

WELCOME TO

# Storytelling that Connects



I'm Heather Loveridge, Founder of MMG



Use the chat for  
questions/comments!





# \$499.33 billion

In 2022, Americans gave \$499.33 billion to charity, a 3.4% decline compared to 2021. Adjusted for inflation, total giving declined 10.5%.

## Where did the generosity come from?

### Contributions by source

By percentage of the total

## 64%

\$319.04 billion

### Giving by Individuals

↓ declined by 6.4% over 2021

## 21%

\$105.21 billion

### Giving by Foundations

↑ increased 2.5% over 2021

## 9%

\$45.60 billion

### Giving by Bequest

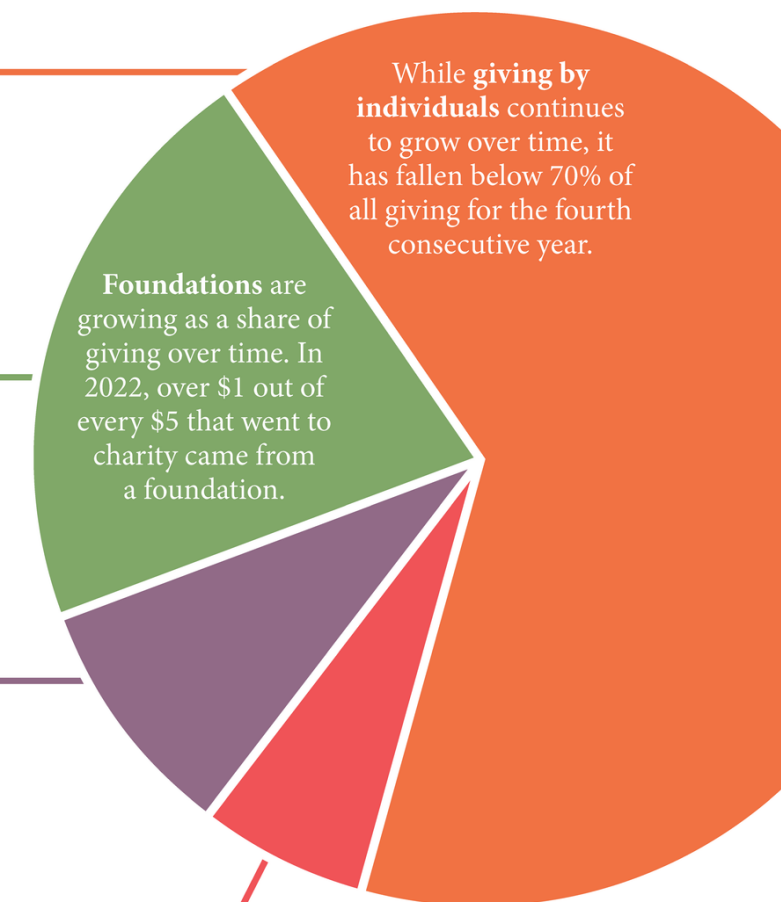
↑ increased 2.3% over 2021

## 6%

\$21.08 billion

### Giving by Corporations

↑ increased 3.4% over 2021



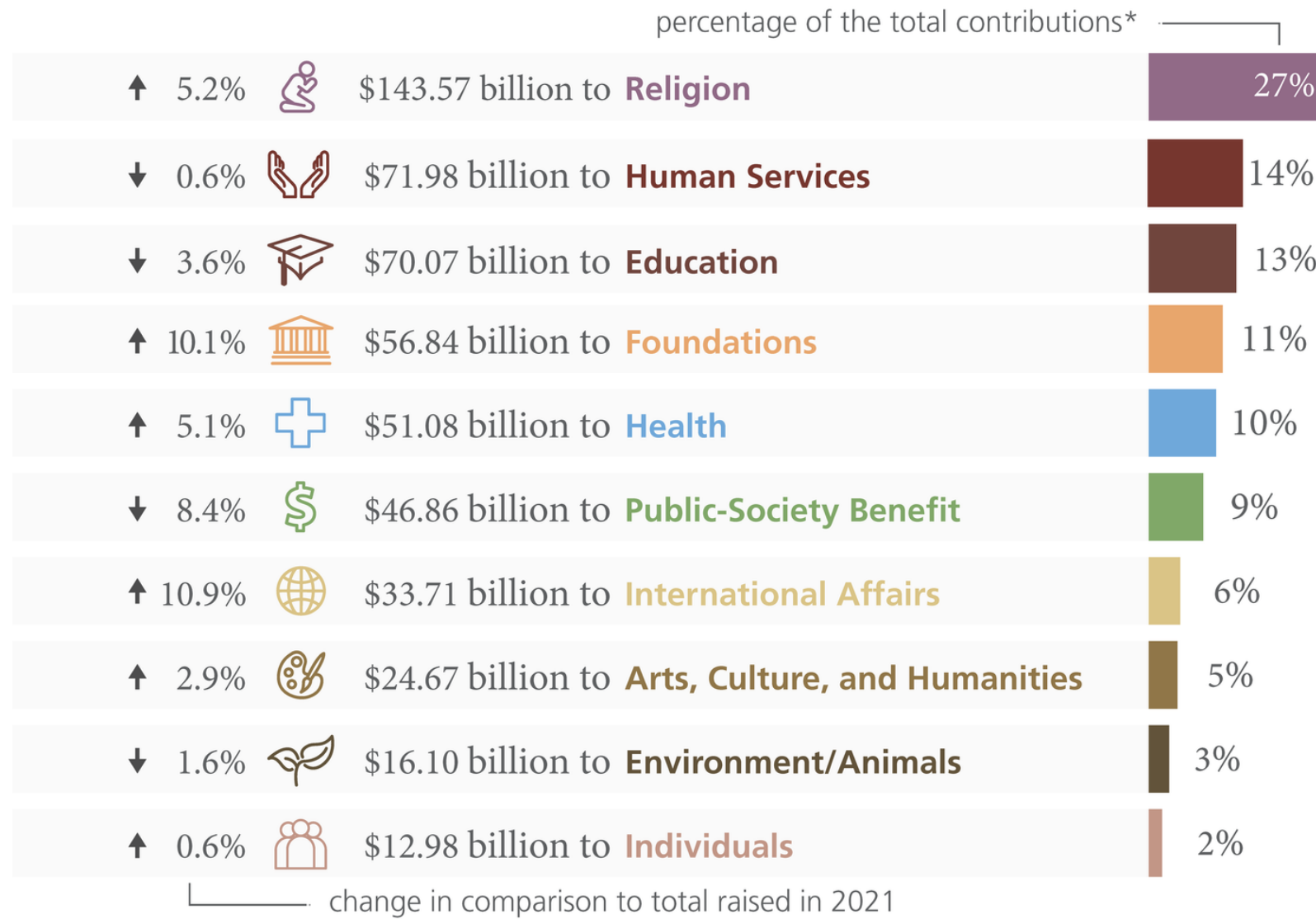
While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Foundations are growing as a share of giving over time. In 2022, over \$1 out of every \$5 that went to charity came from a foundation.

\*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.

## Where did the charitable dollars go?

### Contributions by destination



\*Percentages for recipient categories do not include unallocated giving, which totaled -\$28.54 billion in 2022.

Donor-advised funds are among the fastest growing forms of giving. Learn more about where grants from DAFs go in the chapter on donor-advised funds.

Giving to international affairs organizations grew by 10.9% in 2022, in part due to donors responding to world events. Despite uneven results in 2022, six of nine subsectors continue to exceed pre-pandemic levels, even when adjusted for inflation.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.





