



# Texas Association of Community College Foundations

## 2017 Annual Conference



Rachel Muir, CFRE

Nonprofit Consultant, Speaker and Trainer

When she was just 26 years old, Rachel Muir launched [Girlstart](#), a non-profit organization to empower girls in math, science, engineering and technology in the living room of her apartment with \$500 and a credit card. Several years later she had raised over 10 million dollars and was featured on Oprah, CNN, and the Today show.

A winner of Oprah Winfrey's Use Your Life award, Rachel is a three time finalist for Ernst & Young's Entrepreneur of the Year Award, was named "Outstanding Fundraising Executive of the Year" by the Association of Fundraising Professionals, and one of Fast Company Magazine's "Fast 50" Champions of Innovation.

Rachel has been featured in CosmoGIRL!, Texas Monthly, Glamour, and The Dallas Morning News, and most recently Fundraising Success Magazine. Her career spans includes leading an online fundraising consulting practice at Convio/Blackbaud and managing major gift portfolios for some of the country's largest and most successful nonprofit brands. Rachel serves as Vice President of Training at Pursuant, where she leads online, classroom and custom trainings to transform people into confident, successful fundraisers.



# HOW TO BUILD A MAJOR GIFT PORTFOLIO

February 15, 2017 | TACCF

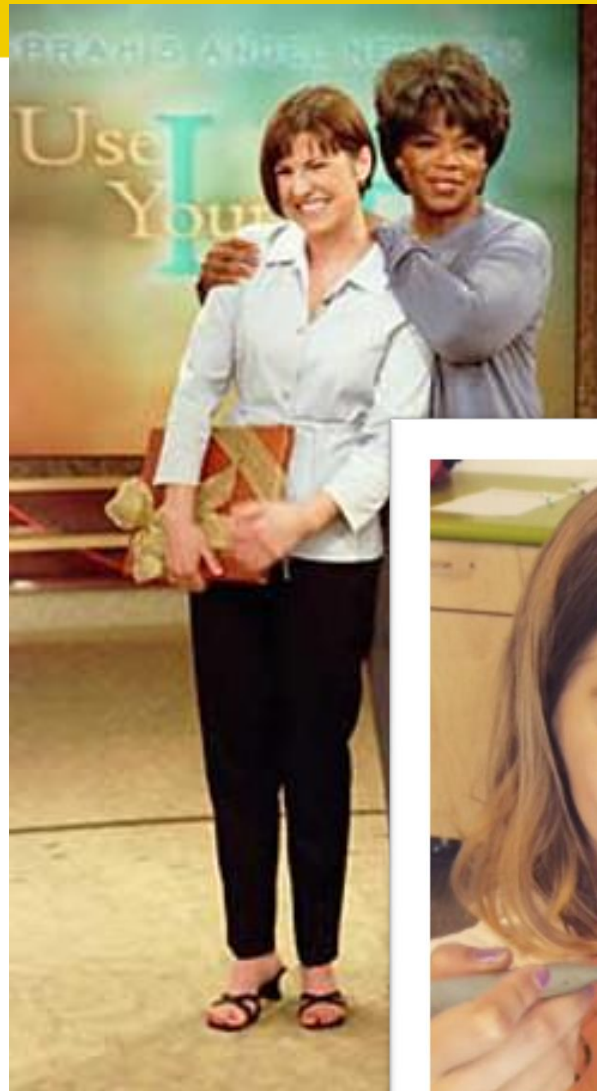




Weakness:  
Chips & Queso



@rachelmuir  
rachel@rachelmuir.com



Superpowers:  
Fundraising,  
mom of twins



Free webinars:  
[rachelmuir.com](http://rachelmuir.com)

**Speaker, trainer and nationally  
recognized non profit founder and  
thought leader.**

GET TO KNOW RACHEL

Today's handouts: [rachelmuir.com/resources](http://rachelmuir.com/resources) "go"

Let's talk about your portfolio...



How to  
build a  
portfolio

Free portfolio  
tools & MGO  
metrics

How to survey  
donors and  
what to ask

Prioritize  
and tier  
major gift  
prospects

Bonus:  
video tools

Today's handouts: [rachelmuir.com/resources](http://rachelmuir.com/resources) "go"

# Epic Fails in Fundraising



# Prospect Identificaton

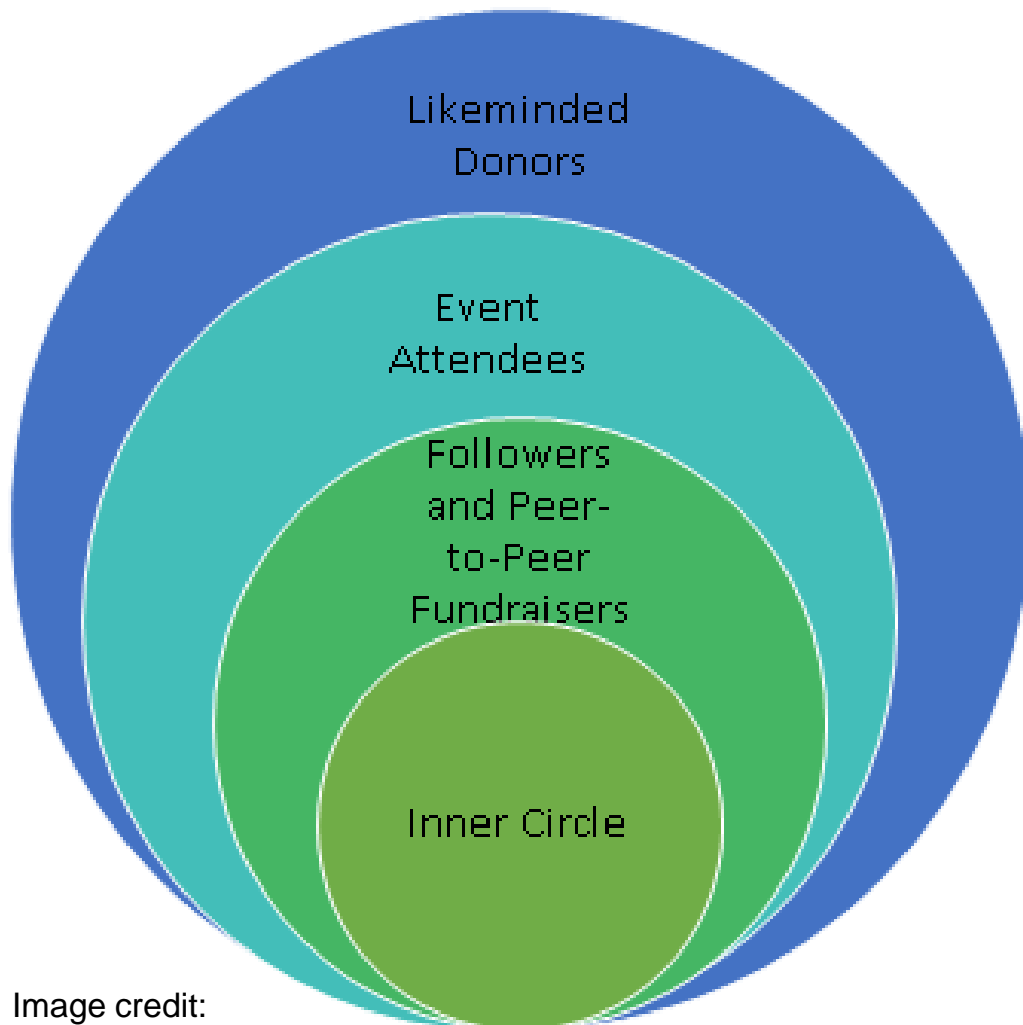
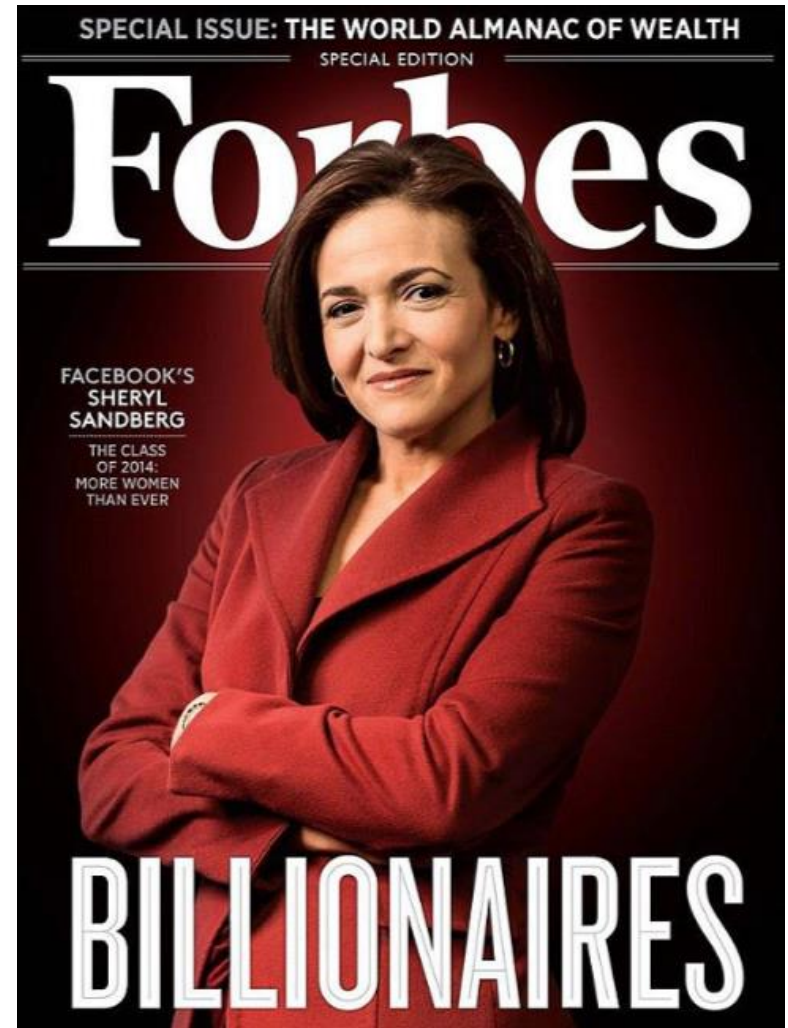


