

Becoming Essential to your Donors.

Moving Beyond “Charity of Choice”



Becca Segovia
EVP, Pursuant
GM, GivingDNA



Kristin Priest
VP, Strategy
Pursuant



Dan Stevens
Co-founder, SVP
Business Operations &
Development Windfall



Dom Spinosa
EVP & Chief Creative
Officer, Pursuant



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Becoming “essential”...

- Builds resiliency within your donor file
- Opens the door to relationship development
- Drives growth at your organization



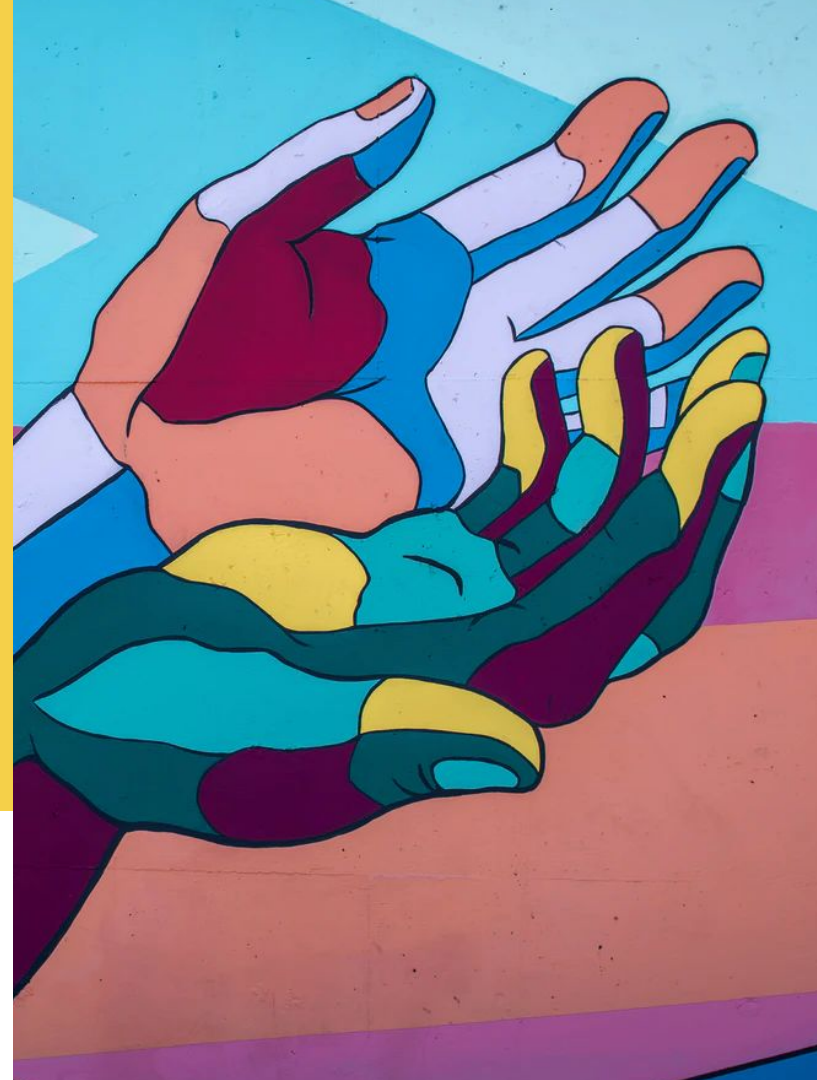
THE Case for
support

vs.

THEIR Case for
Support



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THE Case for Support



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THEIR Case for Support.



