

Why Aren't You Asking for Year End Gifts?

DONNA ANN HARRIS
HERITAGE CONSULTING INC.

Agenda

- Why do it?
- 3 different types
 1. Multi-channel appeal
 2. Online only appeal
 3. Last week of the year appeal
- Calendar: when to send letters, emails, thank you's

Ten Fund Raising Facts about Year -end Giving

Ten Fundraising Facts About Year End Giving

We have been collecting statistics about year end giving for more than ten years. Here are the latest we have found from various online sources.

1. In 2017, an estimated \$410.02 billion was raised from Americans giving to charity. – *Giving USA*.
2. Giving increased 5.2% from 2016 to 2017 when giving was \$389.64 billion. – *Giving USA*.
3. Seventy percent (70%) of all gifts came from individuals, an increase of 5.2% this year. -- *Giving USA*.
4. Overall online revenue increased by 23% in 2017, and monthly giving increased by 40%. *M&R Benchmark Study for 2018*.
5. The proportion of transactions from mobile users increased by 50% between 2016 and 2017. - *M&R Benchmark Study for 2018*.
6. Thirty percent (30%) of nonprofits raise 26-50% of their annual fundraising in November and

December – when folks are feeling their most grateful and generous. *Network for Good*

3 Types of Year End Appeals

1. Multi-Channel

2 letters, 10 emails

2. Online Only

10 emails

3. Last Week

5 emails



10 Step Multi Channel Appeal



HIDDEN CITY

PHILADELPHIA

Annual Fund Drive

Dear Friend,

Breaking news: An anonymous Hidden City benefactor **has offered to match all donations**

up to \$10,000 from now until our annual fund

drive ends on December 31st. This is extraordinarily exciting. It means we can double the impact for every dollar you give in support of our in-depth coverage of Philadelphia's rapidly changing built environment.

[Donate](#)

You may have noticed: recently we've refocused our efforts to deliver timely news and analysis on preservation, public space, and real estate development. But there are still far too many stories out there going unreported. If the entire \$10,000 gift is matched we'll be able to exceed our campaign's \$30,000 goal, and we pledge to use the additional funds to expand our coverage.

This is the largest private donation we've ever received for our non-profit journalism. But it will only count if you give. We hope you'll join us, **let's do more in 2018!** More news, more architecture, more more trips inside places you've never been before. [Give today](#) to **make your impact**, and keep the *Hidden City Daily* on track for a successful new year.

1. Set a Goal, Create a Simple Campaign Theme & Think Multi-Channel Giving

12 WAYS AT CLIVEDEN

to Give Life to History--With Your Support



In 2017, Cliveden restored the exterior woodwork, windows and doors of the Main House and the Dependencies. The National Trust for Historic Preservation provided funding for this project. Using historic paint analysis, the project returned the earliest parts of the Main House and Dependencies to their 18th century paint colors, including dark brown shutters and doors with lead white trim on the Main House, and light ochre trim on the front elevations of the Dependencies.



Help preserve Cliveden when you shop for the holidays! You can support our preservation efforts when you shop on [AmazonSmile](#)--simply designate Cliveden as your nonprofit charitable organization and Amazon will automatically contribute. The more you shop, the more they give!

2. Clean up your mailing lists



Wyck House, by Howard Watson

a generosity of spirit at Wyck that began with the Wistar-Haines and continues to this day. From Reuben Haines III's sponsorship of the town Infant School, to Mary T. Haines' gift of Wyck to the public, Wyck has always been integral to the harmony at Wyck. Your support of the Annual Appeal is part of that gracious tradition and will allow us to do the following:

Contribute to our community: Wyck's events introduce families near and far to traditional practices like bee keeping, astronomy, and organic gardening.

Support our children: providing a safe and happy green space and educational resources so that children today can play and learn just like the children who grew up at Wyck over the centuries.

and maintain our site and collections: making our archival objects and personal papers accessible to all.

the world through the lens of history and find lessons that

Dear Friends:

Thank you for supporting the Chester County Historical Society throughout the year! Your generosity enables the Society to be an irreplaceable resource for thousands of local and regional residents and schoolchildren to connect with the meanings and stories of our treasured past.