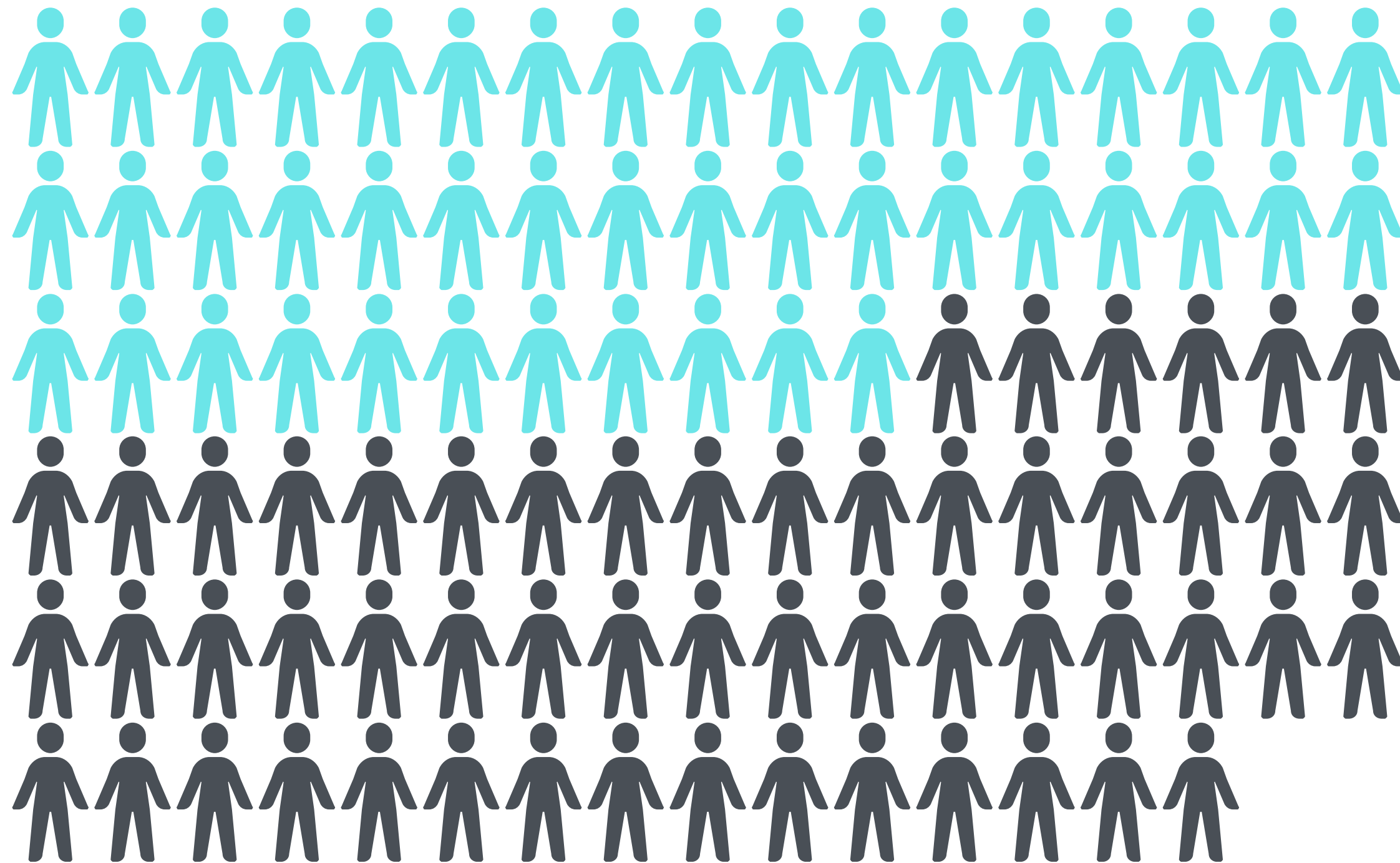
# The COVID Bump





# 45%

Average donor retention rate



Out of 100, only 45 will give the following year





**"Over 70% of people that we recruit into organizations never come back and make another gift..."**

**– Professor Adrian Sargeant,  
Director of the Centre for Sustainable Philanthropy at Plymouth University**

So how do you maintain, or grow, that average?



