

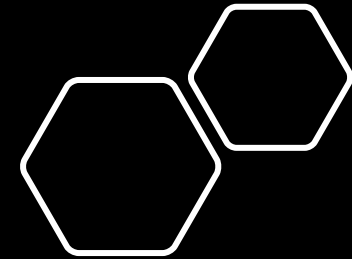
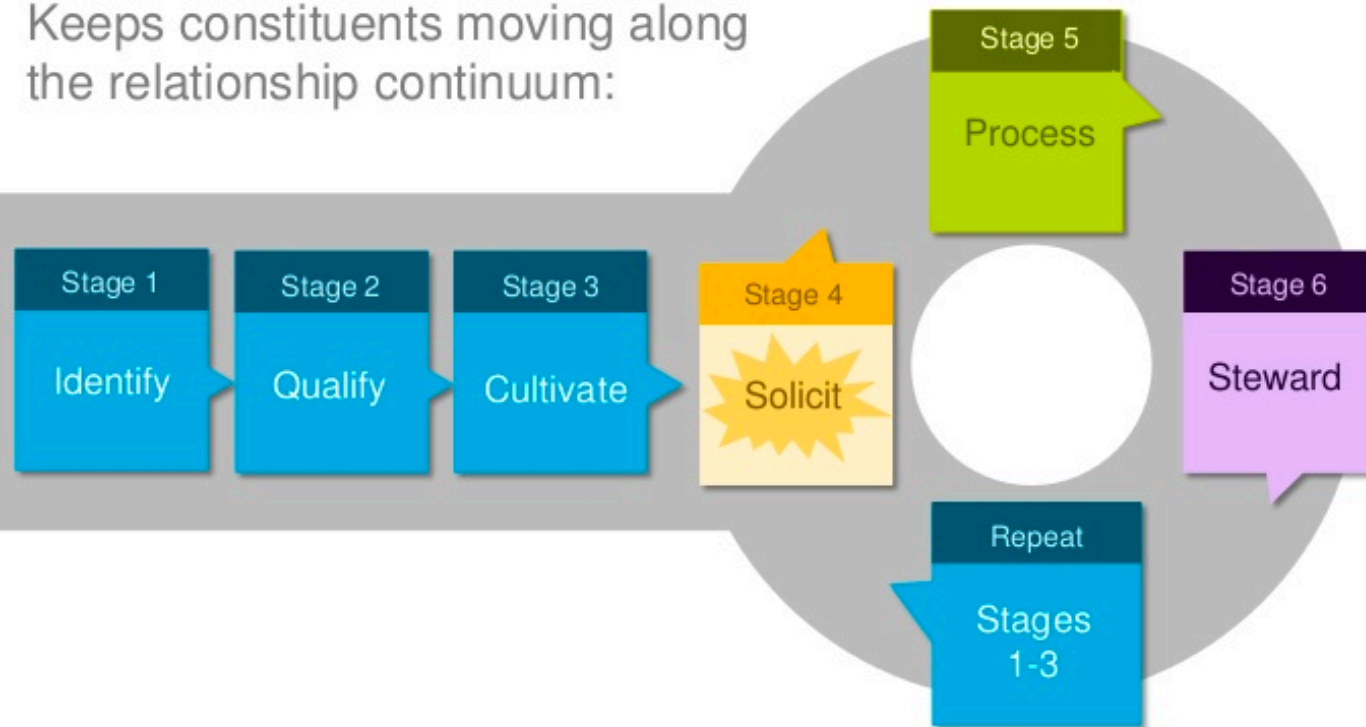
Donor Cultivation and Moves Management

April 2020



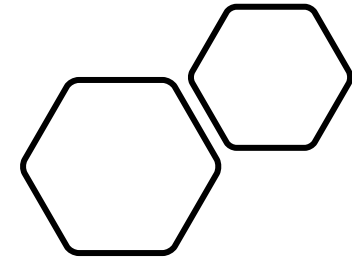
Good Moves Management...

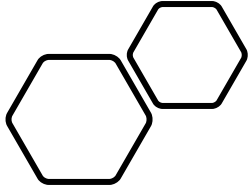
Keeps constituents moving along the relationship continuum:



Standard Moves (Samples)

Facility Tour	Lunch with ED	Ground Breaking
Send Donor Packet	Birthday Card	Media Interview
Board Member Call	Program Graduation	Invite to Gala
News Clippings	Mail Annual Report	Donor Reception
Program Performance	Meet the Candidates	Community Meal





