



Futures in Education

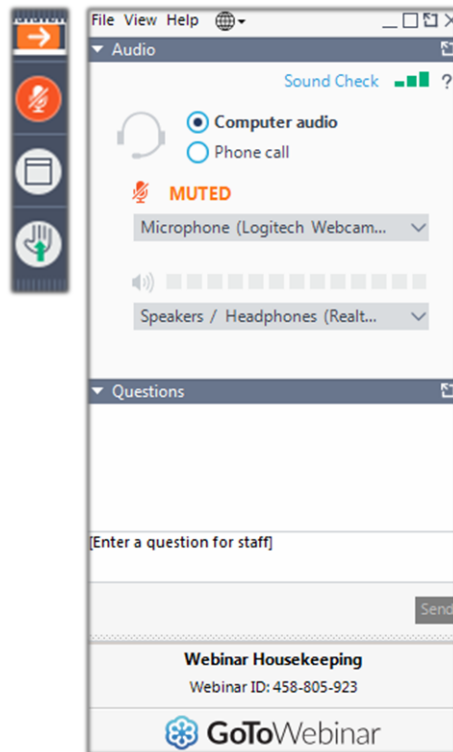
FOR BROOKLYN AND QUEENS

Changing Lives Through The Gift Of Education

SCHOOLS & ACADEMY WEBINAR #1:

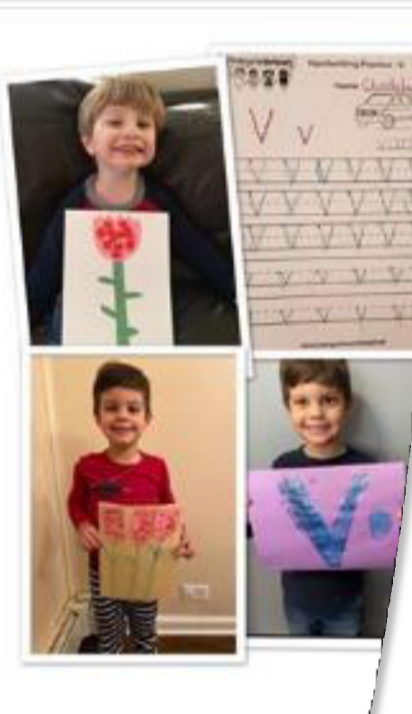
2020-2021 Direct Mail Approach & Adapting to 2020 Landscape

Webinar Logistics



To join audio:

- Choose “Computer audio” to use VoIP and listen through your computer
OR
- Choose “Phone call” and dial using the information provided. International numbers available.
- Throughout the webinar please type your questions here for discussion later



Welcome & Opening Remarks



JOHN NOTARO
Executive Director
Futures in Education

Points for Discussion

1. Brief Overview of the Landscape of Giving
2. Updates on the 2020-2021 Alumni Mailings
 1. Approach
 2. Timing
 3. Helpful Direct Mail Tips
 4. Looking Ahead
3. Pivoting our Efforts in 2020
 1. Best Practices
 2. What is Working



CCS's Experience with Independent Schools and Religious Organizations



DIOCESE OF BROOKLYN



ARCHDIOCESE
of
NEW YORK



Today's Presenters...



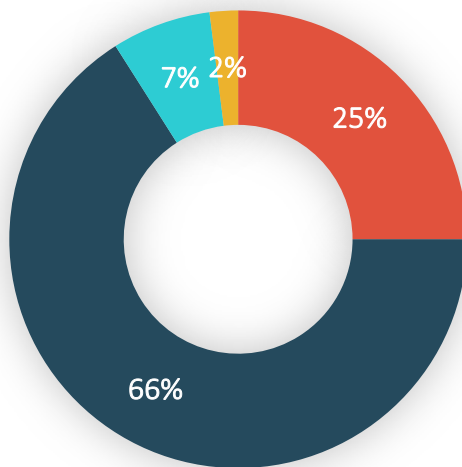
Sean King
Executive Director
CCS Fundraising



Kaitlin Leonard
Vice President
CCS

Let's Stay the Course

9 out of 10 Donors Plan to Maintain or Increase Giving Levels During the COVID-19 Crisis



66%

of donors plan
to maintain their
giving levels.