# PLAN



# PLAN

# Plan

DAY	DATE	SOCIAL CONTENT	GRAPHICS	EBLAST CONTENT	BOARD MEMBER EMAIL	OTHER ACTIONS
<b>Be a Home Repairs Hero!</b>						
Monday	5/15/23	introduction		send eblast	OFF	Add website
Tuesday	5/16/23	Dorothy story - older adult aging in place		OFF	OFF	
Wednesday	5/17/23	general giving push		OFF	OFF	
Thursday	5/18/23	Leibowitz story - large young family		send eblast	whenever they choose	
Friday	5/19/23	general giving push		OFF	OFF	
Saturday	5/20/23	Sheila story - older adult caregiver		OFF	OFF	
Sunday	5/21/23	general giving push		OFF	OFF	
Monday	5/22/23	Lantrip story - large young family		send eblast	OFF	
Tuesday	5/23/23	few days left giving push		OFF	OFF	
Wednesday	5/24/23	Jerry story - missionary family		send eblast	OFF	
Thursday	5/25/23	it's almost over; don't miss out		send eblast	OFF	
Friday	5/26/23	today is the last day; final push		send eblast		
Saturday	5/27/23	thank you for giving; stay tuned for totals - GOAL NOT REACHED.		OFF	OFF	
Sunday	5/28/23	day off		OFF	OFF	
Monday	5/29/23	Memorial Day		OFF	OFF	
Tuesday	5/30/23	Campaign extended		send eblast	OFF	
Wednesday	5/31/23	Campaign extended		OFF	OFF	
Thursday	6/1/23	Campaign extended		send eblast	OFF	
Friday	6/2/23	regular post		OFF	OFF	
Tuesday	6/6/2023			Thank you eblast		
Wednesday	6/7/2023	Thank you for helping us reach our goal!		OFF	OFF	
				Possible Video/note from Mark thanking		

# Plan

# PLAN

1	Month	Task	Description	Person Responsible	File Link	Internal Due Date	External Due Date	Completed	Approved	Publish
2	May	New Donor Email	Welcome to HOH email to donors from the past 6 months. Share HOH's mission, a sweet note from maureen and encourage them to follow HOH's social and blog	Carlie McMann		5/25/2023	5/26/2023	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5/30/23
3	Extended to June.	Donor Thank You / Q&A	Share short story/Q&A from longtime donor about why they give and the impact they have personally made at HOH. Thank them and all donors.	Carlie McMann		5/25/2023	5/31/2023	<input checked="" type="checkbox"/>	<input type="checkbox"/>	6/5/23
4	June	CEO for the day (Video)	Day the life / CEO for the day from one the kids at HOH. Have kid interview different staff members and families about what they're excited for for summer. Also have cute thank you outro from kid. Could be cheesy news anchor setup.	Carlie McMann		6/8/2023	6/15/2023	<input type="checkbox"/>	<input type="checkbox"/>	6/22/23
5	July	Thank You Fridge Magnet	You know how you hang up your kids' artwork? What if we sent a thank you drawing from HOH kids as a magnet to donors? Have the kids draw thank you pictures or pictures of their home at HOH and print a couple options of magnets to mailout.	Carlie McMann		6/13/23	6/22/23	<input type="checkbox"/>	<input type="checkbox"/>	7/3/23
6		New Donor Email	email to donors from the past 6 months, share a blog post story (either one of Brooke or Carlie's recent posts), could share teasers for 2-3 blogs, encourage to read blog	Carlie McMann		6/22/23	6/29/23	<input type="checkbox"/>	<input type="checkbox"/>	7/17/23
7	August	Back to School: Summer Journal	Kids often have to keep a summer journal (what their favorite activity was, fun books they read, etc..) This will be an online short booklet of 2-3 kids "journals" put it on HOH website and send to donors. Could also be a journal themed eblast through Mailchimp.	Carlie McMann		7/13/2023	7/27/2023	<input type="checkbox"/>	<input type="checkbox"/>	8/1/23
8	September	Virtual Campus Tour (Video)	Have a family, kid or staff walk you through HOH. It would be really cute to have a child talk through all the fun things at HOH like the game room and playgrounds. Shot at their level, like they are walking through HOH. Keep it short and simple.	Carlie McMann		8/10/2023	8/24/2023	<input type="checkbox"/>	<input type="checkbox"/>	9/7/23
9		New Donor Email	Personal note from Maureen or graduated mom thanking donor for their gift, showing the impact of home of hope. potential ask to switch from one time donation to ongoing?	Carlie McMann		8/24/2023	8/31/2023	<input type="checkbox"/>	<input type="checkbox"/>	9/21/23
10	October	Halloween Grab Bag Reverse trick or treat (potential video)	Share surprise video of Maureen knocking on HOH families door and reverse trick or treating (would need to schedule with families). Then also mail a halloween goodie bag to donors and / or a small gift card / coupon to buy a treat (could get local business to comp this?)	Carlie McMann		9/7/2023	9/21/2023	<input type="checkbox"/>	<input type="checkbox"/>	10/26/23
11	November	Annual Report + Handwritten note	Include a few variations of handwritten notes from kids / moms thanking donors inside the annual report.	Carlie McMann		10/12/2023	10/26/2023	<input type="checkbox"/>	<input type="checkbox"/>	11/6/23
12			Make the numbers count - new stats / short story not included in the annual report. Trv to make it certain to what has been	Carlie				<input type="checkbox"/>	<input type="checkbox"/>	



