



**Say  
What?**

Effective  
Fundraising  
Communications

Colleen de Keratry + Jacob Laskowski

PETRV'S  
DEVELOPMENT

86

# This Session





Coca-Cola  
ORIGINAL

What's your story?



52 l.  
1083 10 l.

What's your  
benefactor's story?





MacBook Pro



WATCH  
SERIES 1

42mm Case









## BRAND PERSONALITY SPECTRUM





**KISS**

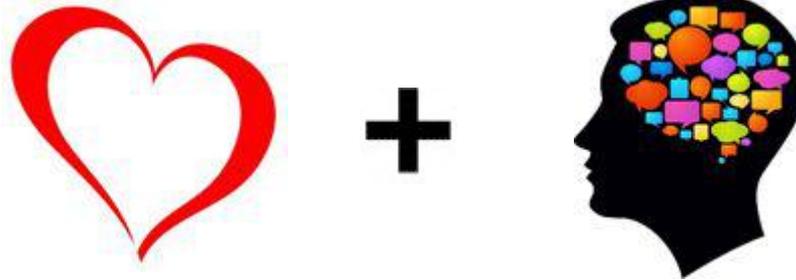
“For an individual, moments are the thing. Moments are what we remember and what we cherish.”

- Heath brothers, *The Power of Moments*

# Case for Support

Communications Item #1

‘The essential difference between emotion and reason is that **emotion leads to action** while reason leads to conclusions’  
– Dr. Donald Calne (neurologist)



## **Dan Hill, *Emotionomics*:**

We feel first and last in the decision-making process.

We feel more quickly than we think.

Even the formation of memories is emotionally based.

Most of our mental activity also happens beyond our awareness, subconsciously.

Mental activity is often initiated by visual, sensory impressions that lead to emotional responses which we mostly communicate non-verbally.



Life-affirming care. For all.



obria GROUP

## THE *fresh, new face* OF WOMEN'S CARE

Obria is transforming the pro-life movement by unifying established pregnancy centers under a national brand as full-service medical clinics.

The Obria model offers well-established pro-life pregnancy centers a unified movement to expand their effectiveness in reaching abortion-vulnerable women—and saving countless more lives.

The compassionate, holistic care for women provided by Obria affiliates is already starting to show its success in the nearly 40 affiliate clinics location we have across the U.S.



### National Brand Recognition

Unified and clear messaging from a national brand carries a level of trust that women look for in choosing a health provider.



### Digital Outreach Strategy

With the launch of our Telemedicine app and already proven digital marketing strategy, we're able to reach millennial women right in the palm of their hand.



### Comprehensive Health Care

Our medical centers are fully licensed and staffed by full-time medical staff, offering women more care and support.



### Diversified Revenue Stream

Insurance reimbursement, access to millions in private & secular grants, and fundraising through benefactors.



# A NEW landscape

## The Digital Abortion Clinic

### Half of Abortions

As of 2018, half or more of all abortions take place at home through online or digital means, the abortion pill.

**2 million**  
There are over two million searches related to abortion each month in the U.S.

**74%**  
Nearly three-fourths of millennial women prefer a virtual interaction with a doctor, as opposed to an in-person appointment. Nearly as many expect for their first interaction with a health care provider to be through their smartphone.



1: www.guttmacher.org; 2: WordTracker.com; 3: Medialogic.com; 4: www.CDC.gov; 5: www.guttmacher.org

Millennials make up 80% of abortion-vulnerable women targeted by Planned Parenthood. But the danger for reaching & serving these women is different than it's ever been before.



**85.5%**  
Millennials use mobile devices to search for health information.



**75%**  
Millennials use mobile devices to search for health information.

## PLANNED PARENTHOOD and millennials

**1 million**  
Number of appointments made at Planned Parenthood through the digital health app, 80% of which were on their mobile app.



**60%**  
Increase in the number of Planned Parenthood appointments that were made outside of Planned Parenthood.



**320% increase**  
Planned Parenthood's mobile app has seen a 320% increase in downloads since its launch.

**1.1 million**  
Planned Parenthood's mobile app has been downloaded over 1.1 million times.

## EXODUS 90 BRINGS THESE GOOD MEN OUT OF THE WOODWORK.

Exodus 90 is elevating the often quiet passion among Catholic men by reintroducing them to the rich, Christian traditions of prayer, asceticism, and fraternity.

Exercised together, these core practices of both are leading thousands of men across the world to lives of freedom, self-mastery, and union with God.

EXODUS  
HERE'S DAILY

### → HOW IT WORKS

For 90 days, men learn to persevere, suffer and depend on God, above all else. Well-documented science tells us it takes a minimum of 90 days to break addictions and bad habits. The 90 days of Exodus aids men in beginning anew and preparing them for a life of greater virtue.