Please help us embrace the 21st century by making a Giving Tuesday gift today, to support our exciting plans for 2018:

- [Many Nations | Chester County](#), our new exhibit opening February 10, 2018, exploring the people, traditions and contributions of those who have come from other countries with a six-part Wednesday-night family friendly international Passport Program.
- [You've Got Mail!](#) (through April 14, 2018), highlights rare and early examples of covers and stamps, with eight-part Saturday lecture series generously supported by America's philatelic community.
- CCSH's acclaimed educational programs continue to excite and inspire thousands of school children through classroom programs, hands-on learning, travelling trunk programs and more.
- Our National History Day regional competition (April 6 - 7, 2018), inspires outstanding student participation from grades 6 - 12.
- Our Library and Museum attract thousands of visitors to explore

Dear Donna,

I was in New York for Thanksgiving and had a chance to look out at the skyline—and started counting the dozens and dozens of wooden water towers, a New York icon. Those water towers are made in Philadelphia, as they have been since 1854, something I never realized but learned recently thanks to [a dazzling profile we published in the Hidden City Daily](#). Your past support made that reporting possible along with 150 other articles on Philadelphia past, present, and future.

Now, with our annual campaign under way I must ask once again. You can sustain Hidden City into our seventh year of uncovering the secrets of the city by donating now, [HERE](#). We must raise \$30,000 in order to keep producing the **free, deeply researched articles** that are our hallmark. Our annual campaign accounts for fully one-third of our budget and in an ever-tougher environment for journalism, we put your donation directly to work by keeping lean, staying focused, and expanding our range on social media. Your gift today is our only way to guarantee we keep it up in 2018.

[Give now](#) and receive one of our great new gifts, including prints, posters, postcards, and our 2018 calendar.

This year we did something new: Hidden City Daily co-founder Peter Woodall and I teamed up with Hidden City Festival photographer Joseph E.B. Elliott on what we hope you'll agree is a gorgeous book, [Philadelphia: Finding the Hidden City](#). On December 7, we'll officially launch the book with a celebration at the newly restored Divine Lorraine Hotel. I'd like to invite you to be my guest at this celebration—a great opportunity to see the gilded-age hotel in its original style and get a signed copy of the book. **To join us from 6:30 to 8PM on December 7, please RSVP to tempres@temple.edu.**

If you can't make December 7, have a look at our listing of readings, presentations, and signings [HERE](#).

We have only these next few weeks to hit our \$30,000 campaign goal. I'm hopeful we'll make it, but only with your donation. [Click HERE](#) to give today.

Thank you, again, for your generous support of Hidden City and best wishes for the holiday season.

Yours sincerely,

3. Take Online Gifts, Your Website's Donate Now Button & Review Your Home Page

*All of us at Arch Street Meeting House
are looking forward to 2018*

In 2018, together we will transform Arch Street Meeting House into a **dynamic and educational destination** that will continue to grow and educate people in the history and significance of the **Quaker legacy of social action**.

There's is still much to be done to reach this goal! Generous donors like you have **contributed \$10,000** in the past few months. [You can double your impact today with a tax-deductible donation](#) matched by the **SNAVE Foundation**.

Donate Today!

Your end of the year gift to Arch Street Meeting House Preservation Trust makes a difference. Our goal is to raise a total of **\$20,000 by December 31st** --that's TWO days away. [Please support Arch Street Meeting House Preservation Trust with a donation today!](#)

look forward to sharing our journey in 2018 with you.

itude,

* Meeting House



Send off 2017 with an End of Year Gift to Friends of Stenton!



We have accomplished so much this year thanks to your generosity! There is still time to make your 100% tax-deductible gift before the end of 2017. We hope you will consider making your end of year gift to The Friends of Stenton to help us continue to provide high-quality programming in the years to come. Thank you for your incredible support!

DONATE

4. Test Your Donation Page



Documenting Malrow's Church, Dorchester

Your Donation Makes a Difference

Since we launched our [Six-to-Fix](#) program in 2015, Preservation Maryland has leveraged an unparalleled \$5 of support for these threatened sites for every \$1 the organization has spent. Your [donation](#) makes a difference and we use every penny.