# CONNECT

*Use donor-centric language*

**The power of  
YOU**



# Connect

**Double your impact.**

*Every gift gets matched twice!*



#REPAIR  
MORE

**Be a hero**  
to homeowners in need.



#REPAIR  
MORE



Connect

#REPAIR MORE



Thank you for being a hero  
to homeowners in need!



\$5,000

**\$9,500**

\$15,000

**\$30,000+ GOAL!**

# Connect



WE'RE  
REPAIRING  
*homes + hearts*  
TOGETHER.



#REPAIR  
MORE

Be a home repairs  
**hero** - give today!

*Every gift gets matched twice!*



Step up to be a hero to homeowners in need

Critical home repair needs are surging, and we need YOUR help! You could be a home repairs hero and help us raise \$30,000 this spring. PLUS, **our board is matching every dollar raised up to \$30,000, for a total of \$60,000! That means EVERY DOLLAR you give is DOUBLED!**

We only have **two weeks** (from now until May 26) to raise \$30,000 to ensure we receive the board match so [please give now](#) and encourage your family and friends to also become home repairs heroes!

# Connect

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Donation Auto-Response from Kindful:

{{FORMATTED\_LETTER\_NAME}}

Well, well, well, look who just became our hero! Thank you for your donation to ACCA in the amount of {{TRANSACTION\_AMOUNT}} on {{TRANSACTION\_DATE}} to help older adults. Because of YOU, we are able to provide over 72,000 meals, 9,000 rides, 506 days of care and so much more to our older neighbors in need each year. Your generosity is appreciated more than words can express.

Donating to ACCA is a WIN - WIN! You get to make a difference in the lives of older adults in Northeast Georgia AND you may be able to claim a deduction in your federal taxes! Here's the low down: ACCA is a registered 501(c)3 in the state of Georgia. You'll see NPO \* ATHENS COM NPO\* on your bank/credit card statements when you make an online donation.

Should you have any questions about your donation please call , Director of Development, at or .

Keep being awesome!