Image credit:  
Network for Good



# ABC's of Prospect Identification

**Access**  
**Belief**  
**Capacity**



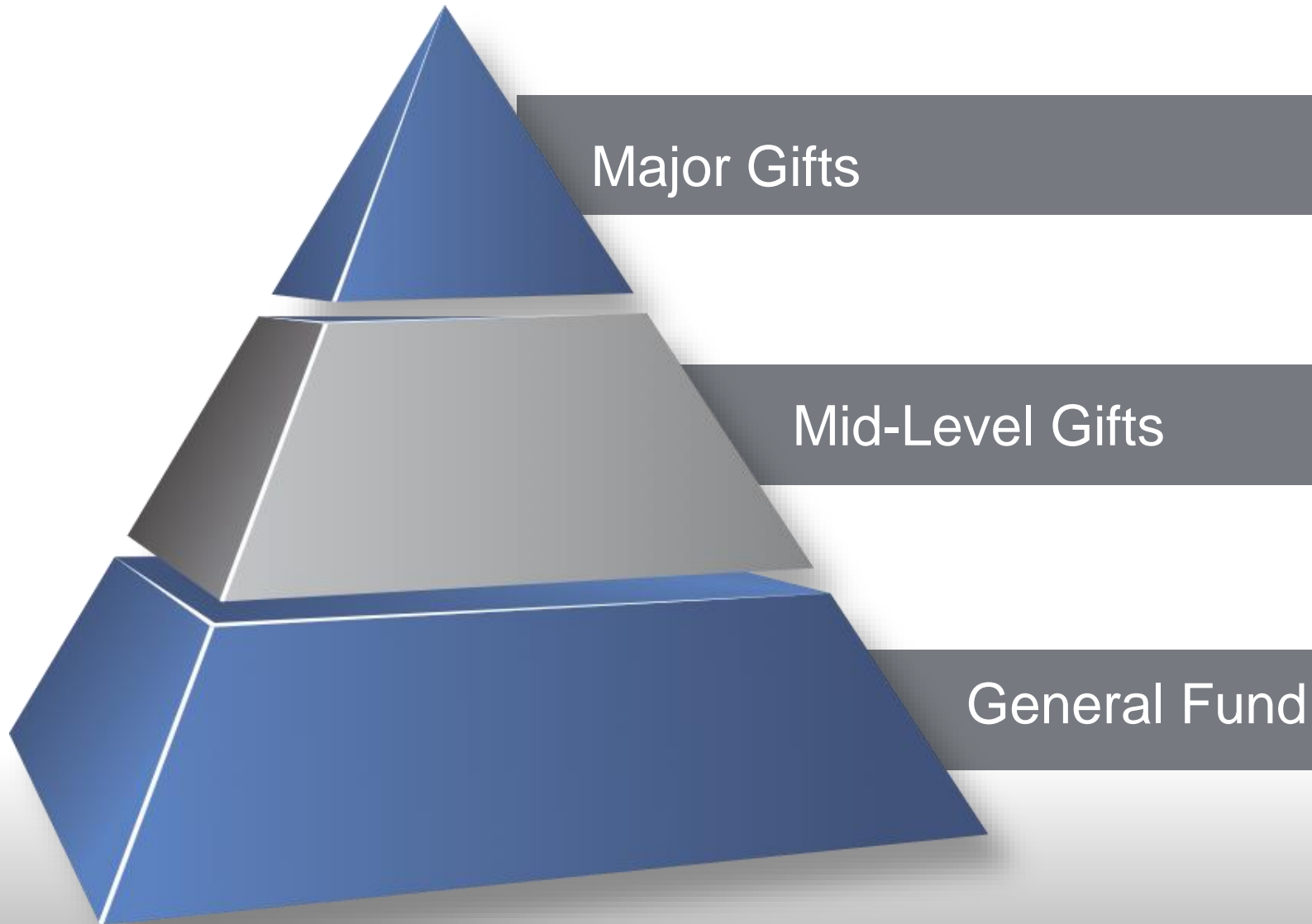


**A is for access.**  
Most people start with capacity, not access

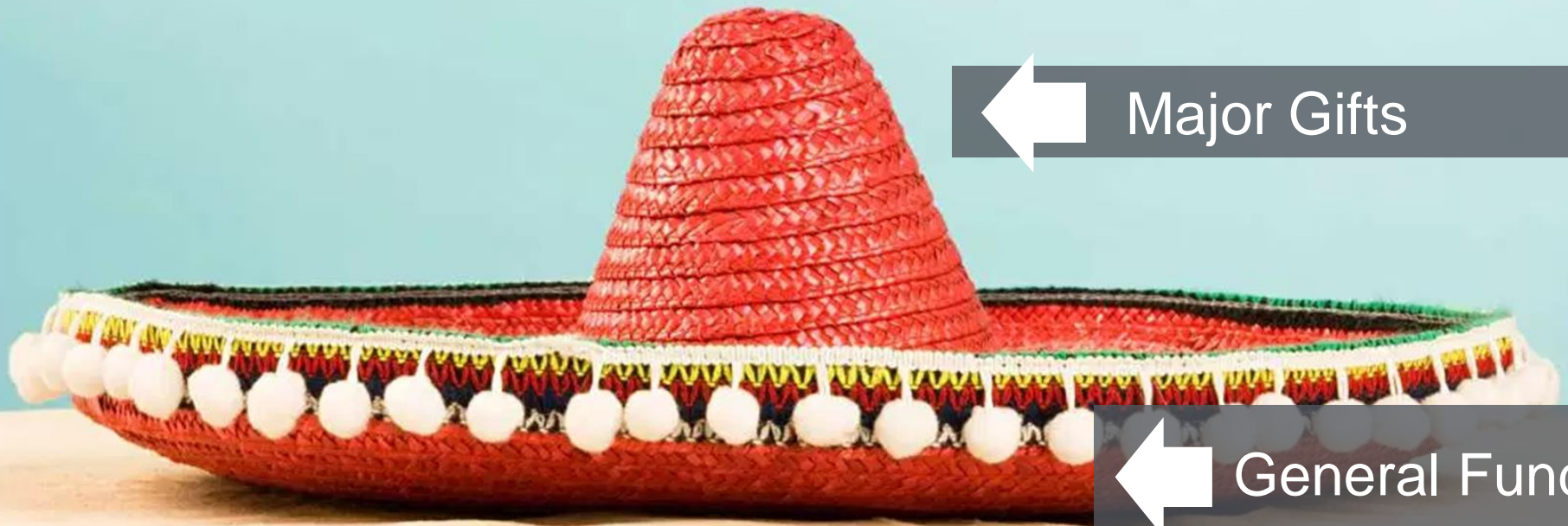
Capacity does not equal interest



# The Myth of the Donor Pyramid



# What it really looks like



Major Gifts



General Fund

Major Gift  
Fundraising  
boosts  
highest ROI



<b>Cost per</b>	<b>Dollar Raised</b>
Activity	Cost
Acquisition Mail	\$1.50
Events	\$0.50
Renewal Mail	\$0.25
Major Gifts	\$0.12

Source: Fundraising Resource Group & Supporting advancement.com



Acquisition is  
like

**THIS** cupcake



Retention is like

**Pushing** this up a hill



RETENTION

IS KING

“

It can cost 10X to acquire a new donor than to communicate with an existing one.