Moves for Journalism Orgs



Release of a major story or investigation



Awards/prizes



Annual report



Quarterly or monthly donor-focused impact newsletter



News 'n' Brews



Debate/election results watch party

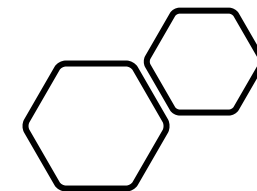


Editorial roundtable/AMA with editors



rest	Comm Pref	Goal	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Se
ren	Email	\$ 35,000	Visit	Card	Memo	Book	Ask: China	F/u Ask	Invite to Trip	Internal report	Proj Rpt
sing	Face/Face	\$ 110,000	Tel call	Report on India	News Letter	Invite to Event	Tel Call	Birthday	Tel call	Ask: India	Bir
ger	Tel	\$456,000	Birthday	Annual Rpt	Auditor Rpt	Tel call	News clipping		Invite to Trip		Invit Meet Paul
	Face/Face	\$ 23,000	Tel call	Thanks for Last Gift	Interest Inventor y	Book	News clipping	Birthday	Tel call	Annivers ay	Boo

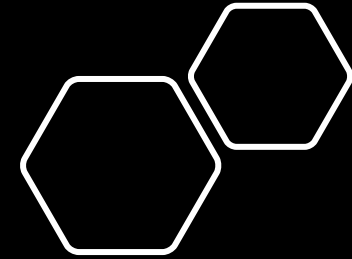
Organizing Your Data and Your Time: Calendar Approach





2017 Fundraising Calendar - AdventureFund

	Fundraising Activity	Costs	Staff Hours/Vol Needed	Est. Income	Net Income	Results from 2016	Goal Alignment	Other Resources/Notes
Q1								
January	New donor survey	Staff: \$225	15/No	\$0.00	-\$225.00		1, 4	Get feedback about communication preferences, social media use, interests.
	Pinterest and Facebook Contest	Prize:\$100, Staff \$225, Marketing, \$100	15/No	\$0.00	-\$425.00	108 FB, 29 Insta	1, 4, 5, 6	Cross promote in eNewsletter, hold a contest for Pinterest engagement, raffle a Kindle.
February	Major donor recruitment	Staff: \$600 Postage: \$100 Materials: \$200 Event Space: 0 Food: \$800	40/Yes	\$10,000.00	\$8,300.00	3 major donors	2	Referrals from current major donors/business relationships, recruitment party
	Mail/email 2016 Impact	Staff: \$300 Postage:\$100 Materials \$175	20/No	-	-\$575.00		1, 4	Share 1-page snapshot of donor ROI, impact from 2016
March	Spring online crowdfunding campaign	Staff: \$675 Fees: \$400	45/Yes	\$20,000.00	\$18,925.00	\$18,500	2, 4, 5, 6	Use CauseVox, market on social media, recruit supporters to share campaign
Q2								
April	Donor appreciation phone calls	Staff: \$150	10/Yes	\$0.00	-\$150.00	-	1, 4	Board members to make calls. 20 hours
	Promote recurring giving in eNewsletter and social media	Staff:\$75 Facebook Ads: \$100	5/Yes	\$2,000.00	\$1,825.00		3	Work with marketing dept. Consider incorporating a recurring donor referral incentive
May	Recurring giving email campaign	Staff: \$450	30/No	\$5,000.00	\$4,550.00	12 recurring donors	3, 1	Secure a gift match for the month (ask Board)
June	Recurring giving direct mail campaign	Staff: \$450 Postage: \$100 Materials \$250	30/Yes	\$5,000.00	\$4,200.00	10 recurring donors	3, 1	Secure a gift match for the month. (ask Board)
Q3								
July	Pool Party Fundraiser	Staff: \$600 Space: \$0 Prizes/Games: \$150 Marketing Materials: \$150	40/Yes	5000	4100	5200	1, 4	Pool @YMCA reserved as of 12/13/16, ice cream donated, start advertising last week of school
	Back to School Supply	Staff: \$600 Marketing:				\$5,000 worth of		Recruit volunteers to assist with supply pick up and drop off. Work with



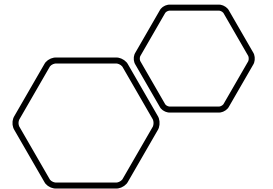
History

[Log a Call](#)[Mail Merge](#)[Send an Email](#)[View All](#)

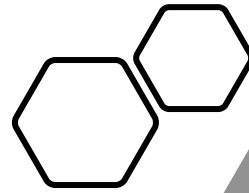
Subject	Related To	Task	Due Date	Assigned To
GPF dinner party -- TY gift	ICIJ	<input checked="" type="checkbox"/>	5/7/2018	Bridget Galla
GPF dinner party	ICIJ	<input checked="" type="checkbox"/>	5/5/2018	Bridget Galla
spring event invite followup	ICIJ	<input checked="" type="checkbox"/>	4/15/2018	Bridget Galla
spring event/intros -- invites	ICIJ	<input checked="" type="checkbox"/>	4/5/2018	Bridget Galla
spring event/intros -- date/guest list	ICIJ	<input checked="" type="checkbox"/>	3/21/2018	Bridget Galla

[more »](#) | [Go to list »](#)

Organizing Your Data and Your Time: CRM

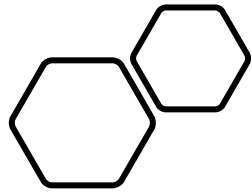


Organizing Your Data: Key Considerations



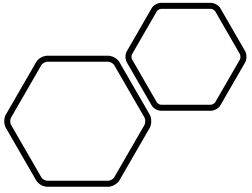
- Use what is easiest to use
- Track your progress; measure your results
- Decide on your tool(s) and commit to using rigorously
- Garbage in, garbage out





Questions?