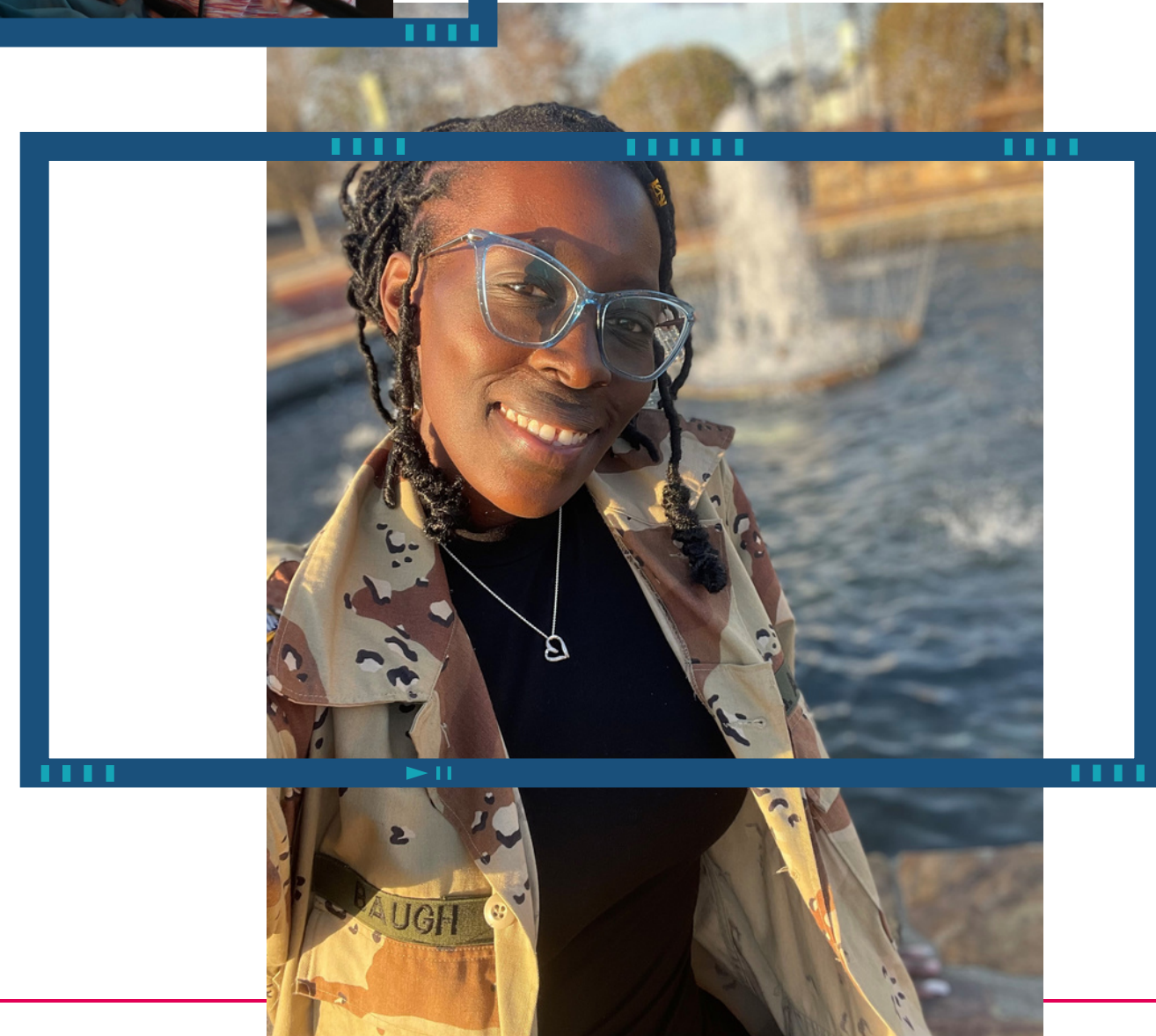
CEO/President

Connect

Use **STORIES**

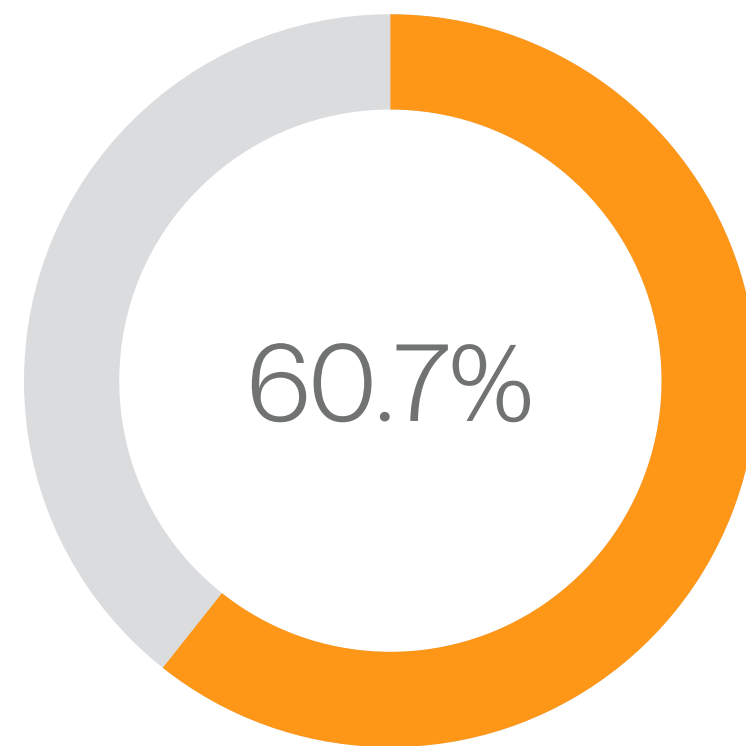
22%

messages delivered as stories  
can be up to 22 times more  
memorable than just facts.





