#GTNWOMastermind

The Center for Nonprofit Resources

October 16, 2018
Our time together today
• Tap into the collective wisdom
• Access ideas, tools, processes, resources
• Create connections
• Create accountability
Tuesday November 27, 2018
Meet Your Colleagues

- Name
- Organization
KEY TAKEAWAY:

Good Nonprofit Marketing and Communications (hence, successful fundraising) are based around the ability to TELL A STORY.

Laura Macknick
What Does It Mean to Tell a Story?

- Integrated use of persuasion – getting the reader/listener to care!
- Learn to weave in details that bring emotion and energy from your audience
- Find a way to cause a visceral and physical reaction
- Use descriptive action words and verbs
- Good stories are always people stories.

Laura Macknick

#GTNWOMastermind
the Most Important Gift Catalog in the World

HEIFER INTERNATIONAL

Special 2018 Holiday Edition
Pigs as Presents

If you are looking for a gift that will leave your friends, family or co-workers squealing with delight this holiday season, look no further than the gift of a pig and training in its care from Heifer International.

Heifer animals are like “living savings accounts” for struggling families, and the pig may well be the most interest bearing. Each gift provides a valuable source of protein, income from the sale of offspring, and natural fertilizer to nourish crops and soil. Pigs need little land and can thrive on crop and garden byproduct scraps. And since an average sow can provide a family with up to 16 piglets a year, many more families will soon benefit as your gift is passed on.

Gift of a Pig: $120
Share of a Pig: $10

Pigs Provide Much-Needed Income

Set Hach and Hear Hearn’s small rice and vegetable patch in Cambodia never produced enough. After they ate, there wasn’t any left to sell. When their small crops didn’t grow well, they were left with nothing and went hungry. They scraped together pennies and felt they would always be on the edge of failure.

Then Hach discovered Heifer’s pig management training, learning all she didn’t know about pigs. After the training, she received two piglets and today she has a 100% success rate. She has raised 63 piglets from two sows, and encouraged 23 neighbors to join the program too.

Thanks to donors like you, the family is planning their future. They can build a new house, and no longer worry about where their next meal will come from. Hach’s entire community is changing thanks to what she learned from Heifer.

“For more than 70 years, Heifer International has provided impoverished families in more than 125 countries with farm animals. The income generated by these animals is used to build schools and fund small businesses.”

— Variety

World Ark Magazine is a great source for stories about Heifer’s work. Visit heifer.org/worldark to read the latest digital issue now!
Sheep: Shear Joy

Warm in winter, cool in summer, waterproof and durable—wool is a valuable product that struggling families can use for clothing or sell for extra income. That is why your gift of a sheep and training in its care is such a wonderful way to share the warmth of the season with someone special in your life.

All over the world, Heifer families are raising sheep to advance the cause against hunger and poverty. And since sheep often give birth to twins or triplets, when you give a gift of a Heifer International sheep, your support will impact many more families over years to come.

Gift of a Sheep: $120
Share of a Sheep: $10

Living Gift Markets give your faith community a sense of working together to achieve more than it could individually. Find out how at heifer.org/faith.

“...Heifer International has provided needy families around the world with livestock ranging from water buffalo to bees as a stepping stone to self-sufficiency ... the simplicity of its approach and its track record appeal to many…” — The New York Times

Sikhangezila now has the income from raising sheep to send Eugene to school with a full stomach.

Sikhangezila Moyo and her husband Lenzelani were devastated by poverty in Zimbabwe. They struggled to sell their meager crops, but couldn’t make enough to manage their children’s tuition, and never had enough to eat. Their children were so hungry that they had to beg for food from neighbors. They were embarrassed and scared.

Then the family received the miracle of sheep. Heifer donors provided ewes and rams, and Heifer experts taught them how to raise their new sheep. Today, they have been able to Pass on the Gift of lambs to their neighbors, and have a healthy harvest. They have plenty to eat and the children are thriving in school. Now the Moyo family feels anything is possible!

www.heifer.org/catalog

Knitter’s Gift Basket: $480
Share of Knitter’s Basket: $48

Over the years, mom has knitted everything from warm wool sweaters to stylish mittens and scarves. Now you’d like to give her something just as meaningful in return.

This is just what you’ve been looking for! Our Knitter’s Basket includes four of our fuzzy friends that are keeping Heifer partner families warm all around the world. Your gift represents a llama, an alpaca, a sheep and an angora rabbit—four animals that provide families with ample wool and endless opportunities to build better lives.
Changing the World Two-by-Two

Gift Ark: $5,000

An opportunity for you, or a great challenge for your company, civic group, club or congregation.

Be an “Ark Angel.” The Heifer Gift Ark offers hope worldwide to families who are poor and hungry.

Your generous gift goes right to work supporting Heifer’s entire mission. Each family who receives livestock from your Gift Ark will Pass on the Gift of one or more of the animal’s offspring to other families who are in need in their community.

Every gift will multiply for years to come. What a wonderful way to bring joy to the world!

www.heifer.org/catalog

Your Gift Ark Provides...

- 2 Cows
- 2 Sheep
- 2 Oxen
- 2 Water Buffalo
- 2 Pigs
- 2 Bees
- 2 Goats
- Community Animal Vet Kit
- 2 Trios of Ducks
- 2 Trios of Rabbits
- 2 Trios of Guinea Pigs
- 2 Flocks of Geese
- 2 Flocks of Chicks
- 2 Llamas
- 2 Schools of Fish

Turn two goats into four goats with a match from your employer. It’s free and easy to do with heifer.org/matching.

Heifer International’s mission is to end hunger and poverty while caring for the Earth. For more than 70 years, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer is currently working in more than 35 countries, including the United States, to help families and communities become self-reliant.

To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Heifer’s unique community development model has assisted more than 32 million families directly and indirectly since 1944. In fiscal year 2017, more than 2.1 million families were assisted within the four program areas to which Heifer operates.

CALL TOLL-FREE 855.848.6437
WHAT'S THE BIG CAMPAIGN IDEA?

WE'RE GOING DIGITAL

FACEBOOK

YOUTUBE

A MOBILE APP

PINTEREST

WHAT ARE WE GOING TO DO IN ALL THOSE CHANNELS?

I DUNNO, WE'LL FIGURE IT OUT LATER
KEY TAKEAWAY:

You must know your audience. WHO are you trying to reach with your story? WHY are you trying to reach them? That should drive your use of various social media platforms.

Laura Macknick
Telling Nonprofit Stories Using Social Media

Most important social media for nonprofits?

• Facebook (95%)
• Twitter (64%)
• YouTube (38%)
• Instagram (26%)

Source: Nonprofit Communication Trends Report 2018, nonprofitmarketingguide.com

Laura Macknick
How will you utilize the next 30 days to maximize results from #GivingTuesdayNWO?
ANNUAL FUNDRAISING PLAN
Calendar and Goals Workbook
A digital guide with insider tips to fundraising success in 2018
#GTNWO