#### Prayer

Men adopt the discipline of daily prayer, starting on the very day they begin, journeying from the slavery of sin into the freedom of the promised land. With a daily passage from the book of Exodus, and a corresponding written meditation, men discover the personal liberty preventing greater love of God and neighbor.



#### Asceticism

Learning to deny themselves, Exodus 90 men take up their cross, and learn to live up, cold showers, fasting from all alcohol, sweets, eating between meals, abstaining from sex, relational sports, and more, to emptying themselves of modern comfort, noise, and social media. It takes themselves greater to the voice and presence of God in their lives.



#### Fraternity

Men bond together, in groups of four or more, to encouragement and accountability as well as to share difficult and challenging things. For 90 days, twenty fraternity meetings provide the context for a virtuous brotherhood, serving to foster greater communion and friendship with, and after, the 90 days.

# TOGETHER, WE CAN REACH MORE GOOD MEN.

We've reached thousands already — and we're destined to reach thousands more. With you, we can reach them faster. Behind each of these men are families waiting for the greater leadership he can offer, the greater love he can give, the greater witness he can provide. Wives, children, friends—and ultimately our Church—depend on these good men.

Will you help us? ←



# Recipe for a Strong Case

1 - State the Current Situation

2 - Introduce Your Idea

3 - Tell How It Works

4 - Reinforce the Benefits

5 - Make the Ask

# **Your Website**

Communications Item #2

Website visitors spend **84% of their time** above the fold

Source: Ann Wylie, from Nielsen Norman, 2018

**What do you think?**  
**What do you feel?**



ADOPT A LOVE STORY

MISSION

OUR FAMILIES

BLOG

DONATE



# Helping Families Overcome Financial Obstacles to Adoption

GIVE TO ADOPTION



# NATIONAL REACH.

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# PERSONAL IMPACT.

[> About the Institute](#)

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*Celebrating over 100 years  
and \$75 million of service and support  
to the Catholic Church in the U.S.*

*for*  
SUCH  
A TIME  
*as this*

▶ WATCH

Find a health center



**INCOMING STUDENTS**



**CURRENT STUDENTS**



**PARENTS & SUPPORTERS**



**PERM. PARISHIONERS & FACULTY/STAFF**



## Welcome!

Hi! My name is Leslie Schwene and I am a senior at USC. I am majoring in Business Administration and have a minor in Sports Media Studies. At USC, I am a member of the Marching Band as the section leader of the USC Silks (the color guard). I have had the opportunity to travel to many interesting places to perform with the TMB!

I am from Huntington Beach, California and have spent the last 4 summers as an Ocean Lifeguard for the City of Huntington Beach. As a junior lifeguard, I was chosen as one of forty students to study lifeguarding abroad in New Zealand. My job today involves continually watching the water and ensuring the safety of the thousands who come to "Surf City" each day.

I am also proud to be called a "Lutheran Trojan" and love our family of faith here at LCM@USC! Although we are made up of diverse backgrounds and come from different parts of the country, we are a tight-knit community. We gather weekly and monthly for a variety of educational, social and service events. Here are a handful of us pictured together at this year's Easter Sunrise Service at Seal Beach!



Our Pastor, Dan Gibson, is very approachable, takes an interest in our lives, prays for us, and remains in regular contact with us. Like me, he is a great lover of the beach and likes to bring us there regularly to "remember our Baptism". Here he closes his Easter message with a special song: "I Saw the Sea."

I'd like to give a special "shout out" for LCM's fabulous Peer Ministers! These outstanding student leaders help plan and implement our events. They serve in doing everything from helping prepare weekly community meals, to leading weekly Bible studies! I was proud to be part of the "laying on of hands" portion at our last peer minister installation pictured here!



## Sign Up!

Give us your email and get updates on all our upcoming activities.

\* Required

First Name: \*

Your answer

Last Name: \*

Your answer

# Recipe for a Strong Website

- 1 - Strong Images that communicate your story
- 2 - Powerful, short copy
- 3 - Easy-to-navigate
- 4 - Quick access to give a gift
- 5 - Strong video showing your story

# Showing Thanks

Communications Item #3



**Ways to say  
“Thank you!”**

**Letter**

**Post-it on article**

**Handwritten note**

**Phone call**

**Email**

**Prayer card**

**Cookies**

**Photos**

**Visit**

Dear Colleen,

Julie didn't grow up going to Church. She didn't understand what Church was. In fact, she thought Catholics were a little weird for thinking a guy in Rome could never say anything wrong.

**Colleen, you helped change all that!** Your last gift of \$100 helped make the difference for Julie.

You see, in Julie's freshman year at University X, a classmate invited her to a tailgate party at the Newman Center. The girls went to the tailgate, where a fellow classmate asked where Julie was from. She broke down in tears, a flood of emotion over the recent loss of her brother bubbling up.

Julie later recalled the great sense of care offered in the words and deeds of those she met at the tailgate. She became a regular participant at the 7:00 pm Sunday night Mass, served at the Souper Sunday program and became Catholic right before graduation her senior year.

