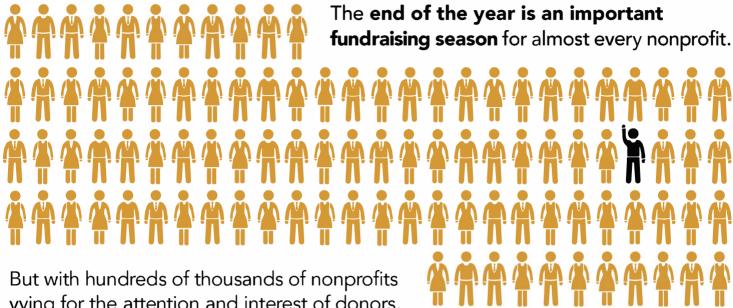
## RISE ABOVE THE NOISE

4 Innovative Ways to Make Your





vying for the attention and interest of donors, many organizations have a difficult time standing out.





The average nonprofit sends 7 e-mails in December. (Source)



How Do You Rise Above the Year-End Fundraising Noise?





#### Acquire & Engage Donors with an Immersive Experience BEFORE Making an Ask.

Prospects and donors will be far more likely to give if you intentionally engage them in a compelling way BEFORE soliciting them for a year-end gift.

Create an immersive experience that inspires donors and even provides a way for them to share your mission with their network before asking them to give.



### Present a Timely & Relevant Case for Support For Every Donor.

The closer a donor feels to your cause, the more likely they are to give. Personalize the case for support for your donors and optimize the timing of the ask based on what you know about their unique passions and interests.



#### **Drive Momentum Towards a** Strong Finish for Your Campaign. Nonprofits that rally donors around a goal and encourage them to take

ownership see tremendous success in their year-end campaign. Invite donors to join the movement to raise a specific amount by a certain date.



# **Quickly Connect Donors to**

Impact & Results After the Campaign.

Winning the long-term support and affinity of your donors is just as important as winning the campaign. Promptly follow up with donors and share the **specific impact** and results of their gift.

Don't Get Lost in the Shuffle of Year-End Fundraising Achieving your year-end goals is too important to get lost in the shuffle.

How will your organization rise above the noise at year-end?

**PURSUANT**