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THE Case for Support



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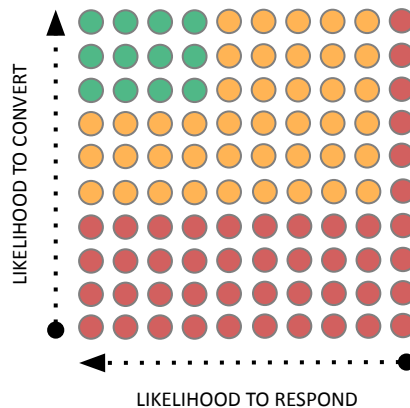
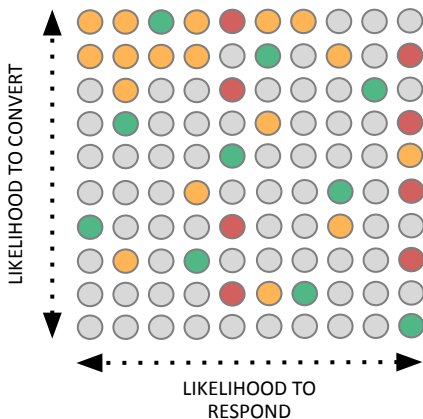
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**How can data help us become
essential to our donors?**

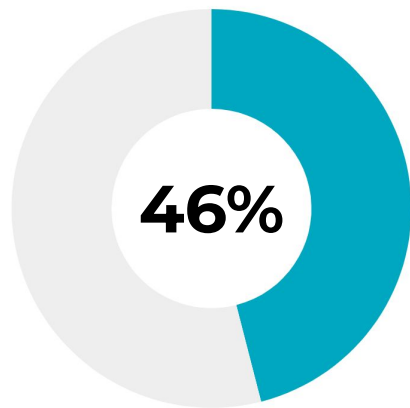
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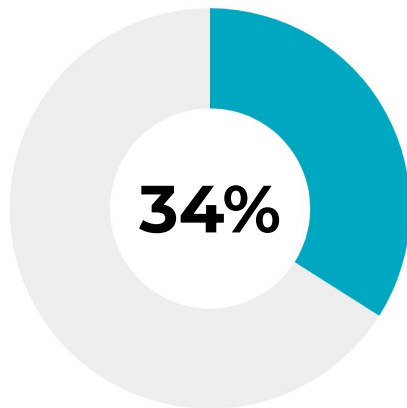


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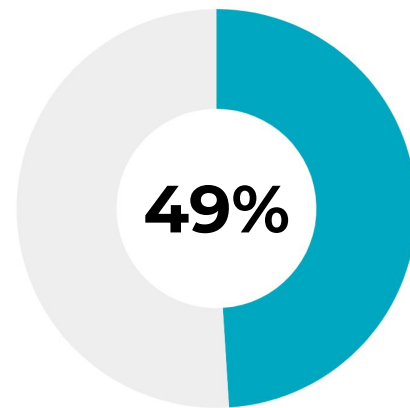
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Research Hospital

Finding cures. Saving children.



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We believe that **children all over the world deserve an equal chance at survival.** With your support, We can work toward our goal of helping every child with cancer everywhere.



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BEING ESSENTIAL IN YOUR CREATIVE DEVELOPMENT

Follow!

- NETWORK
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Creative that is customized to your donor

- Localized Story
- Personalized address based on donor's location
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- Personalized data numbers



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DOING THE
MOST GOOD



Dear << Donor First Name >>,

If you had seen **Todd** a few months ago, he wouldn't have looked much different from the homeless people you see huddled under the <<10 freeway at La Cienega>>.

You'd never know **Todd** used to be a successful computer programmer. But substance abuse took its toll. Todd lost his job, and then his family. Soon, he was living a nightmare he'd never imagined—homelessness.

Todd suddenly found himself among the thousands of desperate people wandering the streets of <<Los Angeles>>. He began spending his nights near a freeway overpass, curled under the metal beams and cement with all his possessions wrapped in a plastic bag.

Alone. Scared. Without a future ...

Todd was at rock bottom when he came to us for emergency housing. And that's when things began to change for him.