Adrian Sargeant, [Building Donor Loyalty](#)

 @rachelmuir

[www.rachelmuir.com](http://www.rachelmuir.com)



HOW TO FIND YOUR

# HIDDEN GEMS

A close-up, slightly blurred photograph of a clothing rack filled with light-colored blouses. The blouses are hanging on white hangers and are arranged in a neat row. The colors are soft and muted, including shades of cream, light beige, and pale yellow. The focus is on the texture and details of the fabric, such as buttons and collars. The background is a plain, light-colored wall.

*shop y*

# What data do you have/want?

## FREE DATA/TOOLS YOU ALREADY HAVE

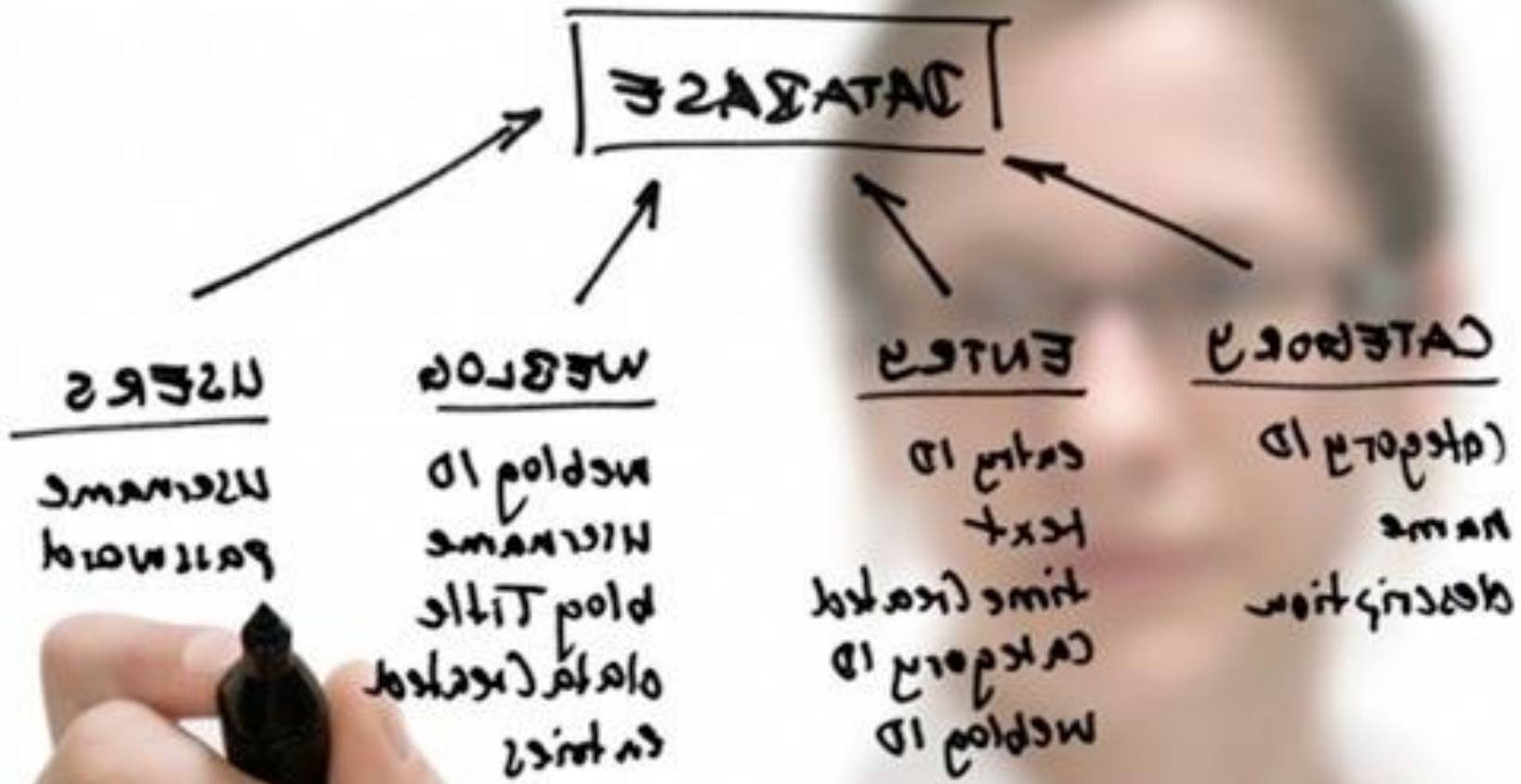
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- Reports from your CRM
- Google
- Event attendance
- Social following
- NOZAssearch.com
- Zillow.com
- Politicalmoneyline.com
- Guidestar

## DATA YOU CAN PURCHASE

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- Analysis of giving data
- Marketplace data (donor wealth & demographic information)
- Wealth overlay (gleamed from public giving data)



Examine their behavioral data.

Screen for capacity.

Look at cumulative amounts.

Analyze past giving: largest, loyal, upgrading?

“

All donors are equal as human beings.  
They are not equal as revenue sources.

Treating them as such will cost you in  
wasted spending at the low end and missed  
opportunities at the high end.”

Jeff Brooks, [The Money Raising Nonprofit Brand](#)