25%

of donors plan
to increase their
donations.

7%

of donors plan to
give less.

2%

do not know.

According to a *Fidelity Charitable* survey, one third of survey respondents say they **don't have the information they need** to direct their COVID-19 support effectively.

The New Reality

- Donors stop giving when they stop feeling connected.
- Other charitable organizations are keeping their donors engaged – so, you should too!
- You have a captive audience – donors, friends, alumni are all at home.
- You have a great story to tell – Catholic schools are open, and our students are thriving!



What's the Plan for 2020-2021

- **Futures in Education will:**

- Coordinate all aspects of the mailing including:
 - organize donor lists
 - conduct segmentation
 - create gift request plans
 - coordinate with mailing vendor
 - suggest gift request letter
 - Finalize mailing proofs and all logistics
 - Send e-blasts and follow ups based on Segmentation
 - Acknowledge donors for stewardship & tax purposes

- **Schools & Academies will:**

- Tailor the message to include personalized text based on the needs
- Communicate with Futures in Education regarding the draft letter
- Respond to communication from Futures in Education regarding deadlines
- Cover the cost of the mailing, including postage

What's New 2020-2021

- **Targeted** Donor Outreach
 - Strategic focus on higher potential prospects as opposed to mass mailings of the entire database
 - Hope to increase the ROI of the mailings for each school & academy
- Emphasis on attempting to **retain donors** through broader outreach
- Testing **new messaging**, and direct mail best practices
- **Multi-channel approach** through mail, email, website, social media, and phone
- Monitoring **key direct mail metrics** to pivot our strategy if needed



Things to Consider..

This is a **gift request**

Tell **your story**

Make it **emotional**

Define the **challenge** and
how you will meet that
challenge

Explain your mission and
outline your goal.

Explain how your donor can
make an impact.

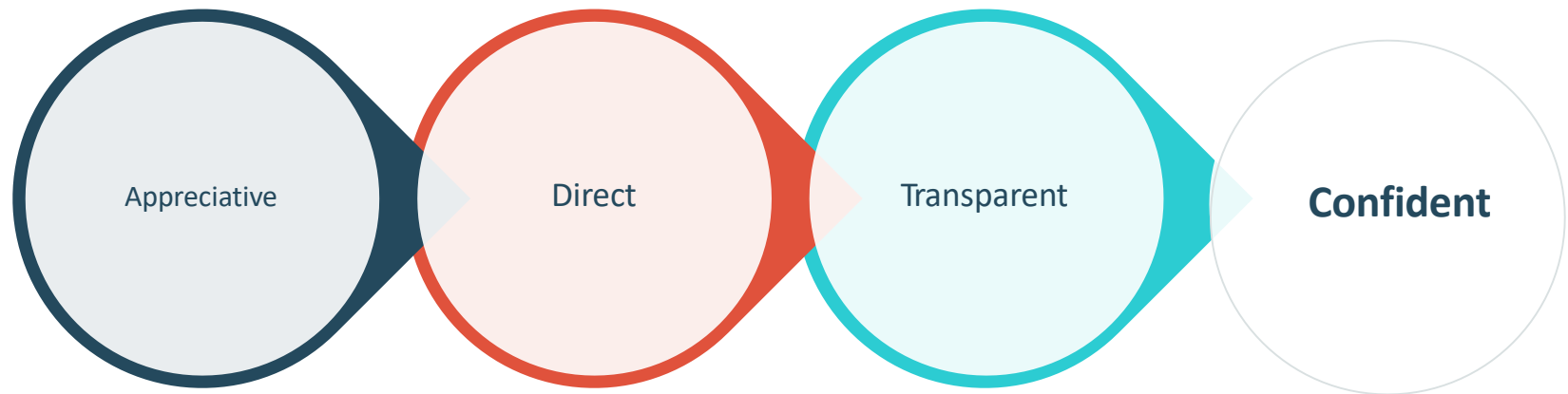
Call the reader to action.

