

SEASON OF
GIVING

TOOL KIT • 2019



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INTRODUCTION

TIS THE SEASON FOR YEAR-END GIVING

Increase your chances for a successful year-end by diversifying your fundraising efforts. In this tool-kit, you will find easy, scaleable, turnkey resources to promote seasonal fundraising opportunities in membership and philanthropy.

HOW TO USE THE TOOL-KIT

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For most stations, December is the most rewarding time of the year in which to raise money. Nationwide, more contributions are made in December than any other month. But with virtually every nonprofit organization focused on this prime time for fundraising, it's essential that your station's efforts are bold, aggressive, and everywhere in order to maximize this opportunity and stand out from the crowd.

The strongest campaigns begin Thanksgiving weekend and run all the way through December 31, and extend far beyond the on-air drive. These tools and resources will help keep your objectives on track.

Your campaign should be...

Targeted

Integrated

Important

Energetic

Prepared



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MEMBERSHIP CONCEPT & RESOURCE GUIDE

In this concept and resource guide, you'll find the recommendations, tips and ideas to help you make the most of this exciting revenue opportunity as it presents itself each year.

CAMPAIGN CONCEPT

PURPOSE. PASSION. POSSIBILITY.

This campaign will focus heavily on finishing 2019 strong and preparing to make the most of what 2020 will bring – particularly with the next Presidential election on the horizon.

The impact and inspiration that PBS brings to the world will demonstrate the power of viewer donations.

Donors will be passionately reminded that bringing this essential community resource to life requires community support.

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MEMBERSHIP MATERIALS

DIRECT MAIL

Customize year-end campaign assets. All include sample envelopes, donation forms, copy and letterhead.

- Lapsed Letters
- Add Gift Letters
- Sustainer Upgrade Letter
- Major Donor Letter

EMAIL

A series of emails intended to drive the urgency of year-end giving and Giving Tuesday

- Subject Lines and Body Text
- Concept Headers and Donate Now Buttons

ON-AIR SCRIPT

Messaging for live or pre-taped breaks.

LIGHTBOX DESIGNS

When used strategically, lightbox designs are a powerful tool. One of benefits of using the lightbox is to focus the user's attention on a single promotion. This will have the most impact on highly trafficked webpages such as the home and TV schedule pages.

** Instructions from the designer are included with the materials under separate cover.*

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The end of the year is once again upon us and many station supporters are now considering how best to make their gifts before the end of the year. Your supporters will give because they have belief and confidence in the mission of your station. A portion of these supporters may also look to realize tax savings, a wonderful benefit of giving. Understandably, giving has been perplexing for some who are still processing the full impact of the recent tax law changes. Giving appreciated stock and donating from an IRA have been popular year-end giving approaches for years but are now even more valuable post tax reform.

Template materials for promoting appreciated stock and IRA Charitable Rollover include

- Spots/Scripts
- Ads
- E-Appeals/emails/flyers
- Collateral (Q&A)
- Gift instructions and acknowledgment letters



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