COVID Responses: Challenges and Opportunities



Appeal Examples



Dear Bridget,

In the midst of this crisis, we hope, first and foremost, that you, your family, and your community are safe and healthy.

While the news coverage has focused on the public health crisis and the economic crisis, it is vital to remember that [this is a human rights crisis](#), with communities in need being disproportionately harmed.

The injustices we fight against every day alongside our partners, are even more clear now: the lack of access to water in the favelas of Brazil makes handwashing all but impossible; immigrant families in ICE detention face dramatically elevated risk of coronavirus infection; indigenous people in the Amazon are seeing COVID-19 introduced to their communities; millions of workers who have no access to healthcare in the U.S.; COVID-19 curfews have created a surge in police violence against minorities in Kenya.

Coronavirus must be our global wake-up call on how life-saving the truth is. More than ever, we all depend on trusted, accurate information to stay alive.

If we have learned one thing from our work around the world, it is that authoritarians and merchants of hate thrive in chaos. Quarantines and locks-downs, while essential to contain contagion, further the agendas of abusive powers. And, as global attention is turned to the virus, the struggles of people like the Syrians in Idlib slip from the headlines, allowing their oppression to escalate.

This is a *pivotal* time to watch out for human rights.

<https://mailchi.mp/witness.org/covid-19-and-global-human-rights-witness-is-responding?e=852850b81a>

Welcome back!

Imagine if, right now – as the coronavirus pandemic sweeps across the world – governments had access to the \$800 billion in lost tax revenue that's currently sitting in offshore tax havens?

Our healthcare systems could be stronger. Our protective gear stockpiles could be bigger, and our emergency funds could be much larger – if only everyone had paid their fair share.

It gets to the heart of what we do at **ICIJ**: we investigate global inequities – and expose those who take advantage of them. It takes a lot of time, and human resources, because these are complex stories that cross borders.

Our award-winning Panama Papers investigation was first published four years ago this week. To mark the anniversary, we've taken a **deep dive into tax havens** and offshore finance – in an effort to keep talking about the **systemic inequality** they perpetuate.

As a nonprofit newsroom, we had also planned to fundraise around the anniversary – asking readers like you to help us keep shining a light on these global inequities. This time last year, we raised nearly \$19,000 (thank you!). Our investigations, like Panama Papers, Luanda leaks, Implant Files and more cannot happen without this support.

<https://us15.campaign-archive.com/?u=0d48a33b1c24d257734cc2a79&id=80bbe3487d&e=1961ed3727>

What should we be doing in this crisis? » Inbox x

City Limits membership@citylimits.org via gmail.mcsv.net
to me ▾

[View this email in your web browser](#)

CITYLIMITS

Dear Reader,

One question we've heard often during the COVID-19 crisis is, "what should I be doing?"

At City Limits, *doing something* has looked like:

- Up-to-date reporting on state efforts to make testing available in communities of color.
- Investigating how this crisis is affecting vulnerable populations across the city, from immigration detainees to inmates in city jails.
- Compiling a resource library to help readers like you access key public health information, official resources, mutual aid networks, and more.

<https://mailchi.mp/99656765bcc6/what-should-we-be-doing-in-this-crisis?e=44c7b52195>

Mt EVENTS

MISSISSIPPI
Mt TODAY
We report to you.

ART LESSONS:
LIVE WITH MARSHALL RAMSEY

FRIDAYS AT NOON



Join Marshall on Facebook Live **tomorrow at noon** as he draws a cartoon, tells a couple stories and interacts with you. Take a break from your day and find time to smile. It's like Bob Ross except without happy little trees or a squirrel.

[Learn more.](#)

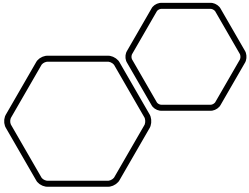
[Watch last week's lesson.](#)

Take a special tour of Mississippi through Marshall's one-of-a-kind downloadable coloring sheets.

[Start coloring.](#)

<https://www.facebook.com/events/2340099106293889/>





Questions?

Keep in touch:

@GallaGroupNYC

bridget@gallaghergroup.nyc

Covid19 resource page:

<https://gallaghergroup.nyc/covid19-resources>