**3<sup>rd</sup> YEAR DONOR RETENTION INCREASES**

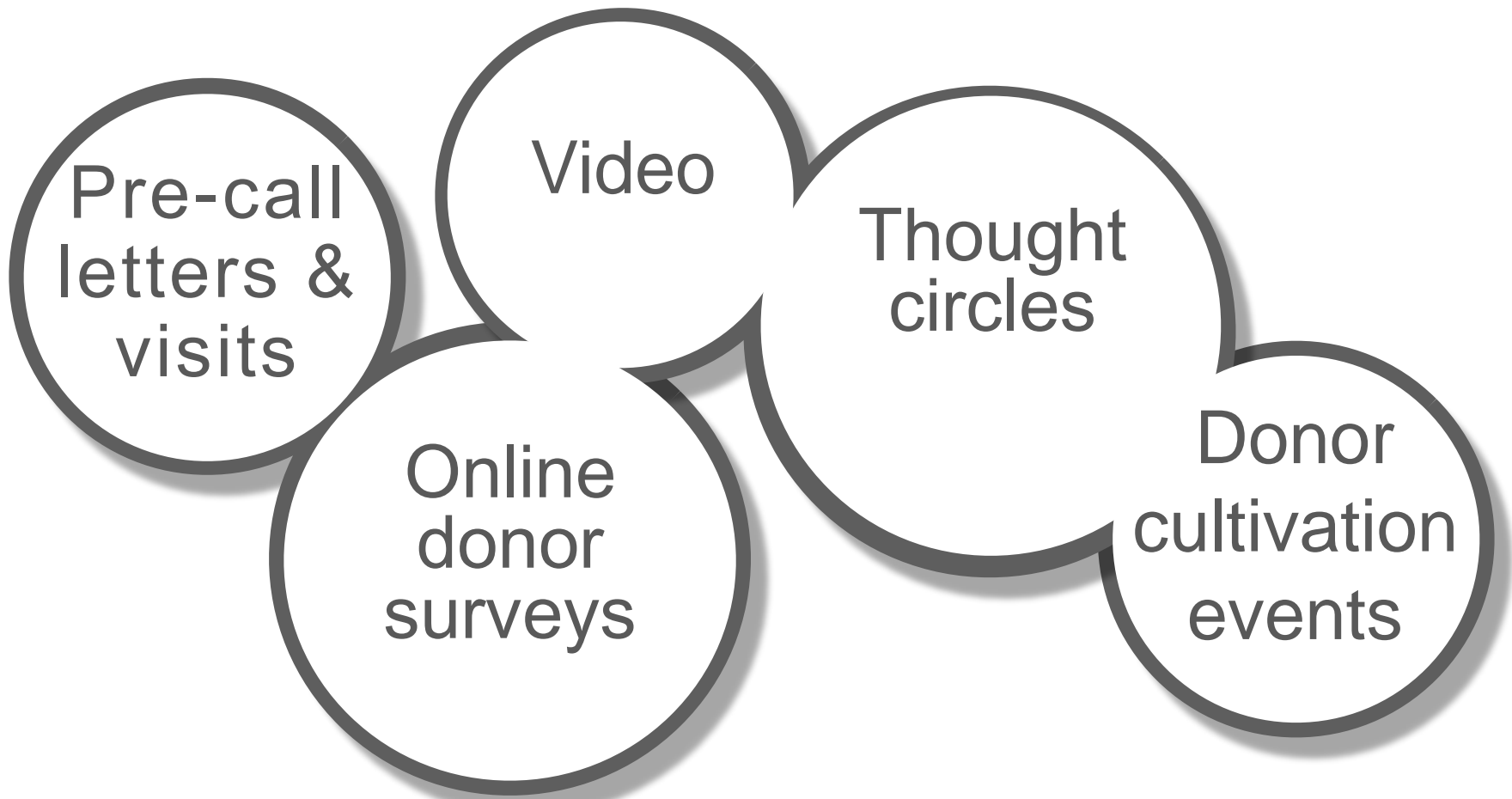
**35% to 75%**

# Examine retention

Gifts from donors giving in  
one calendar year

÷

Gifts from same donors  
making a donation in year  
two



## Prioritizing a Portfolio

# Who to qualify

- × New donors
- × Donors who you don't know well
- × Donors you think you can upgrade
- × Donors you think you should downgrade



# Donor Prioritization for Small Shops



Pre-call letter

Call & email

7-10 tries

Non-responder letter/survey

Final note

# Example of pre-call letter

Dear:

*Greetings from our neighborhood to yours*

Fred Rogers, a beloved children's advocate and star of Mister Rogers Neighborhood began each of his daily programs with, "it's a beautiful day in the neighborhood." We were never led to believe he was giving our children a weather report; no, it was more a heartfelt description about the beautiful neighborhood he wished for every child. One that was safe, nurturing, compassionate and full of resources to help each child grow into a healthy adult.

My name is Karen Brown and I have recently become a member of the beautiful neighborhood called Bryan's House. I joined the development team in February and have spent several weeks learning about the programs, meeting staff and enjoying those precious children that come to our house every day. From health care to education, to connecting resources and families I have learned quickly that Bryan's House is a perfect example of a beautiful neighborhood.

As a donor or a volunteer I believe that you are a very important part of our neighborhood. I now want to learn why people like you chose Bryan's House as the place where you share your gifts and talents. Within the next few weeks I will be contacting you and scheduling a time for us to meet - either for quick lunch or coffee.

Without assistance from neighbors like YOU Bryan's House could not have just celebrated twenty-five years of service. For that we are certainly grateful!

---

# Pre-call sample letter

Dear DONOR NAME:

**Thank you** so much for all that you have done for the USA Swimming Foundation. Your support has made a tremendous difference in the lives of young swimmers and Olympic champions training to represent the United States.

Thanks in part to your support; our organization has been growing recently. **Each person who supports our organization has a story to tell** about how they got connected to the USA Swimming Foundation. Most are quite passionate about our mission **to save lives and build champions in the pool and in life.**

We realize many of our closest friends and donors need a point of contact here at USA Swimming. Sometimes it is to get more information about how your giving is championing athletes in and out of the pool. Sometimes it is to express concerns or share an idea. **We want to understand what you need from us and regularly tell you how you are making a difference.**

Debbie Hesse, Executive Director of the USA Swimming Foundation, and the leadership here have appointed me to fulfill this goal. I report directly to Debbie. **I would like to get better acquainted with you and understand how I can best serve you as we impact the lives of more swimmers at all levels.**

**I am committed to giving you every opportunity to learn how your gifts impact the lives of our swimmers, teams, and families.** I look forward to getting better acquainted with you and learning what you need from us. I will be contacting you to

That's a lot of letters and calls!





Use video to qualify portfolio

# 6 benefits of a donor survey



Reveal donor's interests/preferences

Give donors choice

Help you segment

Allow you to honor donor's wishes

Move you from intrusion to invitation

Boost gift revenue

“ 71% of donors feel more engaged when they receive content that’s personalized.

Abila Donor Loyalty Study, 2016

# Epic failure at personalization.



 **Erika May-McNichol**  
19 hrs · 🌐

Hey Charles Maund Toyota. It's real cool to  
send my spouse a birthday card.

I missed getting a birthday card from you  
ago, which is weird, since I was the person

1. Shopped for the car,
2. Test drove it,
3. Had it checked for mechanical soundness  
and
4. Negotiated to final price
5. Coordinated and qualified for the financing  
(Also: Bringing half of the purchase price  
monies from my earnings.)

You should update your birthday acknowledgment  
policies to more than the male name list  
title. #thisaintthe1950s #twocanwearthehat  
#butnotthesamepaircuzweird

(You can send me one of those dipped  
bouquet things as a make up to the same  
you used for the birthday card.)

👍 Like    💬 Comment    ➦ Share

👍 🤔 😬 107

2 shares

View 26 more comments

 **Erika May-McNichol** Still no word on my  
fruit basket, y'all. No direct communication  
them, just replies in this thread. So, new  
Charles Maund Toyota: you make a me  
donation to one of my favorite local charities  
Girlstart: <http://www.girlstart.org/support-girlstart/donate-now>

The \$300 level helps a girl go to camp.  
off the hook for the fruit basket. I'll go big  
tomorrow, so let's settle today.

Unlike · Reply · 👍 14 · 3 hrs · Edited

“

Building relationships is not optional in fundraising. Relationship building is not the same as information sharing.

Adrian Sargeant

@rachelmuir

Was it saving lives at sea that inspired RNLI donors to give?

# GILGIGAN'S ISLAND

Source: [The Zen of Fundraising](#), Ken Burnett

They gave because they  
love heroes.





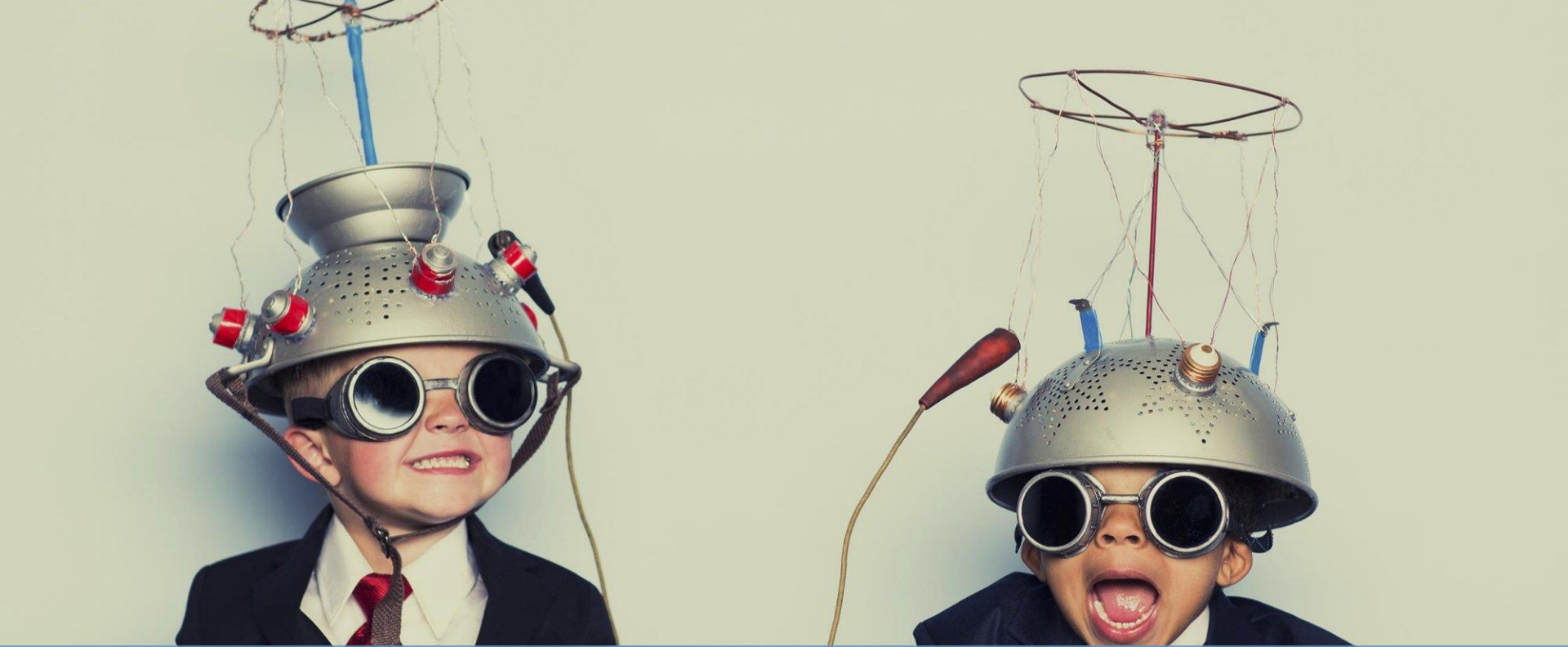
Donors give for

**THEIR** reasons, not ours

# What can a McDonald's milkshake



teach us about donor's interests?