Tomorrow is [Giving Tuesday](#), and we've set a fundraising goal of \$6000 to help support our [Six-to-Fix](#) program and projects. What [Six-to-Fix](#) project will inspire you to give?



SAVE THE CRANE At 100 feet tall, the [WWII-era crane](#) at the [Baltimore Museum of Industry](#) is a highly visible remnant of Baltimore's shipbuilding legacy. Although built to withstand the test of time, its unprotected exposure is beginning to deteriorate the structure itself. [Give now!](#)

THE DIELMAN INN With the strong support of the leadership of the [Town of New Windsor](#), the ca. 1815 Dielman Inn has a chance to once more serve the needs of this small town community in Carroll County. [Give now!](#)

LOLONE'S CHURCH & CEMETERY As the Eastern Shore of Maryland is gaining attention as a national destination for telling the story of enslaved Africans, small sites like Lolone's Church are now part of a larger storytelling effort. [Give](#)



- Get feedback on your donate now page today
- Fix any problems now
- Make it easy to give
- Take all credit cards

Click here [Having trouble viewing this email?](#)



Wyck's supporters believe in the value of education and community. They understand that history comes to life when used to inform the present. They know that natural science and horticulture inspire and enlighten curious minds, and they feel strongly that art elevates the human experience. For these reasons they give to Wyck.

SUPPORT

Make a tax-deductible gift to this year's Annual Appeal.

In 2017, we:

- continued to host the award winning **History Hunters education program**, bringing 3,000 students from Philadelphia public schools to Wyck.
- launched our first **Women's History Series**, welcoming an audience 50% of whom were new to Wyck.
- awarded several **scholarships** to neighborhood children who attended our **Summer Seedlings Camp** at no cost.
- increased attendance at our signature public events, **Celebrate the Roses! Open House** and **HoneyFest** by over 400% from 2016.
- hosted two free science programs as part of the **Philadelphia Science Festival**.
- worked with college interns from **La Salle University**, **Temple University**, **Bryn Mawr College**, and recent graduates of **Haverford College** and **Ursinus College**.



Women's History Series



To new Friends of Wyck and longtime supporters alike, we ask you to show your appreciation for Wyck by [making a tax-deductible gift today](#), at a level you find personally meaningful. Your support will enable Wyck to continue to be a vital part of Germantown, as it has for the last 317 years.

Thank you in advance for your support this holiday season! Please know you are preserving a Philadelphia treasure and maximizing the benefit it brings to our community.

Sincerely,

Jennifer L. Carlson
Executive Director



"Bee" a Citizen Scientist!

5. Revise Your Giving Levels, Ask for Recurring Gifts, Create Simple Forms



"Youth is happy because it has the capacity to see beauty. Anyone who keeps the ability to see beauty never grows old." -- Franz Kafka

Historic House Trust needs your help in continuing its mission in preserving, and sustaining its 23 historic house sites. Each site has unique and interesting history that tells the history of NYC and the United States. The average age of our houses is 130 years old. The youngest is a robust 130 and the oldest a remarkable 365 years old.

will enable HHT to continue its work with community engagement, programming, family programming, restoration and volunteerism. HHT houses will remain beautiful in the eyes of youthful beholders and will age gracefully. They will never grow old.



One-Time Giving

Monthly Giving



Simple donation form link to DONATE NOW Button



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Women's History Series



Sincerely,

12 WAYS AT CLIVEDEN

to Give Life to History--With Your Support...



6. Create 10 Compelling Stories, Photos & Letters and the Weekly Countdown



As a continuation of Cliveden's *Living Kitchen* project, we are proud to present the **Cliveden Food Chain**, a further exploration of the Chew Family's role in Mid-Atlantic enslavement. In addition to *Cliveden Conversations*, we will also host demonstrations by Michael Twitty and a concert by Warren Oree, both of which are inspired by *Food Chain* research.