Stories like **Todd's** have become all too familiar in our <<Los Angeles neighborhoods>>. The number of <<Angelenos>> experiencing homelessness is now nearing <<40,000>>. And as you know too well, the problem isn't limited to downtown anymore. It seems like wherever we look in <<Donor Neighborhood>>, we can see people begging or camped out in makeshift tents—at freeway underpasses and river basins, in vacant lots and commercial centers. With the COVID-19 pandemic, the problem has only grown worse.

Fortunately, there is a bright spot in this bleak landscape. The Salvation Army has created a special program to attack homelessness in Southern California. We call it **The Way Out**.

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(over, please)

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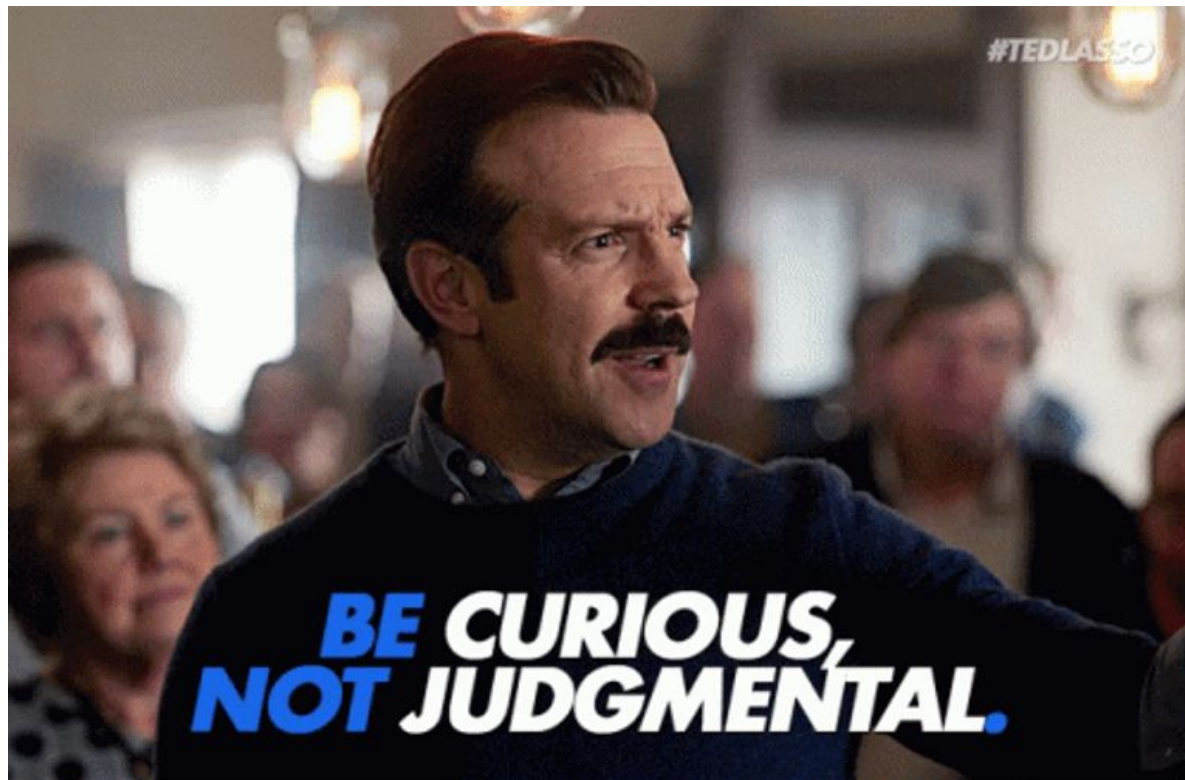
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- Strategic and targeted offers
- Consistent images and design



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The Tao of Ted



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ASK POWERFUL QUESTIONS



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Let me share 10 simple reasons **WHY** creativity is important beyond the gift

1. Creativity helps you **see the big picture**
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The way you deliver **your message matters**