READ LESS MINDS

ASK MORE

QUESTIONS

# Survey donors on what they care about



At the Barbara Bush Foundation for Family Literacy, we are always thinking about ways to help create a world where all Americans can read and write.

As we've been working, we realized that something was missing: **YOU!** As a supporter of the Foundation, you are critical to us — we can't do what we do without you. So we created a brief 5-question survey to find out what you think. **Will you help us?**

**TAKE THE SURVEY** ▶

For 25 years, the Barbara Bush Foundation for Family Literacy has been helping children and their parents gain crucial literacy skills together. Today, you can join our nationwide community of people helping to spread the word about the importance of literacy in America.

## Question 1

The amount of communication I receive is:

QUESTIONS

1 OF 6



Too much



Just right



I want more!



NEXT QUESTION

## Question 3

My primary reason for getting involved was to:

QUESTIONS

3 OF 6



Learn more about your literacy programs



Raise awareness about the literacy challenge in America



Donate money to help ensure literacy for all



NEXT QUESTION

# What to survey



Communication preferences

Beneficiary preferences

Why'd they join/give?

What do they most want to support?

Satisfaction levels



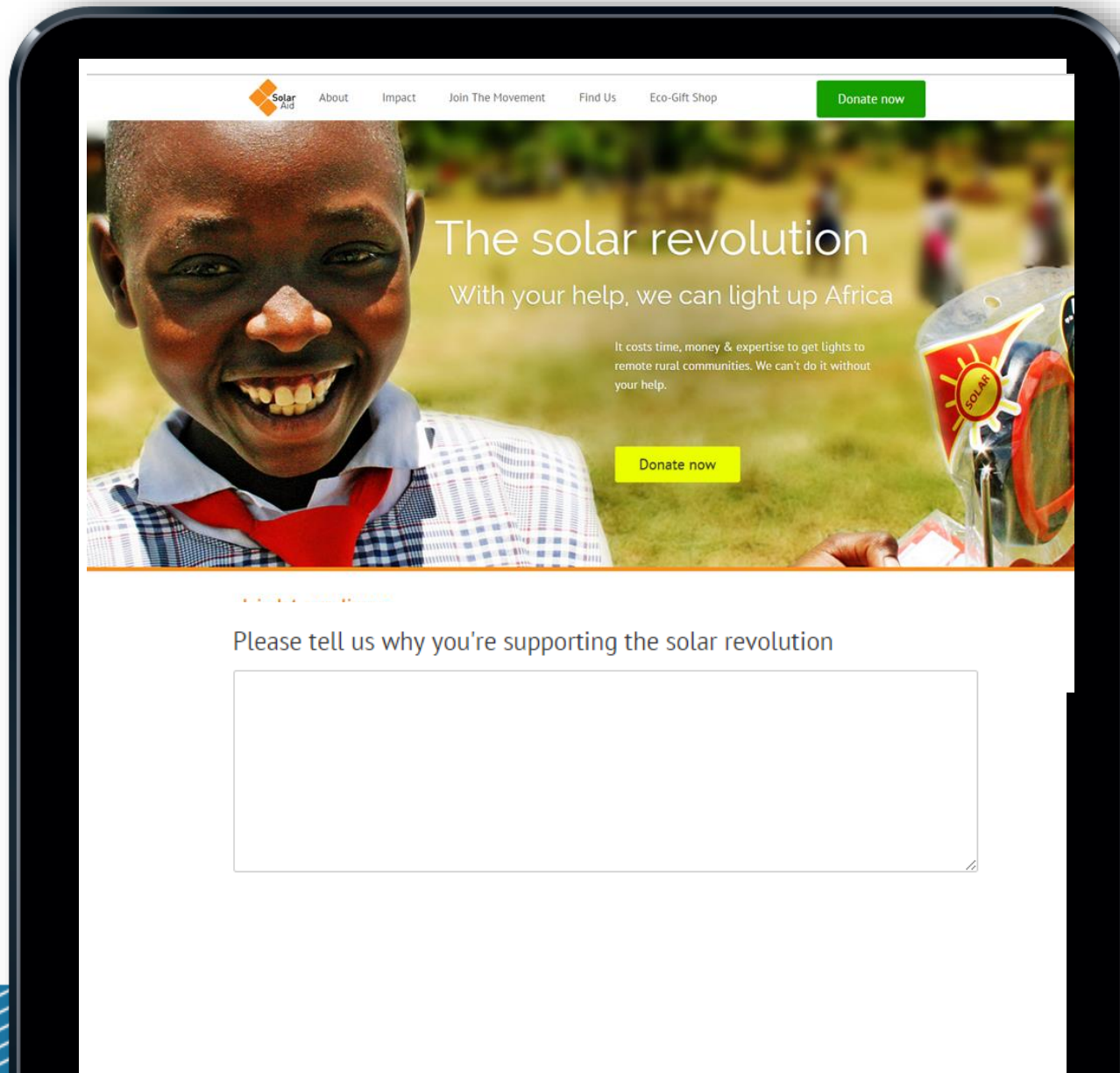
@rachelmuir

A young man and woman are shown in profile, facing each other and holding hands. The man is on the left, wearing a light pink sweater over a striped shirt. The woman is on the right, wearing a pink turtleneck sweater and a pink headband. They are set against a solid red background. A blue horizontal banner is overlaid across the middle of the image, containing white text. The overall mood is intimate and thoughtful.

DO YOU OFFER AN EXIT

**POLL?**

# Optional comment box



## THANK YOU FOR YOUR GIFT TO THE ACLU!

Would you take a minute to share with us why you donated today?

**Tell us: Why do you support the ACLU?**

**First Name \***

Rachel

**Last Name \***

Muir

**Email Address \***

rachel@rachelmuir.com

**Your comments**



@rachelmuir



Facebook.com/RachelMuirFundraising

# Pro tips for surveying

Subjectline.com

Short and simple

Subject line is **EVERYTHING**

6<sup>th</sup> grade reading level

Don't ask what you **ALREADY**  
know (i.e. how much they gave)

[www.rachelmuir.com](http://www.rachelmuir.com)



# What NOT to ask

1. When they gave
2. How much they gave
3. **ANYTHING** you already know

“

The best time to fix a broken experience,  
or build on a great one,  
is in the moment that it happens.”

Charlie Hulme, Donor Voice



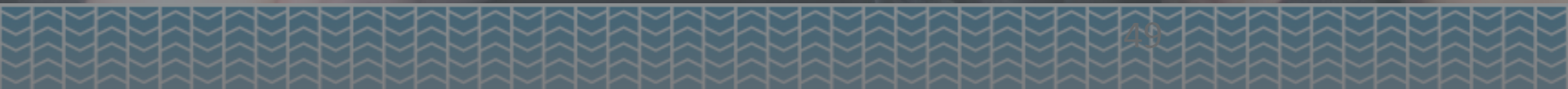
@rachelmuir



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HOW OFTEN DO YOU INVITE  
**FEEDBACK?**



Mr AB Sample  
123 Sample House  
Sample Road  
Sample Town  
Sample County  
Sample Postcode

12345678 / 12345678  
12345 / 12345 / 12345678



22nd June 2015

## Are we getting it right?

Dear Mr Samplem

Firstly, let me thank you personally for the support that you've provided to Friends of the Earth. The difference we make in the world simply isn't possible without your involvement – over 90% of the money we spend on campaigns for people and nature comes from individual donations and legacies. And it's your voice that makes ours too strong to be ignored. Thank you.

**I'm writing to you today to make sure that you're happy with the ways that we communicate with you.** It's been hard to miss the media coverage of charity communications in recent weeks: from the tragic circumstances surrounding Olive Cooke to other tabloid investigations, charities have been put under the spotlight. Although Friends of the Earth has not been directly involved, it certainly made me stop to reflect about our own approach and to make sure we're getting things right.

