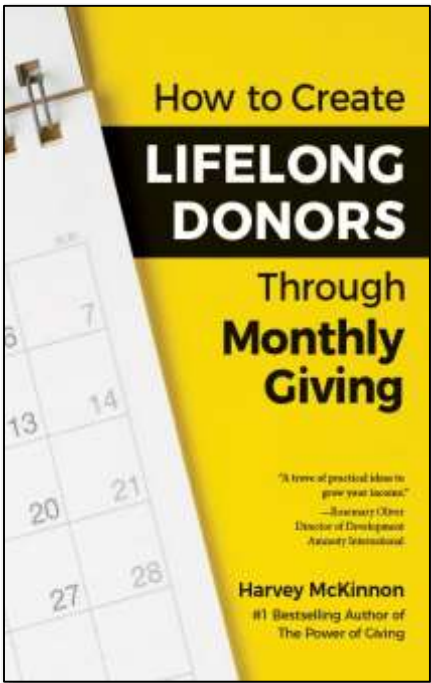
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Building Donor Value



**All royalties donated to non-profits**



END

Someone filmed bats upside down  
and it looks like a goth nightclub



# **1. Set the Stage** (get ready yourself)

- Know your own feelings about your non-profit.
- Learn as much as you can about your prospect.
- Choose the best time and place to talk with the potential contributor.



## **2. Smooth Introduction** (saying hello)

- Remember to listen!
- Establish a rapport
- Start the discussion on a positive, friendly note.
- Explain the purpose of your visit.

### **3. Introduce the request, personalize the solicitation (the case & initial request)**

- Tailor your approach to the individual
- Explain why you joined a monthly club
- Make the initial request for a pledge
- Remain available for feedback

## **4. Discover Any Obstacles to Giving (Reflect)**

- If the contributor has an objection, ask them to explain it further
- Watch body language



## 5. Answer any sincere questions, put aside excuses (Deflect)

- Try to determine whether the contributor's objection is a **reason** or an excuse
- Answer any sincere reasons
- Turn any excuse into a positive reason for giving

## 6. The Ask

- Know what amount you plan to ask for.
- Ask: will you be able to give X per day or XX per month?
- Collect a signed pledge card: **“I’ll become a monthly donor to...”** And the first cheque, or void cheque or credit card info. Or have them fill out a digital form.

## **7. Close the Solicitation (Thanks)**

- Thank the contributor.
- Where appropriate, give the contributor a receipt (or premium).
- Process pledge immediately.



[OUR WORK](#)[PEOPLE](#)[PLACES](#)[WILDLIFE](#)[About](#)[How to help](#)[DONATE](#)[ADOPT](#)[GIVE MONTHLY](#)[DONATE ONCE](#)[RENEW](#)[MORE WAYS TO GIVE](#)

## Make a Monthly Donation

You can protect threatened species and their habitats today with a monthly donation to World Wildlife Fund. Your support of WWF's global conservation work will make a world of difference.

When you make a monthly donation, you'll join our special group of WWF Heroes (monthly members) and [enjoy these benefits](#). A monthly gift of \$85+ makes you a [Partner in Conservation](#).



### Your Monthly Donation

[\\$10](#)[\\$15](#)[\\$20](#)[\\$25](#)[\\$50](#)[OTHER](#)

### Select Your Thank-You Gift



Maximize My Donation

I prefer not to receive a gift, maximizing my support of WWF's global conservation efforts.



Two Big Cat Totes

Say no to paper and plastic with these reusable totes. Perfect for every grocery trip!



**Note:** We are unable to mail thank-you gifts to donors outside the United States and its territories.



OXF14006 PG141  
Planned Giving Wave 2  
February 17, 2015

Harvey McKinnon, Oxfam Canada supporter



# Legacies

February 17, 2015

Dear Mr. Sample,

I volunteered to write this letter to you. That's because I believe you and I care a great deal about the people that Oxfam Canada helps.

I greatly respect Oxfam. And what impresses me the most is that the donors and staff share the same values of kindness, generosity, justice, and equality.

I first experienced that commitment when I was a university student in the 1970's. I went to an Oxfam film about South Africa. I was truly shocked. In one particular scene, I remember seeing dozens of empty graves awaiting the bodies of children who died simply because they were black. These were children denied medical care because of apartheid. This film will always stay with me.

I'm not ashamed to say I cried when I saw that film. Almost everyone in the audience did.

After watching that film I was moved to do whatever I could to help end apartheid. And even though I was in graduate school,

*(Please turn over)*

## CHILDREN ARE OUR FUTURE

Many years ago, Gloria and Mervin Bamber found themselves watching a telethon for the Stollery.

Parents to four children and grandparents to six, Gloria and Mervin have a great love of all kids. As they saw the telethon's stories of Stollery kids and the medical issues they were facing, the couple knew they wanted to support the Stollery.

That's when they became monthly supporters.

Fast-forward several years... Gloria and Mervin became the proud great-grandparents to three beloved great-grandchildren. One of them, Caidence, was born with cerebral palsy.

"I know I'm biased, but she's just the most precious little girl you ever did want to see!"

Through Caidence, the family saw first-hand how incredible the care at the Stollery is.

"My grandson, Caidence's dad, told me that there were times when he and his wife were so tired, and the staff just stepped in and took over for them. He says the staff are just absolutely fantastic."