Without the invitation of her classmate, Julie says she would never have sought out the Newman Center. She may never have known the love of Jesus Christ. And she might still be gossiping with other non-believers about how weird Catholics are.

**But thanks to you, Newman Center ministry was here for Julie and so many like her. Colleen, you make sure students on campus know the presence of Christ. Your support ensures proactive evangelization in ways that matter to students like Julie.**

And we are all the better for it.

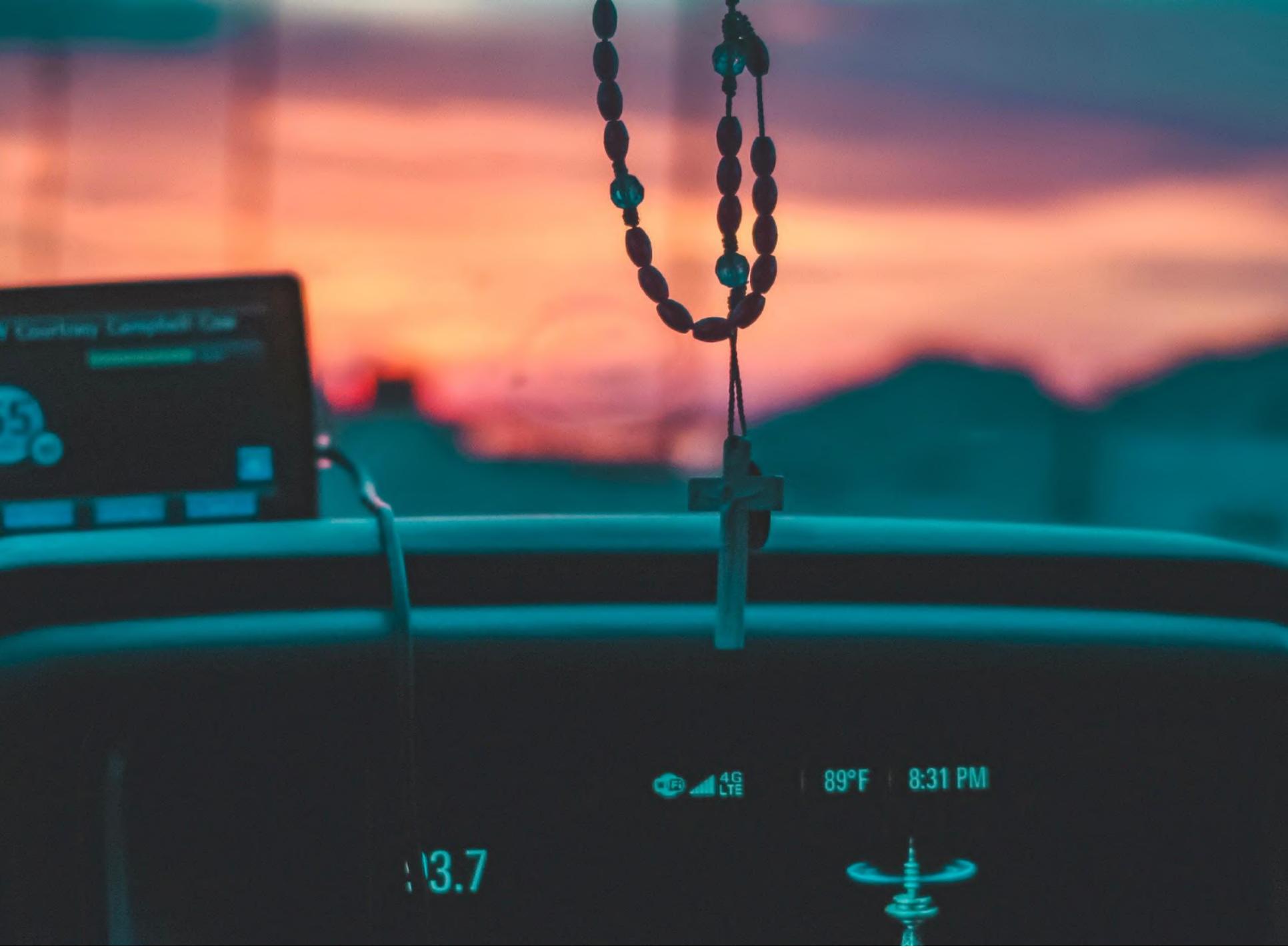
*Thank you, Colleen!*

# **Newsletters/ Impact Report**

# **Special Communications:**

**Bequest Marketing  
Monthly Donors**

**Lastly...**



Courtesy Campbell Co  
5



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4G LTE

89°F

8:31 PM



“I am a little **pencil** in God's hands. He does the thinking. He does the writing. He does everything and sometimes it is really hard because it is a broken **pencil** and He has to sharpen it a little more.”

- Mother Teresa