Don't forget--the last day to donate to Cliveden to receive free admission to a *Cliveden Food Chain* program is **TOMORROW** ! Please consider making your end-of-the-year gift in 2017. Your support makes Cliveden possible.



Because everything we do affects our shared future.

The world is incredibly overwhelming right now—we feel it, too. That's why we're staying the course with the work we've been doing in Philadelphia over the last 30+ years. **Jane Golden here, Executive Director and founder of Mural Arts Philadelphia.** When Mural Arts started out, I had no idea if anything I did would ignite change, **but it did, and you can do the same.**

Before the year ends, **join me in taking a stand for beauty and connectivity, for equity and justice.** There is so much resilience in this city, so much hunger at the core of our interwoven histories. Through our work, we've built bridges of connection and understanding between and within communities. Public art creates space for the conversations we need to have.

When I started painting the Spring Garden Bridge with a crew of graffiti-artists-turned-muralists in 1984, I didn't understand what one brushstroke could set in motion, but I do now. Whether \$1, \$100, \$1,000, or \$10,000 (hey, we can dream!) **your donation today will help us build a better future in the years to come.**

There are three days left in 2017. Your dollar makes a difference.

WHY I CHOOSE ARDMORE: A Final Appeal for Board Financial Commitment for 2017

✉ **Joe Petrucci** <joe@ipmcatering.com>
To Christine Vilardo Copy Greg Romano (gromano@verusgroupllc.com) and 18 others

Quick reply Reply

Dear Ardmore Initiative Board:

Today is GIVING TUESDAY, and while some of you may have already satisfied your board financial commitment for 2017, it's important to know that EVERYONE'S contribution is important, so if yours is outstanding I'm going to share with you why I choose to put my charitable dollars into downtown Ardmore in the hopes you'll join me and others.

As many of you know, my wife and I moved our growing business to Lancaster Ave in 2013 with the hopes of expanding our revenue, staff and footprint. While we looked up and down the Main Line for a suitable space, Ardmore was the clear choice.

WHY I CHOOSE ARDMORE

- I can work and play here
- I can shop for anything I need
- I hear different languages and talk with many different kinds of people
- More feet on the street are coming every day
- New investments in the downtown
- My family and customers are safe here
- Convenient transportation options
- Top-notch food and drink
- My small family business has grown here

A reminder: This year's board financial commitment is \$500. With a comprehensive market study behind us and a new strategic plan and vision ahead, coupled with the anticipated completion of impactful construction projects over the next two years, Ardmore Initiative's work has never been more needed. Please join me in supporting our great downtown by making sure our board fulfills its financial commitment.

Please feel free to reach out to me directly with any questions.

Happy Holidays!

Joe Petrucci

IPM Catering and The Tasting Room

Board Chair, Ardmore Initiative

[215-203-2227](tel:215-203-2227)

joe@ipmcatering.com

Visit us at www.DestinationArdmore.com.



THANK YOU

Your Support is Greatly Appreciated!

Thank you for participating in our end of year campaign, *12 Ways at Cliveden!* Your generosity will help us:

1. Interpret our 1767 Kitchen Dependency
2. Engage our community with 5 new *Cliveden Conversations*
3. Maintain the Revolutionary Germantown Festival as a FREE, family-friendly event
4. Educate more than 2,500 Philadelphia students about race

7. *Thank You, Thank You,
Thank You*

PRESERVATION ALLIANCE

for greater philadelphia

You Make Our Work Possible



Thank you!

As we enter into the holiday season, all of us at the Preservation Alliance want

8. Automate and Tweet About It

*grateful to you for support
in and critical preservation*

Your year-end gift is extremely
resources that make a difference to
nental Conservation, and Child
everyone here who works to

*your tax-deductible gift
today.*

*your help and love
for a wonderful*

WHITNEY



From all of us at the Whitney, we wish you and your loved ones a joyful and inspiring new year! We look forward to sharing our 2018 exhibitions and programs with you.

Why I Give

TO THE
PRESERVATION ALLIANCE

"The support from the local community is crucial for the Alliance to sustain our community's heritage and legacy. Please join me in giving generously to the annual appeal."