We reach out to the people who support us in lots of different ways. Sometimes we write, other times we'll call on the phone – and often we run events up and down the country too. At no time should you ever feel like you're hearing from us in a way that makes you unhappy. We hope to inspire you and give you confidence that your support is helping us change the world! And we want to know what you think too, not just send out one-way messages – we need your ideas and suggestions to help us do even more.

So I'm sending this letter to all of our donors of our supporters, to make absolutely sure you're happy with your support for our work. On the back of this letter, I've left lots of space for you to **let me know if there's anything we can do differently for you.** I promise that if there's anything we can do better to improve our communications, we'll do it.

Friends of the Earth is much more than a national charity. We're a movement of people who share many of the same hopes and dreams for a better life. Everything we do is about creating a fairer world where people and nature thrive. I know that there isn't a single Friends of the Earth success – from protecting threatened species like beavers and bees to the world's first climate change act – that would have been achieved without people like you getting involved. Which means the way we communicate with you is fundamental to how we make a difference.

I very much hope that we are getting things right most if not all of the time. And that you're happy to hear

“

There's a reason why you can't buy anything without being asked for feedback about the experience.”

Charlie Hume, Donor Voice



@rachelmuir



Facebook.com/RachelMuirFundraising

Satisfaction = #1 driver of donor loyalty



# Truth bomb

"Let's measure gift officers by how they make donors feel!"

Said no  
CEO ever.

som<sup>ee</sup>cards  
user card



Ever had a bad haircut?





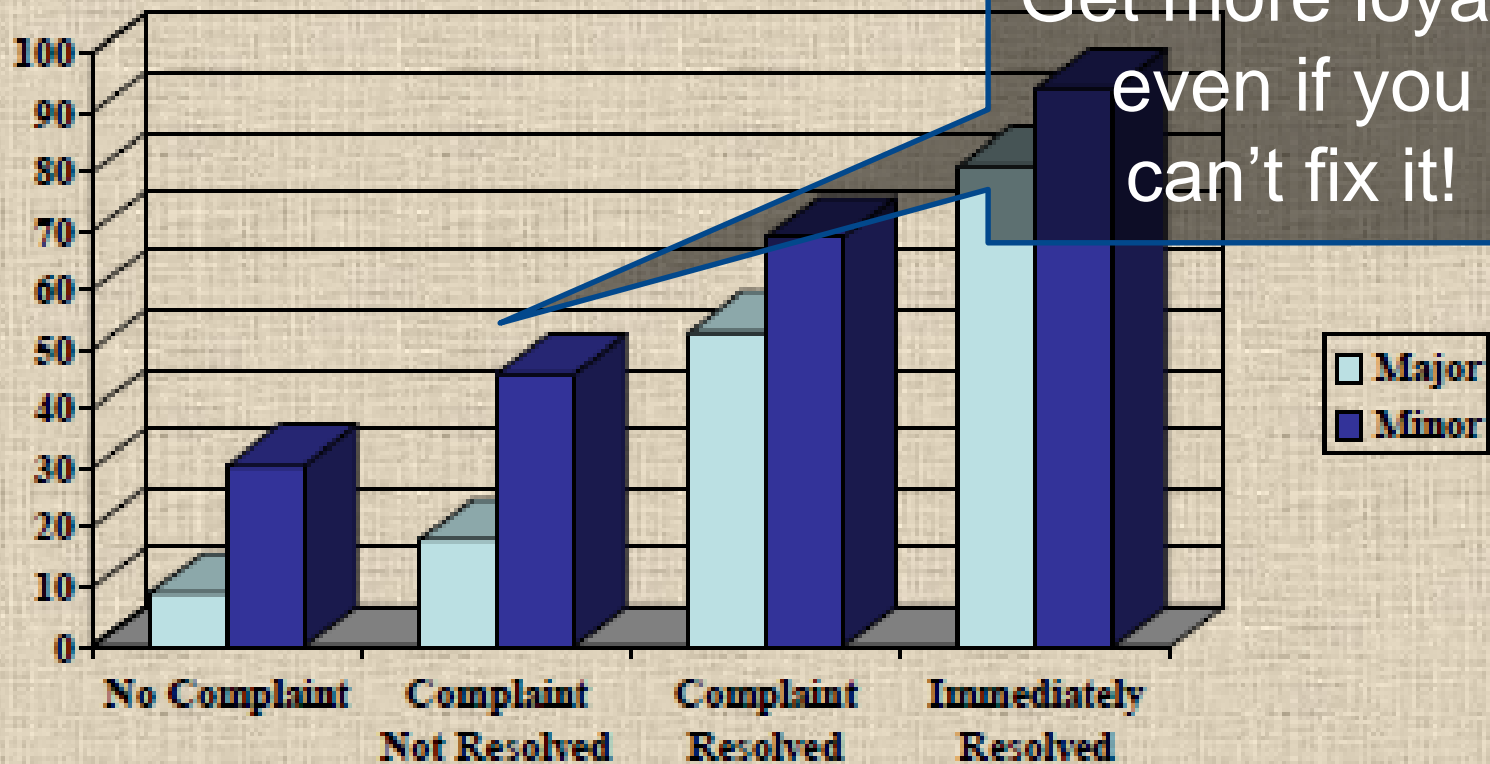
Who did you tell about it?



Donors who are 'very satisfied' with the quality of service they receive are twice as likely to make a second gift as donors who are merely 'satisfied'

# Service Recovery Paradox

## Will Customers Buy From You Again



Get more loyalty even if you can't fix it!

# Donor Thought Circles





Intimate  
group in  
controlled  
social setting

Read 5  
questions;  
take notes

Light  
meal,  
coffee or  
cocktails

Identify  
“dominators”  
Go around  
circle.

Passing  
allowed.

Source: Robbe Healey, Aurora Philanthropic Consulting



# 5 questions for a thought circle

- 1 What connected you to us?
- 2 What made you decide to become a donor?
- 3 How could we encourage others to give to us?
- 4 How could we make you feel more special and appreciated?
- 5 What things would make people feel more special and appreciated?

Source: Robbe Healey, Aurora Philanthropic Consulting



**INVEST IN IMMERSIVE**

**EXPERIENCES**

“

The more immersive the experience,  
the more likely the impression can  
result in a donor relationship.

Adrian Sargeant

@rachelmuir

# Donor Cultivation Events



**You're Invited!**  
**Come Fly a Drone**  
**@ Girlstart Summer Camp**  
**Thursday, June 23, 2016**  
**9:30am-10:45am**  
**Girlstart STEM Center**

**RSVP Today**

You're invited to a behind the scenes Girlstart Summer Camp experience! Come enjoy a light breakfast, network with other friends of Girlstart, see summer camp in action, and fly one of our awesome drones!

## Flying Drones with Girlstart

by Douglas Ray | Jun 30, 2016 | Blog, SG Community | 0 comments



Have you ever flown a drone? I haven't. I've heard about them. I've seen them. But, I've never held the controls. So when Girlstart invited me out to check out what they've got planned for their next summer camp, I couldn't say no.

Girlstart is a nonprofit who was supported by Modernize at Startup Games: Austin 2016. They focus on encouraging girls in learning about and participating in STEM (Science, Technology, Engineering, and Math) areas. They have year-round education programs, including a series of summer camps that focus on various areas of study.

A small crowd gathered on a Thursday morning at Girlstart HQ (including a contingent from Modernize) where their team introduced us to their squadron of drones and plans for the camp. Their plan: teach the girls about manufacturing and aerospace engineering. How? Harry Potter. Or more accurately Hermione. She's solving the crisis Hogwarts just encountered with their owls all getting sick, and mail now needing new transportation.

The girls will learn about the drone's specs, design a carrier, and then guide the drone safely to its destination. In teams of four, they'll have to work together to save Hogwarts.

The group received an opportunity to test these Hogwarts-saving drones out. We learned to take off, fly, and most importantly land. I can now say that I've flown a drone. And, not to brag, but I'm pretty good. These drones work on a two joystick system that made my time spent playing video games totally validated.

Girlstart has a fascinating approach to engaging girls with real-world applications of STEM while integrating interesting stories. Hermione's Mayhem of Mazes will be the fifth and final camp of the summer, each previous one surrounding a different focus and unique story. Be sure to check out what else they're up throughout the year. I can't wait to see what else they have planned.