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Audubon and Ducks Unlimited



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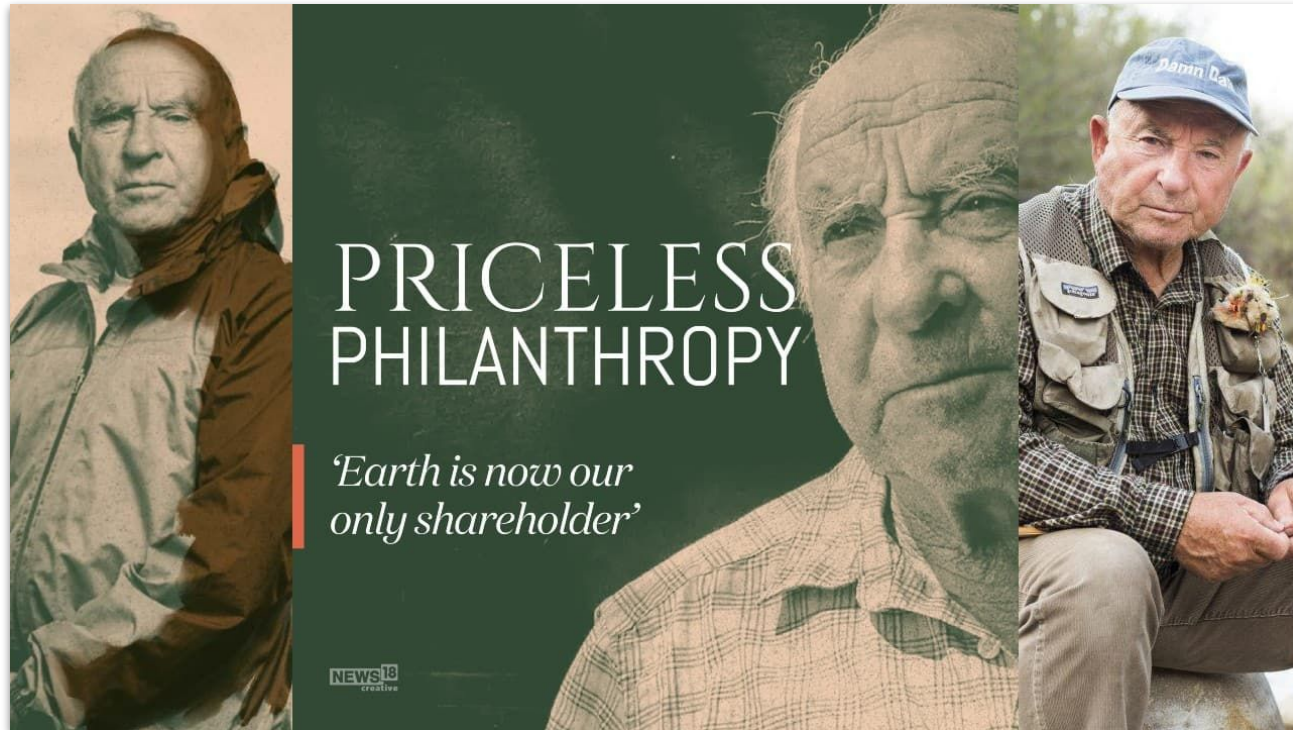
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The path to becoming a 'self-actualized' Philanthropist
and the essential relationship between nonprofit and donor - Yvon Chouinard



How do you become essential in your donors mind?

Take 2 min and write it down.