- GONZALO ECHEVERRÍA
AIA International Associate
Principal, Looney Ricks Kiss



**Call for
Nominations!
2018
PRESERVATION
ACHIEVEMENT
AWARDS**

~
June 6, 2018
Vie, 600 N. Broad St.

~
**Deadline for
Nominations is
February 9, 2018**

[Nomination Forms](#)



©2018 Donna Ann Harris

We are so grateful to you for supporting our community and critical preservation programs.

9. Reinforce Your Campaign with Traditional PR, Matching Gifts & Donor Lists

Please make your tax-deductible gift here today.

Thank you so much for your help and best wishes to you and your family for a wonderful New Year.

[View this email in your browser](#)



48 Hours to Double Your Gift

DONATE NOW

Dear Library Supporter,

We are so lucky to live in and around the City of Brotherly Love and Sisterly Affection. And I know you love your city's Free Library. Now, you have just two days left to double that love by taking advantage of our Matching Gift Fund this year.

Make your gift today and get 2018 off to twice as great a start at the Library. And though the City of Philadelphia provides for the operation of the Library's facilities and infrastructure, many critical programs depend on the generous support of people like you.

The Matching Gift Fund opportunity closes in less than 48 hours. To make your tax-deductible 2017 gift now, just [click here](#).

We're so grateful for your support, and now it can be worth twice as much, Library Supporter.

The remaining 48 hours will disappear fast. [Click here to have your year-end gift doubled.](#)

Warm regards,

The Movement Is Growing

Network for Good has seen an increase in the total amount raised...



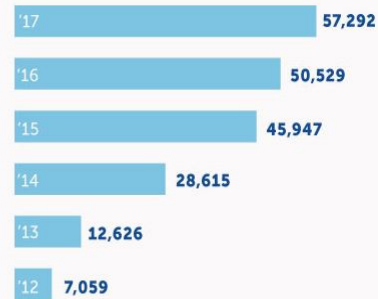
\$8.8
million raised
on #GivingTuesday, 2017



...and an increase in the number of people donating through its platform.



57,292
donors
on #GivingTuesday, 2017





10. Don't Take Christmas Week Off



Frank Lloyd Wright Trust

THE POWER OF INDIVIDUAL VISION

With upcoming changes to the tax code, it might be advantageous to increase your 2017 charitable giving.



Dear Friend of the Frank Lloyd Wright Trust,

The Frank Lloyd Wright Trust is dedicated to affirming the contemporary relevance of Wright's design legacy through our educational programs.

- We believe integrating lessons about design in the classroom provides a strong platform for learning across curriculum.
- We believe it helps students apply skills in math, science, technology, reading, writing and communication to practical situations.
- We believe it encourages students to be inventive, to harness creativity and to propose relevant solutions that effect positive change in the world in which they live.

As we enter into that time of year of gift-giving, I ask for your support. Fulfill your 2017 charitable tax deduction allowance with a generous gift to a worthy cause. The Frank Lloyd Wright Trust preserves Wright's great American design legacy through restoration work at original sites and education programs for tomorrow's design geniuses.

With our gratitude,

Celeste Adams
President and CEO
Frank Lloyd Wright Trust

Donate Now

Keep the lights on, the tickets affordable and great art in this city

[View this email in your browser](#)

FRINGEARTS

PNC
arts alive
be part of art

**SUPPORT
ADVENTUROUS ART**

**Last Chance to Give
Before We Kiss 2017 Goodbye...**



Martha Graham Cracker Full Access Performance.

Photo by Lindsay Browning, courtesy of Art-Reach.