# Mobile-first storytelling



**As of March 2023, 61% of all website traffic comes from people using mobile devices. Back in Q1 2015, this figure sat at less than one-third (31%). In other words, mobile device internet traffic increased by 75% since 2015.**

[explodingtopics.com/blog/mobile-internet-traffic](https://explodingtopics.com/blog/mobile-internet-traffic)

# Tips



- **Put donate buttons top and bottom**
- **Start short**
- **Ask in the third (short) paragraph**
- **Use the Flesch Kincaid Calculator**
- **Increase font size**
- **Update your donation page**
- **Update your auto replies**
- **Update your thank you email**
- **Ask for donors' phone numbers in the donation form, but don't require it**

# Connect



WE'RE  
REPAIRING  
*homes + hearts*  
TOGETHER.



#REPAIR  
MORE

Be a home repairs  
**hero** - give today!

*Every gift gets matched twice!*



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Critical home repair needs are surging, and we need YOUR help! You could be a home repairs hero and help us raise \$30,000 this spring. PLUS, **our board is matching every dollar raised up to \$30,000, for a total of \$60,000! That means EVERY DOLLAR you give is DOUBLED!**

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**Text messages have a 98% open rate, compared to 26% for email, and 4-6% organic reach for most social media.**

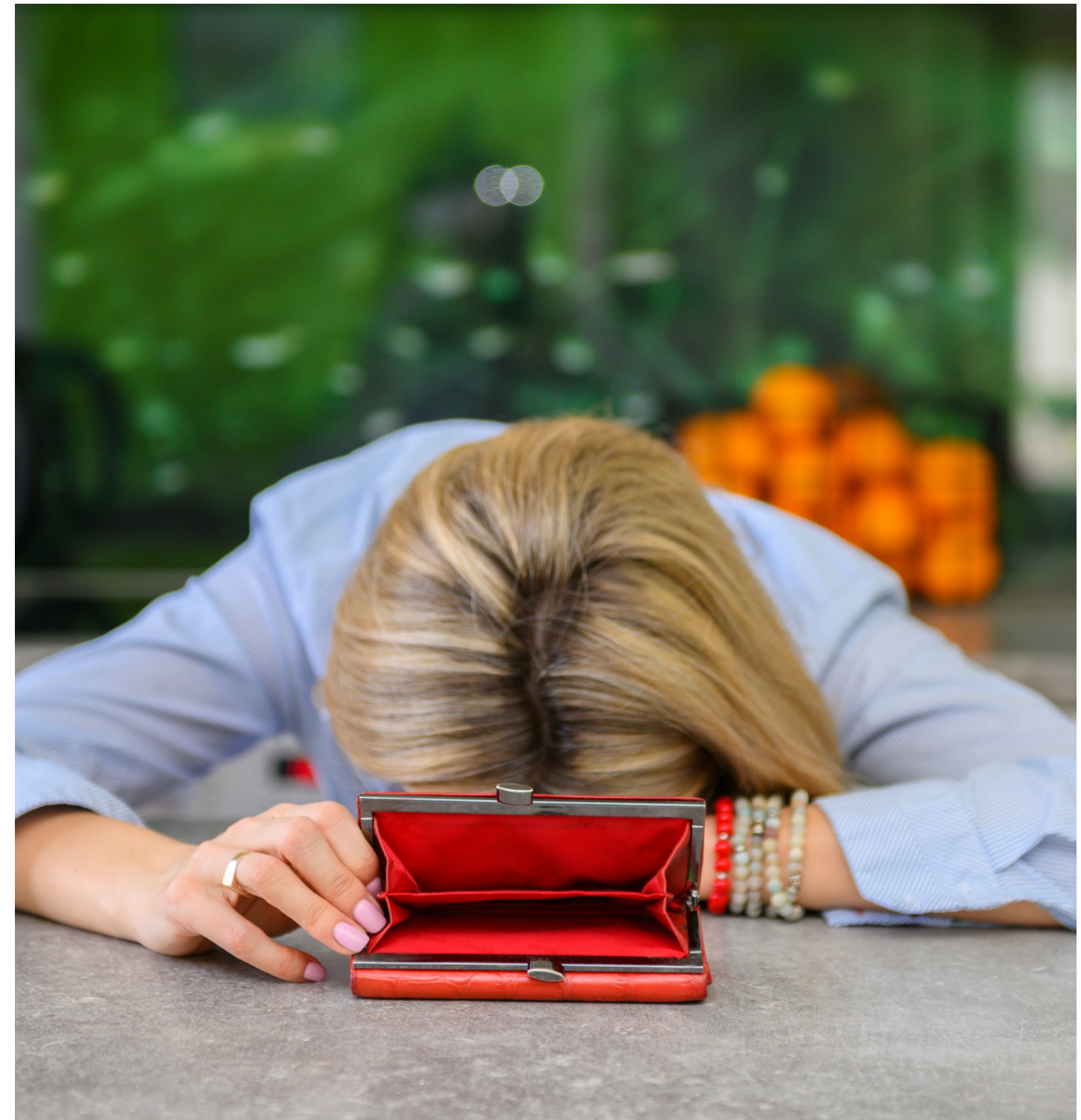
The average one-time donation is close to