30



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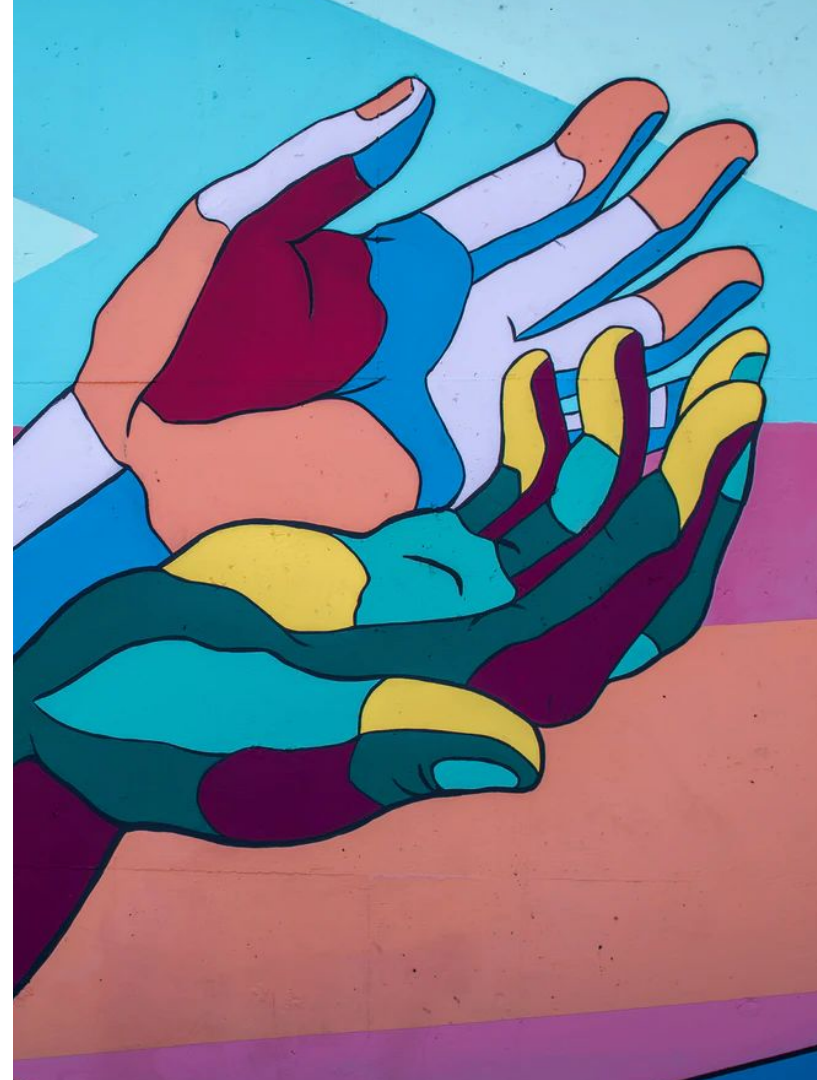
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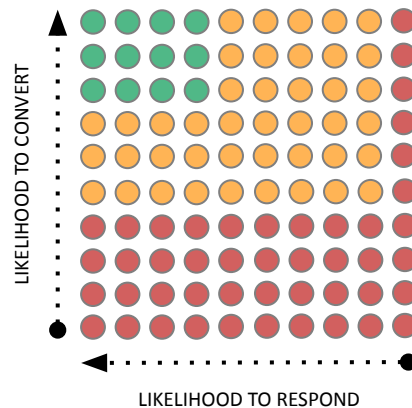
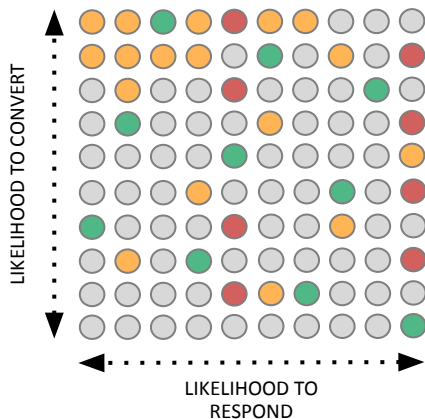
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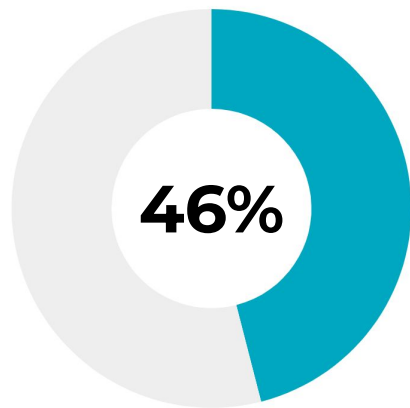
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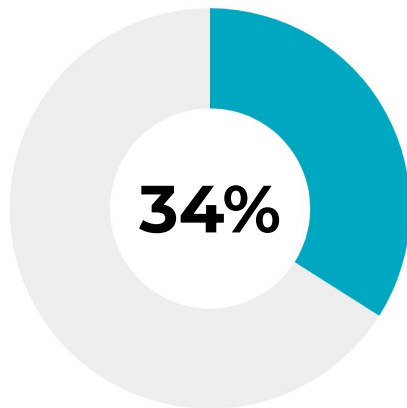