DONATE

2017 has not been an easy year for the world we live in, and art & culture institutions are certainly not excluded from that. We've seen foundation support going down, new tax policy that disincentivizes charitable giving, and government agency funds under attack. We are living in a time where our leaders do not value art, and **if this year has taught us anything, it's that art is critical, especially during times of divisiveness.**

While we faced many challenges this year, FringeArts certainly has plenty to be proud of:

- We celebrated **21 years** of excellent contemporary performing arts.
- **\$600,000 of our budget went to artist fees alone.** It's a worthy investment!
- **FringeAccess** was launched in an effort to open our doors to low-income communities with little disposable income to attend arts performances.
- Our first **fully accessible performance of Martha Graham Cracker** that

*Donate today to help Arch Street Meeting House
Preservation Trust share Quaker history with the public.*

All of us at Arch Street Meeting House are looking forward to 2018

In 2018, together we will transform Arch Street Meeting House into a **dynamic and educational destination** that will continue to grow and educate people in the history and significance of the **Quaker legacy of social action**.

There's is still much to be done to reach this goal! Generous donors like you have **contributed \$10,000** in the past few months. You can double your impact today with a tax-deductible donation **matched by the SNAVE Foundation**.

Donate Today!

Your end of the year gift to Arch Street Meeting House Preservation Trust makes a difference. Our goal is to raise a total of **\$20,000 by December 31st**--that's **TWO** days away. Please support Arch Street Meeting House Preservation Trust with a donation today!

We look forward to sharing our journey in 2018 with you.

In gratitude,



Lynne Calamia
Director, Arch Street Meeting House

12 WAYS AT CLIVEDEN

to Give Life to History--With Your Support...



As a continuation of Cliveden's *Living Kitchens* project, we are proud to present the **Cliveden Food Chain**, a further exploration of the Chew Family's role in Mid-Atlantic enslavement. In addition to *Cliveden Conversations*, we will also host food demonstrations by Michael Twitty and a jazz concert by Warren Oree, both of which are inspired by *Food Chain* research.



Don't forget--the last day to donate to Cliveden and receive free admission to a *Cliveden Food Chain* program is **TOMORROW** ! Please consider making your end-of-the-year gift in 2017. Your support makes Cliveden possible.

The Last Few Days

to encourage private citizens to rebuild and help cities and towns come back after a devastating blow.

This work is at the core of our mission to preserve our nation's heritage from coast to coast. Please, step up with a gift to our Hurricane Sandy Restoration Fund before midnight, December 31, and your gift will be worth twice as much.

With warmest regards,



Stephanie K. Meeks
President

Pick the Campaign that Works for You

P.S. This matching gift will expire in just a few days. Please make your tax-deductible contribution to the Hurricane Sandy Restoration Fund today.

National Trust *for* Historic Preservation

FIND US ONLINE



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[Twitter](#)



[Foursquare](#)



[Pinterest](#)

Calendar and Types of Campaigns

- Multi-Channel Appeal
- Online Only Appeal
- Last Week Appeal
- You pick which appeal works for you based on timing, your access to volunteers



Clockwise from Top: Laurel Hill crew resetting a broken headstone in Section P; Guests at the 13th Annual Gravediggers' Ball (Courtesy of Ryan Brandenburg); Runners racing to the finish line at the 9th Annual Rest In Peace 5K (Courtesy of Albert Yee).

DONATE

Please consider donating to Laurel Hill Cemetery's 2017 Annual Fund

Since its founding in 1978, the Friends of Laurel Hill Cemetery has depended on the generous contributions from members of our cemetery community. One of the many successes we have had with your help in **just this past year** include:

...g over 100 programs and events, to the delight of our patrons and ...

...g our 13th Annual Gravediggers' Ball, our largest annual

...ousands of visitors through our gates (which are open ... week, free of charge)

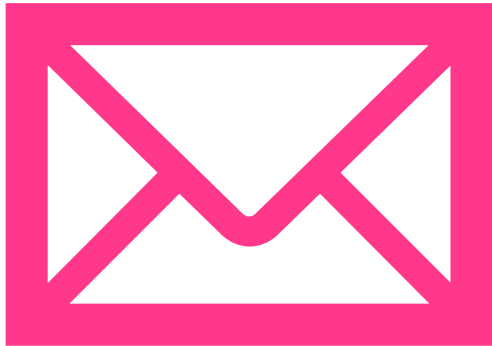
...n 800 headstones and monuments just this year

...we ask you to give to our **2017 Annual Fund** so ... the cemetery better each and every year.