1.5 times more

when an NFP offers ACH, PayPal and digital wallet payments.



**What happened  
when our client  
didn't meet their  
fundraising goal...**





**We're still short on our goal –**  
be a home repairs hero to homeowners  
in need!



\$ 5,000  
\$ 10,000  
**\$ 18,091**  
\$ 30,000+ GOAL!



We're still short of our \$30,000 goal! Give today to be a home repairs hero for people like Adam

# We communicated the problem



Home Repairs Ministries, Inc.

May 31 at 8:03 AM · 🌐

🙏 Every dollar you through this Friday will be matched to help people like Adam!

When Adam Cherney joined the Marine Corps, he never imagined he'd leave as a wheelchair-bound veteran. But, in June 2021, his life changed forever, due to an accident while serving. On top of that, he developed a rare spinal cord disease that causes him severe chronic pain along with other symptoms.

After coming back to life as a civilian, life was a challenge for 6'5 Adam in his large wheelchair in a one-bedroom apartment. Even once they found a rental home, while Adam and expectant wife Kelsey were grateful to have a roof over their heads, his day-to-day was a real struggle.

"For a few months of living here, I had to transfer into a smaller wheelchair just to get into our bedroom," Adam said. "And for awhile, for the bathroom, I had to get out of my wheelchair, crawl into the bathroom and then pull myself up onto the toilet."

But YOUR giving is what can make a difference for people like Adam. Today, the doorways in his home have been widened so he can easily enter his bedroom, bathroom and their future daughter's nursery – something they didn't think they'd be able to have before Home Repairs stepped in.

Be a home repairs hero and give today to have every dollar matched for people like Adam and Kelsey! [homerepairs.charityproud.org/Donate/?cid=16813](https://homerepairs.charityproud.org/Donate/?cid=16813)



An amazing thing  
happened...



Home Repairs Ministries, Inc.

June 7 at 6:01 PM · 🌐

...

This summer, there will be more homeowners living comfortably and safely in their own homes, thanks to YOU. Our amazing community really stepped up and helped us reach our \$30,000 goal – we could NOT have done this without you!

Thank you for your faithfulness to give and support those in need throughout our community. You've made a HUGE difference.



#REPAIR MORE

**We did it! THANK YOU**  
for being a hero to homeowners in need!



Don't forget to  
thank your donors!



Get in touch

# Contact Us



**Phone :**

678-488-9816



**Our Website :**

[magnoliamedia.group](https://magnoliamedia.group)



**e-mail :**

[heather@magnoliamedia.group](mailto:heather@magnoliamedia.group)