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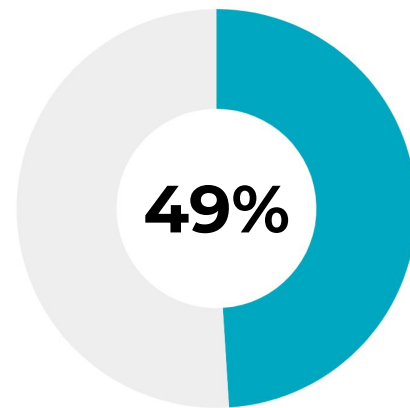
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The logo for SHARE (Shareholder Rights and Accountability) features the word "SHARE" in a bold, black, hand-drawn font. A pair of black-rimmed glasses is perched on top of the letter "A". The background of the logo is a light green, textured surface.

hello

130a-7

click

Follow!

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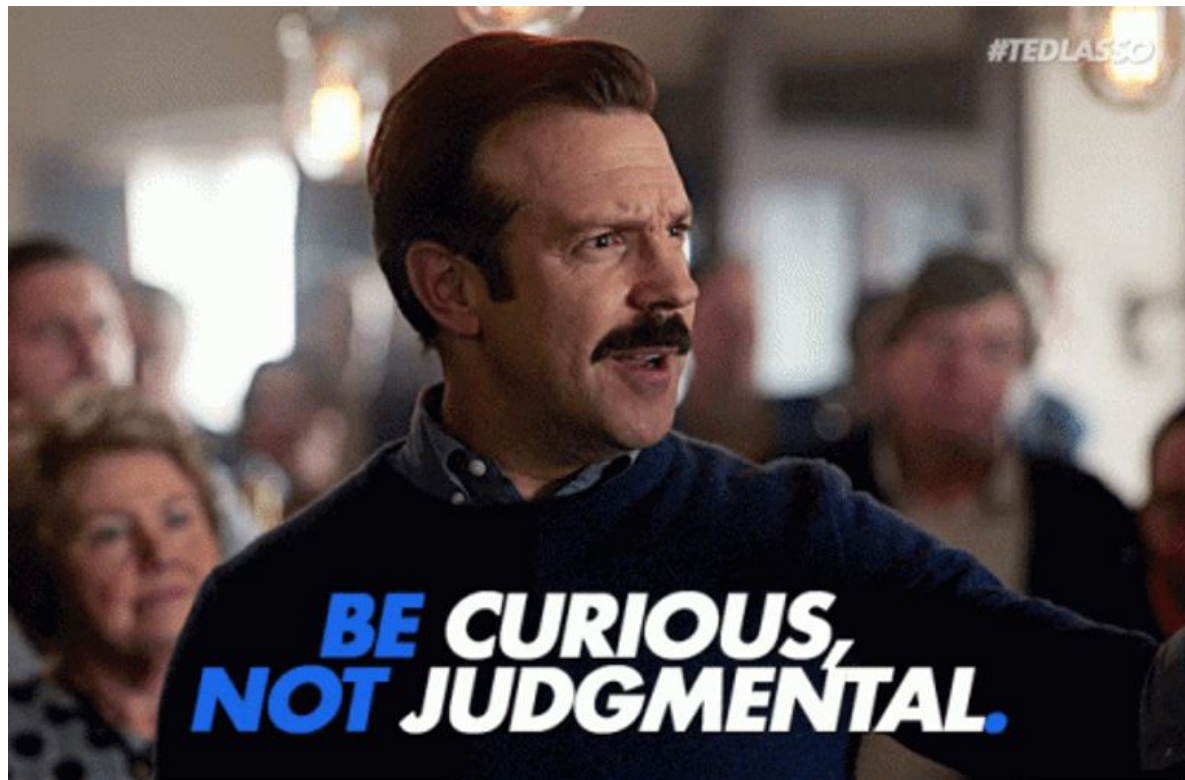
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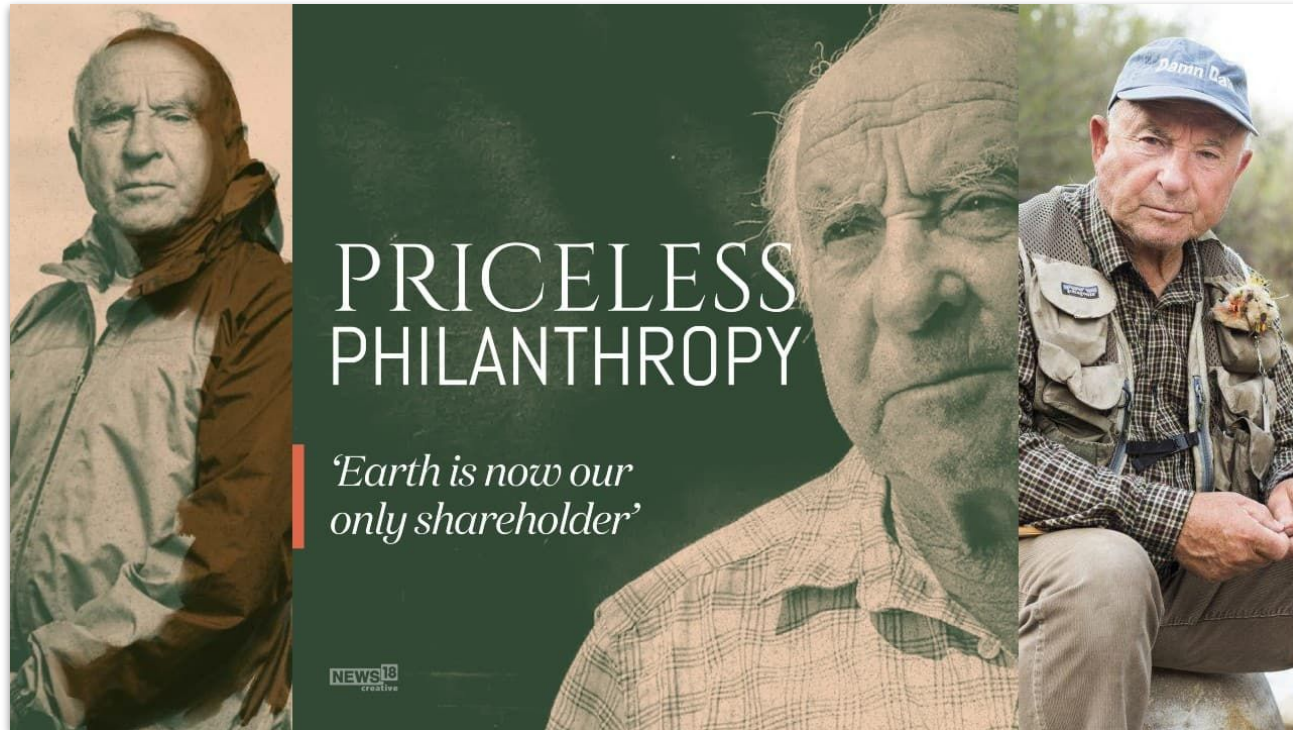
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**What does it look like to identify
THEIR case for support at scale -
how can data help?**

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THANK YOU!

Does anyone have any questions?



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