Multi-Channel Appeal—Mechanics

- Clean online and mailing lists
- Costs for postage, letters, envelopes, mail house
 - 2 direct mail letters
 - ✦ One direct mail letter on or before November 19
 - ✦ Another direct mail letter on December 15
- 10 emails over 6 weeks
 - 5 emails in the last week of the year

Mailing List Mechanics



- Got a gift? Remove from mailing list (and email list)
- Send thank you immediately
- If no response, second direct mail letter Dec. 15
- Get a gift from second letter? Remove from email list
- Reply envelope (or biz reply envelope) needed

Second direct mail letter

December 27, 2012

Dear Donna,

As I reflect upon the past year, I am inspired by your enthusiasm and support for the Economy League. One major component of our current work is the production of Global Positioning Strategies (GPSes), which will help to guide the World Class initiative through 2013 and beyond.


Just like the GPS in your car provides you with a "how-to" on getting from point A to point B, these GPSes will provide direction to help cross-sector organizations **boost business growth, improve education and talent development outcomes, and make the region's infrastructure more effective and reliable**. That's what being World Class is all about!

Our goal is to raise \$10,000 by the end of this year to support the production of the GPSes. **With just 5 days left in 2012, we need your help to do it.**

Your investment in this initiative is crucial in enabling us to continue to address the most urgent and challenging issues facing Greater Philadelphia - issues that affect all of us. As we round up this holiday season, I hope that you will consider making a contribution in support of our region's future success.

Please make your tax-deductible contribution today.

Thank you for your continued support, and have a happy, healthy holiday season!



We still need your support.

The Lower Merion Conservancy celebrated many preservation victories this year. Help us continue our work with your year-end gift.

Donate

Open Space
We placed 43 acres of open space under private conservation easement and helped permanently protect natural resources and habitat on 153 acres of land.

Clean Water
We continued to share the William Penn Foundation's goal of "moving the needle on water quality" by monitoring local streams and working with municipal officials to promote strong stormwater policy.

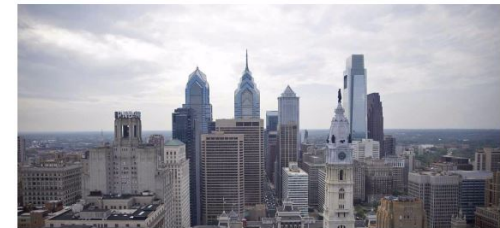
Historic Preservation
We worked to increase the visibility of local historic features through the publication of our annual Historic Preservation Watchlist and supported Lower Merion Township's rezoning efforts through our community symposiums.

Read our Annual Report

Lower Merion Conservancy
The Lower Merion Conservancy protects and enhances our community's character and quality of life by protecting open space, preserving historic architecture and conserving the local watershed.

PLAN PHILLY

a project of **WHYY**



Donna Ann, you depend on PlanPhilly for in-depth planning, design, development, and transportation news. Can PlanPhilly depend on you? As the 2017 tax year comes to a close, we're working hard to secure the future of PlanPhilly. [Donate now](#) using any link in this email to get "on the books" as an official PlanPhilly supporter before the year ends.

[Donate now to support PlanPhilly »](#)

Here are three good reasons to donate to PlanPhilly today:

1. Your tax-deductible donation now helps us plan for another year of the PlanPhilly reporting you depend on.
2. A donation of \$5/month or above to PlanPhilly makes you a WHYY Member. That means you'll get access to Member perks, including on-demand streaming via [WHYY Passport](#).
3. **You'll be automatically entered to win a one-year membership to the Bicycle Coalition of Greater Philadelphia!** Plus, we'll enter you to win every other contest in November. [Donate now »](#)

DONATE NOW »

Online Appeal Only 10 emails -- Mechanics

Last Week Appeal— 5 emails Mechanics

UPDATE

We are so close to reaching our goal of 200 donations! As of right now, we have 180 gifts. Help us get to the finish line! Without you, the stories that you value go untold. [Donate now »](#)

P.S. Thank you to everybody who has already made a donation!