Six Key Parts of School Request Letter

- Salutation/Friendly Opening
- Explanation of mission
- Your Needs
- Compelling Detail
- A Specific Request
- A Call to Action



Sample Messaging



Sample Messaging

COVID-19 Response	Enhanced Need	Keep the Doors Open	Mission Remains Critical	Cost of Preparing for the Long-Term
"Our school successfully transitioned to virtual learning during the height of the pandemic"	"To help our school thrive during the pandemic, we are in need of funds to offer scholarships to students so that they can continue to receive a Catholic education"	"In this time of uncertainty, our students must continue to have access to learning"	"Our students today are the leaders who will help solve critical issues of tomorrow"	"As we look ahead, we want to continue to accommodate any student in need"

Tell Donors Why They Should Give

1. Tell donors why they should contribute:

- a. School's success in responding to the crisis
- b. Student's resilience in transitioning to online learning
- c. Faculty's creativity and adaptability
- d. Dedication to keeping students engaged

2. Share what your school's current needs are:

- a. Financial aid and tuition assistance
- b. Increased technology
- c. Faculty support and training

2020-2021 Schedule

Back to School Mailing Drop: Week of October 5

Back to School E Blasts: Weeks of October 12 & 19

Christmas Appeal Due to Futures: October 28

Giving Tuesday Eblasts: November 16 & 23

End of Year Eblasts: December 21 & December 28

Catholic Schools Week Eblasts: Week of January 31

Thank A Teacher Due to Futures: April 7, 2021

QUESTIONS & DISCUSSION





Things to Consider When Asking for Money

Acknowledge the uncertainty, but there is a **very real need** for leadership and broad support



You are contacting people who are **already invested** in the success of your school



Don't make decisions for your donors. **They may surprise you!**



Optimize Your Website and Social Media

Optimizing Your Website

1. Ensure your giving page is visible on your site
2. Use the donation page that Futures in Education set up for you
 - Easy to use page with multiple suggested levels
 - Option to become a monthly donor
 - Ability to leave message/honor an individual
 - Selection of relationship to school
 - Integration into database

● Leveraging Social Media

1. Post frequent updates on your students, teachers, parents and alumni
2. Use social media to conduct auctions, raffles, or alumni virtual events
3. Create branded hashtags, like:
 - #OLMBKGoesVirtual
4. Respond to comments to create a sense of community

USM Students Need You More Than Ever

**We hope
you're okay.**

\$25
donated

0% donated of \$30,000 goal

2
donors

51
Days remaining

USM Students Need You More Than Ever

**If you're in a
position to help
others right
now...**

\$25
donated

0% donated of \$30,000 goal

2
donors

51
Days remaining

GIVE NOW!

USM Students Need You More Than Ever

**USM
students
could
use your
support.**

\$25
donated

0% donated of \$30,000 goal

2
donors

51
Days remaining

GIVE NOW!

Use Special Appeals

1. Focus on core supporters.
2. Put the person first.
3. Be direct about the crisis's impact on your organization and the people you serve.
4. Ask for a specific need.



Don't Stop All Event Activity

Strategy	Tactics
1. Draft an Event Cancellation Appeal	<ul style="list-style-type: none">a. Send an email explaining Covid-19's impact on your schoolb. Ask donors for the amount they were going to spend on their ticket and/or silent auctionc. Send to your entire database, and place personal calls to your core supporters
2. Host a Virtual Auction	<ul style="list-style-type: none">a. Host a live auction using Social Mediab. Reach out your community to donate items to be auctionedc. If possible, consider Facebook Live to conduct your auction
3. Conduct Raffles Online	<ul style="list-style-type: none">a. Do live drawings of the raffle tickets and announce the winnersb. Assign ticket numbers to each purchaser and ask them to keep your email as a record of their ticket numbersc. Make sure you are tracking these numbers on a spreadsheet as well



OUR LADY OF BLESSED SACRAMENT SPOTLIGHT

SAVE THE DATE: VIRTUAL EVENTS

OCTOBER 6





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