Facility Tour

Lunch with ED

Ground Breaking

Send Donor Packet

Card, anniv of 1<sup>st</sup> gift

Birthday Card

Board Member Call

Program Graduation

Invite to Gala

News Clippings

Mail Annual Report

Donor Reception

Program Performance

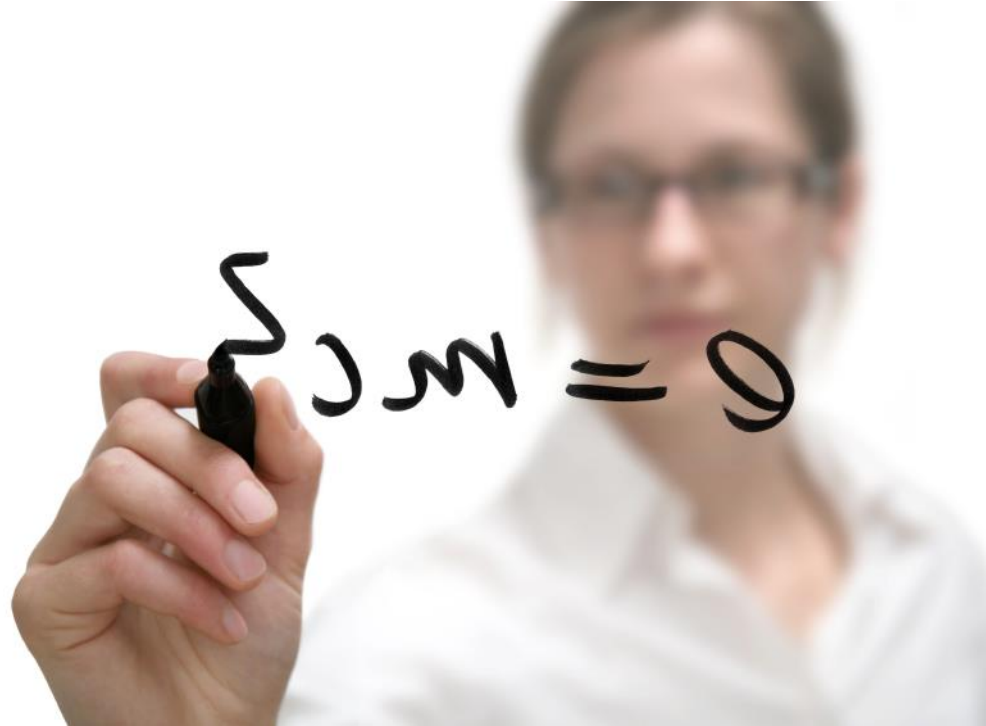
Meet the Candidates

Community Meal

The invitation is the cultivation.

# Portfolio metrics

Today's handouts: [rachelmuir.com/resources](http://rachelmuir.com/resources) “go”



2-3 Visits before ask

50-70% Close ratio

2-3 Face to Face solicitations monthly

12-15 Face to Face visits each month

125-150 People in portfolio

# Major Gift Portfolio

MAXIMUM  
**150**





Donor	FY 2013	FY 14 Goal	Tier	Interest	Communic. Preferences	Jan	Feb	March	March Actual	April	May
Charlie Brown	25,000	50,000	A	puppy mills	Email, phone	2014 welcome call from CEO	Puppy love val. card	Spay/neuter ask 30k		Thks CEO, Bd Pres	Anniv of 1st gift card
Peppermint Patty	10,000	25,000	B	feral cats	Email, phone	2014 welcome call from CEO	kitty val. card	Feline heat ask - 20k		Thks CEO, Bd Pres	Card from volunteer
Snoopy	5,000	7,500	C	puppy mills	Visits	2014 note from CEO	Puppy love val. card	Spay/neuter ask 7.5 k		Thks CEO, Bd Pres	Card from volunteer
Woodstock	1,000	2,500	C	feral cats	Visits	2015 note from CEO	kitty val. card	Fealine heat ask 2.5k		Thks CEO, Bd Pres	Card from volunteer

## Apply Cultivation Plan & Ask Goal to Calendar

# Innovative Stewardship

Today's handouts: [rachelmuir.com/resources](http://rachelmuir.com/resources) “go”

“

Important ongoing activities that add real and lasting value (proper thank-yous and welcome programs, donor-centric newsletters, extraordinary donor service) are discounted or ignored.”

Roger Craver, [Retention Fundraising](#)



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Activity:  
How high  
will you go?

- Reflect on an organization you care about.
- Select a high and low gift amount.
- What 3 things would make you give at the higher amount?

Source: [Train Your Board to Raise Money](#) by Andrea Kihlstedt and Andy Robinson

● **MY BIGGEST** ●  
**PET PEEVE**  
**IS WHEN I DON'T KNOW**

**HOW MY GIFT WILL MAKE A  
DIFFERENCE**

# How donors define oversolicitation:

“Being asked to give again before learning my first gift had an impact.”

-Penelope Burk, author

“

Those who celebrate gratitude as an organizational trait raise more money, keep donors longer, and create more innovation. They're also better places to work.”

Jeff Brooks, [The Money Raising Nonprofit Brand](#)





# CORE VALUES

**IS GRATITUDE YOUR CORE VALUE?**



“

Donors don't give because you're excellent.

They give because *they* are excellent and *you help them realize their awesome selves.*

Jeff Brooks,  
How to Turn Your Words into Money



@rachelmuir



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It's only been \_\_\_ and ALREADY you..."



"You made your gift just one (week, month) ago and already you've... (insert amazing accomplishment here)

Make it meaningful  
Take them to the action





## Craft a plan for every donor group

Source: Jeff Brooks, [The Money Raising Nonprofit Brand](#)

## Stewardship Plan

CULTIVATION STEP	ACTION	OWNER	TIMELINE	NEW DONOR	2 <sup>ND</sup> GIFT	3+ GIFTS
Set up Google alert, Twitter and Google+ follow, add on LinkedIn	Set up	Development Director	Immediate	✓		
Thank-you call from Development Director	Call	Development Director	24 hours	✓	✓	✓
Handwritten thank-you with photo of pet and Development Director's business card	Provide card	Development Director	48 hours	✓	✓	✓
Personal thank-you call from CEO	Provide phone number	CEO	48 hours		✓	✓
Thank-you letter from ED with tax info on letterhead and business card	Print letter for ED to sign	Development Director	One week	✓	✓	✓
Letter: "You've only been supporting us one month and already your gift has..."	Create and send	Development Director	30 Days	✓		
Short online survey with five questions to get to know their interests	Create and send	Development Director	Three months	✓		
Short online/offline donor satisfaction survey	Create and send	Development Director	Every six months	✓	✓	✓
Personal thank-you call from Board Chair	Give gift amount, background, script	Board Chair	Annual		✓	✓
Thank-you note from Board Chair	Send Board Chair info, card	Board Chair	Annual		✓	✓
Internal memo from ED with insider view	Write and send	CEO	Quarterly	✓		✓
Invite to donor focus group	Plan and organize	Development Director	Annual			
Card and call on anniversary of first gift "You've been supporting us X year(s) and you've..."	Write card	Development Director	Annual			
Thanksgiving thank-you call	Pull list and call	Development Director	Annual			
Invitation to tour shelter, mobile spay/neuter clinic, etc.	Send invite	Development Director	Annual			
Personal note on annual report	Write	CEO	Annual			

Download at  
[RachelMuir.com/  
Guides](http://RachelMuir.com/Guides)

# Fake a handwritten card

How it works:

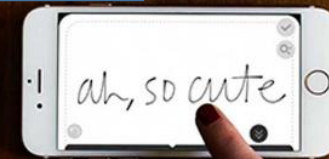
## Select a Card or Photo

You can pick a photo from your photo library or select one of our many original card designs for almost any occasion.

Check out  
[Feltapp.com](http://Feltapp.com)

Handwrite your  
personal message

Your message is then handwritten using just your finger or a stylus. You can write or doodle on the front and back of the card. (Don't worry if you don't like your handwriting, we've got you covered with several cool designer fonts to choose from.)



# Feltapp.com for iphone and ipad


**FRONTS**

**BACKS**

ESTD 2004


**CYCLE ADVOCACY ORGANIZATION**

ALBANY, NY




**Welcome back!**

We hope your guided tour was everything you were looking for and more. It was our honor and privilege to host your tour and we hope you'll tour again with us soon! We're always ready for the next adventure here at the CAO.