PLAN PHILLY

a project of **WHYY**

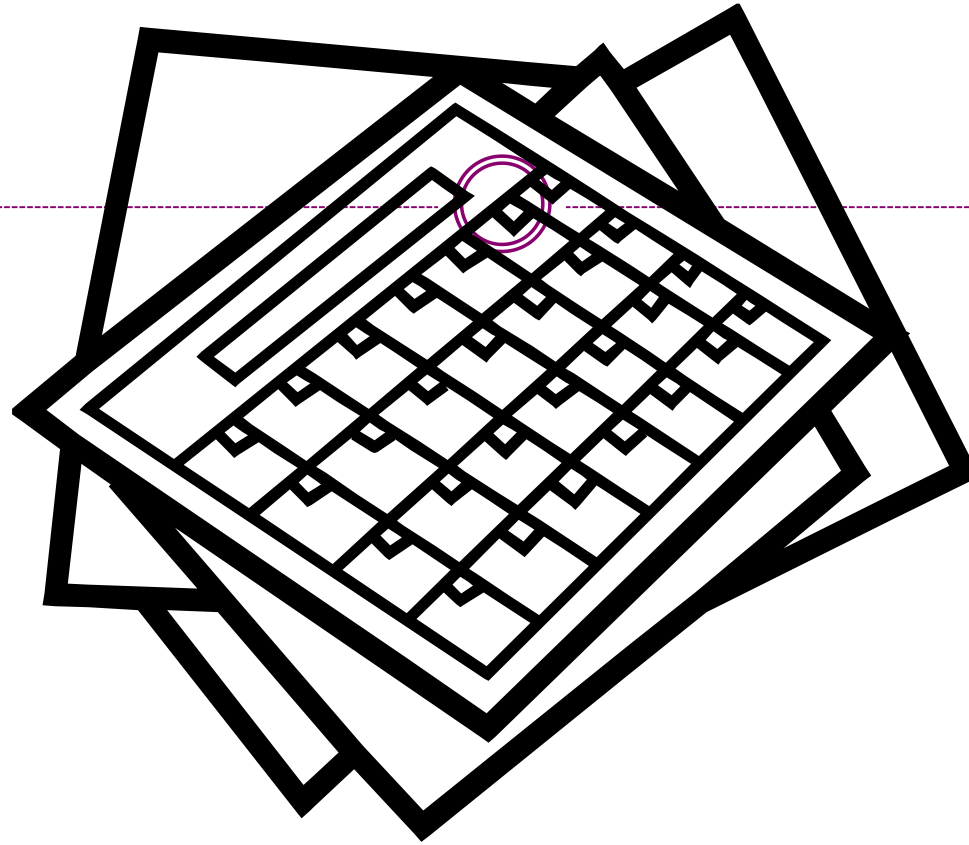
...r last chance for a 2017 tax deduction

2018

...nations in our year-end fundraising drive. We're almo

... gifts. If you make your gift right now, you could h

...n!



Year End Appeal 2018 CALENDAR

What I Covered

- Why you should seek year end gifts
- 3 different types of appeals
 - Multi-channel appeal
 - Online only appeal
 - Last week of the year appeal
- Calendar for when to send letters, emails, thank you's



<http://heritageconsultinginc.com/services/historic-preservation/training-workshops/webinar-why-arent-you-asking-for-year-end-gifts-2018>

Find all
the
handouts
& Bonus
info



Make your 100% tax-deductible, year-end contribution today!

[CLICK HERE TO CONTRIBUTE NOW](#)

Thanks to you, the Philadelphia Parks Alliance had a historic year in 2017! Help us continue the momentum in 2018 with an end-of-year contribution.

Investing in public space is about more than bricks and mortar. It's about contributing directly into our communities of greatest need—and creating opportunities for new programs and place-based initiatives. Today, we're asking you to consider an end-of-year contribution to help us build on this critical work in 2018.

[CONTRIBUTE HERE NOW!](#)



below to make your fully tax-deductible, year-end contribution
ild for tomorrow! THANK YOU and HAPPY NEW YEAR!

[DONATE HERE!](#)

Tell me how you did!



Q and A

Thank You!

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