*"In his words, 'I live within a mile of the best hospital in the world!'"*

Sadly, Gloria passed away in December. When asked why they felt so strongly about becoming monthly supporters all those years ago, Mervin is clear.



Gloria and Merv Bamber

*"Children are our future and that's simply it! The children that are going through the Stollery Children's Hospital have to have the very best care they can get. We are blessed to have this facility in Edmonton. We've got people from all over Western Canada coming here – and it's heartbreaking to see what some of these kids are going through.*

*You get such a benefit from helping out. And if you can do it, do it. Gloria would have said the same thing!"*

If you would like to join our monthly giving program, the Bear Hug Club, please contact **Cora Carter** at **780-431-8901** or **cora.carter@stollerykids.com**.

Our deep thanks go to Gloria, Mervin and all the members of the Bear Hug Club who offer children at the Stollery their dedicated support – every month of the year.

## YOU HELP KIDS LIKE RYLAND — OUR NEW CHAMPION CHILD



Ryland loves superheroes, the colour green and

Ryland's body to reabsorb his brain matter.

Ryland is the Stollery 2019 Champion Child, a program





Dear Harvey,

Thank you very much for your ongoing support to the San Diego Zoo Global Wildlife Conservancy.

**Harvey McKinnon**  
**\$20.00 was billed to your account.**

Your next payment of \$20.00 is scheduled for 8/27/14.

Your donation will enable our conservation and research team to continue their efforts to protect and preserve the precious wildlife on our planet. If you have any questions regarding this contribution, please contact us at [wildlifeconservancy@sandiegozoo.org](mailto:wildlifeconservancy@sandiegozoo.org).

Once again, thank you for your support.


Sincerely,  
San Diego Zoo Global Wildlife Conservancy

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Please print or save this message for your personal records. You can use this page as a receipt for tax purposes. Under IRS guidelines, the estimated fair market value of the goods and services provided is insubstantial; therefore the full amount of your gift is a deductible contribution. The Zoological Society of San Diego is a not-for-profit organization that operates the San Diego Zoo, San Diego Zoo Safari Park, and San Diego Zoo Global Wildlife Conservancy. Tax ID #95-1648219.



## Your impact

 Follow up. Start by June 24, 2021. Due by June 24, 2021.

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Hi Harvey,

We want you to be the first to see Greenpeace Canada's *2020 Impact Report!*

**The report highlights all the positive change you made happen last year, together with other Greenpeace supporters across Canada and around the world.**

As a loyal monthly donor, we want to take this opportunity to personally thank you for your support and show you what you've helped make possible.



**[Read your copy of Greenpeace Canada's 2020 Impact Report online now.](#)**

In 2020, we pushed for a green pandemic recovery, promoted peace and non-violence in the face of systemic racism, supported Wet'suwet'en land defenders and stood against the expansion of the fossil fuel industry.

As we prepared this report we couldn't help but marvel that through the most tumultuous year in recent history, supporters like you not only stood up for what you believe in but found creative ways to turn those beliefs into action.

Now, as we head into our second summer of the global pandemic, we would like to take a moment to say thank you. **A big, sincere thank you.** A thank you that would best be expressed in a huge bear hug, but since we can't do that safely quite yet, this email will have to do.

**[Read your copy of Greenpeace Canada's 2020 Impact Report online now.](#)**

## FINANCE & ENGAGEMENT

### Why Your Support Matters



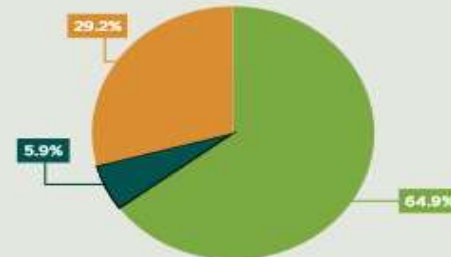
As a Greenpeace supporter, you make every campaign we work on possible. Over the last year, you've shown us once again that no matter how difficult the circumstances, you will stand beside us to create an equitable, just and green future. Your support is absolutely vital, especially during these challenging times. People power is the strongest force on Earth, able to accomplish extraordinary things against seemingly impossible odds. You are the heart of this movement, ensuring the future of our fragile planet is a priority. Together we are a strong voice for our planet and its inhabitants. Once again, thank you for standing with us — and for all the great things to come.

**Christy Ferguson**  
Executive Director, Greenpeace Canada

FUNDING SOURCES	2020	2019
Donor Contributions	\$8,408,614	\$8,549,631
Bequests	\$453,922	\$270,314
Restricted Grants from Stichting Greenpeace Council	\$1,564,885	\$1,855,481
Campaign Grants	\$354,401	\$187,428
Investment Income	\$22,870	\$21,167
<b>Total Income</b>	<b>\$10,804,692</b>	<b>\$10,883,821</b>



HOW YOUR SUPPORT WAS SPENT	2020	2019
Campaigns	\$6,690,104	\$7,230,100
Finance & Operations	\$613,243	\$788,526
Fundraising	\$3,005,587	\$2,974,357
<b>Total Expenses</b>	<b>\$10,308,934</b>	<b>\$10,992,983</b>



IN 2020

**f** 429,332 fans  
**@** 64,393 followers  
**🐦** 66,420 followers

**57,883**  
 people supported  
 Greenpeace  
 financially

**254,136**  
 people signed  
 Greenpeace  
 petitions