**YOUR CYCLING TOUR WAS NOT ONLY AN ADVENTURE VACATION BUT IT ALSO HELPED SUPPORT OUR MISSION TO INSPIRE AND EMPOWER PEOPLE TO TRAVEL BY BICYCLE. BY TRAVELLING WITH US YOU HAVE EFFECTIVELY HELPED SPREAD AWARENESS AND SUPPORT FOR FITNESS AND HEALTHY LIVING.**



**Keep In Touch:**

- @CycleAdvocacyNY
- @CAO\_NY
- @cycleadvocacyNY
- @CAONY
- @cycleadvocacyorganization



**Write a Testimonial**


Let us know how great your trip was by writing a short testimonial for our blog! Feel free to include a few of your best pictures and make note of your favorite one. We'll send you back a canvas print of your picture and a \$50 Amazon gift card!

**Tell a Friend**

With each new booking we receive based on your referral, we will send you a \$50 Amazon gift card (per tour group).

**THANK YOU**

We hope to see you soon!



**FRONTS**

**BACKS**




PORTLAND ADAPTIVE SPORTS PROGRAM

Dear Tracy

Thank you so much for donating Scholarship money for special olympian kids. Your money will greatly help students succeed in ways they never have before! Again, thank you so much!

-PASP



**Rachel Muir**  
Vice President, Training Services  
rachel.muir@pursuant.com

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C. 512.970.7983  
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**Rachel Muir**  
Vice President  
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rachel.muir@pursuant.com

D. 214.866.7747  
C. 512.970.7983  
pursuant.com  
f//pursuant  
t//pursuant

**FRONTS**

**BACKS**







John Smith  
john.smith@PASP.com  
555.555.5555

**John Smith**  
Founder  
john.smith@PASP.com

1234 Main Street  
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# Android user? Try Inkly.com



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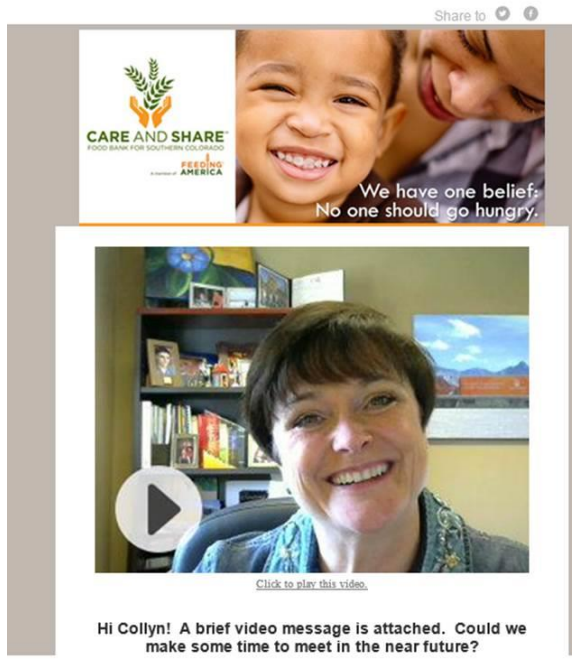




SEE HOW INKLY WORKS


# Stewardship doesn't have to be costly




# Tool spotlight: Video email




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We have one belief:  
No one should go hungry.



[Click to play this video.](#)

Hi Collyn! A brief video message is attached. Could we make some time to meet in the near future?



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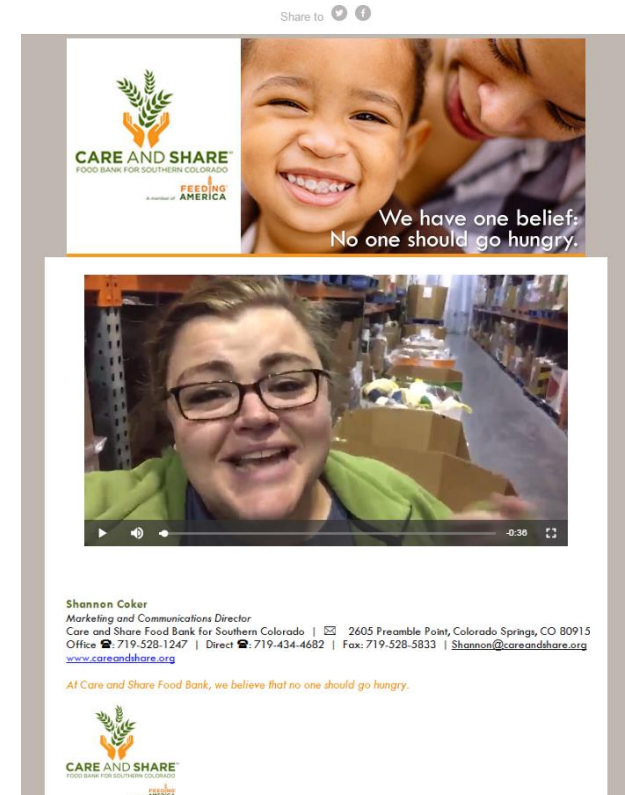
We have one belief:  
No one should go hungry.






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**A video for you!**


Care and Share Food Bank  
Phone: [719-528-1247](tel:719-528-1247)  
[development@careandshare.org](mailto:development@careandshare.org)  
<http://www.careandshare.org>




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We have one belief:  
No one should go hungry.



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Shannon Coker  
Marketing and Communications Director  
Care and Share Food Bank for Southern Colorado | 2605 Preamble Point, Colorado Springs, CO 80915  
Office [719-528-1247](tel:719-528-1247) | Direct [719-434-4682](tel:719-434-4682) | Fax: [719-528-5833](tel:719-528-5833) | [Shannon@careandshare.org](mailto:Shannon@careandshare.org)  
[www.careandshare.org](http://www.careandshare.org)

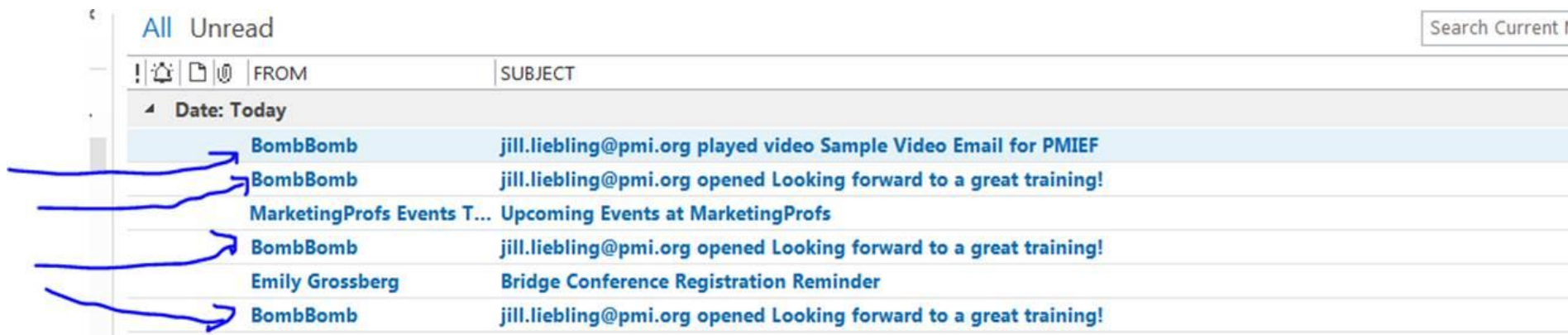
*At Care and Share Food Bank, we believe that no one should go hungry.*



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Watch the video at <http://bit.do/careshare>

# Notification each time they watch!



The screenshot shows an email inbox interface. At the top left, it says "All Unread". On the top right, there is a search box labeled "Search Current". Below this is a table with columns for "FROM" and "SUBJECT". A section header "Date: Today" is visible. The table contains several rows of email entries. Blue arrows point to the "FROM" column of the first, second, third, fourth, and sixth rows.

	FROM	SUBJECT
→	BombBomb	jill.liebling@pmi.org played video Sample Video Email for PMIEF
→	BombBomb	jill.liebling@pmi.org opened Looking forward to a great training!
→	MarketingProfs Events T...	Upcoming Events at MarketingProfs
→	BombBomb	jill.liebling@pmi.org opened Looking forward to a great training!
	Emily Grossberg	Bridge Conference Registration Reminder
→	BombBomb	jill.liebling@pmi.org opened Looking forward to a great training!



Questions?

# THANK YOU!

Slides:

[rachelmuir.com/handouts](http://rachelmuir.com/handouts)  
“go”

Free webinars:

[rachelmuir.com](http://rachelmuir.com)

[rachel@rachelmuir.com](mailto:rachel@rachelmuir.com)

 [@rachelmuir](https://twitter.com/rachelmuir)



15 min break

