Direct Mail Campaigns: Using Storytelling To Raise Dollars For Your Cause

Strengthening the Circle Workshop at the Wild Rose Center

Friday, March 20    9 a.m. – 1 p.m.

How do we pair direct mail opportunities and best practices with a powerful message to build organizational capacity and stability? In this workshop, led by Mandy Pearce, owner of Funding for Good, you will learn simple strategies and best practices for engaging recipients of direct mail to open doors and generate support.

By focusing on the impact of your organization’s work through powerful stories, the value of a dollar, and follow-up reporting, you will be able to connect with a donor, emotionally, mentally and intellectually.

In this session you will learn:

- Direct mail best practices
- How to manage segmenting effectively
- How and when to consider direct mail as a new funding stream
- Components of a one-page ask
- How to share impact in ways that will generate income and interest
- How to do a lapsed donor appeal

This workshop will take place at the Wild Rose Center in Busby, Montana.

Lunch will be served.

After lunch, Steve Eshbaugh and Bonnie Sachatello-Sawyer from Hopa Mountain will work one-on-one with participating organizations leaders to introduce some donor research software and review existing direct mail appeals in order to help each nonprofit improve their next direct campaigns.

This workshop fee is $85/person. Scholarships are available for Native-led nonprofits located on the Crow and Northern Cheyenne Nations.

Lead instructor: Amanda Pearce, CFRE  |  Mandy@fundingforgood.org

A grant writing expert, executive and development coach, fundraising consultant, and national fundraising trainer, Mandy Pearce, launched Funding for Good, Inc. in 2009 to equip organizations with the skills and tools needed to become successful and sustainable.
Registration Form

___ I will attend the Improving Direct Mail Campaigns workshop on Friday, March 20

Name___________________________________________

Address___________________________________________

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Phone___________________________________________

Email___________________________________________

___ Enclosed please find my payment of $85 to cover the cost of the workshop.

Scholarships are available to Native-led nonprofit organizations located on the Crow and Northern Cheyenne Reservations.

Lunch will be provided.

Email bsawyer@hopamountain.org with any questions.

Mail the registration form with payment by March 15 to:

Hopa Mountain
234 E. Babcock, Suite E
Bozeman, MT 59715