

Annual Campaign Report – 21 September 2014

Pre-Launch Work for 2014-15 Annual Campaign

In August and earlier this month, I called nearly all the donors for the 2013-14 season. Most of those I was unable to contact by phone were sent a “Thank You” card or, if we don’t have an address in Musetta, an email. No mention was made about contributing for this season – just a contact to individually show our appreciation. Everyone I talked to was surprised to hear from us and that’s a good thing! It’s by building relationships that we are able to retain our donors, just one of the many things I’ve learned from Chris Davenport’s “Movie Mondays.” More about that later in the report.

Current Stats on the Campaign

Even before the campaign goes out we already have a \$1,000 and a \$50 pledge from individuals and In-Kind donations totally \$4,050. This means we already have met 51% of the \$7,900 goal in our budget ... and this is all before the annual campaign letters even when out! Are you cheering yet?!?

Movie Mondays

Are you familiar with the work Chris Davenport does and have you signed up to get his weekly emails? He sends a short email each week that links to a short video about fundraising for nonprofits. A large part of being on any Board is to raise money for the organization, which can include a direct ask for money. Often times that feels daunting if you’re not used to the process and these videos help a lot!

I’d encourage you to take the three-to-five minutes each week to review the video, if you’re new to the Board or if you’ve been on the Board “slid away” from watching. I’d especially appreciate hearing from you individually about something you hear that we can implement for HGMC.

Storytelling, in particular personal stories from you talking to donors, is an art, but it’s not difficult to do! In recent video entitled, “Vampires, Werewolves and Donors,” Chris talks about four different key points to the success of getting people involved with our organization and what goes into telling a compelling story:

1. Who **is** your audience? (Not who we **want** to be, but who shows up?)
2. What are their needs, wants and desires from HGMC?
3. Engage them – don’t be boring (That means it has to come from your heart. But I know that when I tell the same story over and over again it becomes boring, even for me!)
4. Tie in other stories (so not just our own experiences of HGMC, but what we hear from others, with their permission, of course!)

If you'd like to listen to the short video here's the link:

http://nonprofitstorytellingconference.com/3-story-tips/?inf_contact_key=d1c38473bb37b853e9dbc1fa3055b983d283d9918c8ff08943b12f97df3bfc55

To sign up for Movie Mondays, go to:

http://www.501videos.com/mm2009/03/mm_1steward2.html

Annual Mailing

On Sunday, September 14 we stuffed envelopes for the annual mailing. Thanks goes to Ben Martindale, Bill Sprout (and his partner, Will), David Payne, David Zayas, Jeff Mitchell, Kevin Wagner, Paul Foltz, and Tim Fisher for all their help! (Brunch before was fun, too!) Kevin W. mailed the 370 letters on Monday, September 15. Emails with attachments were sent on Wednesday, September 17 to our "eList only" contacts.

Work Between the Mailing and Advertising Deadline

Here's a timeline of what will be happening now over the next two months.

Week of:

- September 14 – Check-in calls to previous advertisers ("Look for our mailing")
- September 28 – Follow-up calls to insure mailing was received
- October 5 through initial campaign – Ask for ads and/or corporate sponsorships
- **October 26 – Last week for ads**
- **November 3 – Ad deadlines**

If you are responsible for a particular advertiser or corporate sponsor please keep me in the loop as to your progress in security financial support for the 2014-15 season.

Submitted respectfully by Terry Drew Karanen, September 15, 2014.