

Philanthropy Matters

We Share Your Passion! September 2020

Dear Colleagues,

Back in the day, not so long ago, we did not realize that texting and hosting zoom calls with donors would be so valuable and important. As we all know, they are what we do every day. Hope the following information is helpful to you.



Texting Your Donors

98% of text messages are read. 90% of text messages are read within 3 minutes of being sent. Here is a list of suggestions as to what to say and how to say it: #

- Always use the donor's first name
- Use a personal image of your cause to help resonate with a specific donor
- Provide timely program updates
- Let donors know where their dollars are going
- Include a link for more info or video
- Milestones your organization has achieved
- Updates on beneficiaries
- Words of encouragement

Mobile Cause

Zoom Call Inviting a Donor To Make a Major Gift

Recently we facilitated an important zoom call with several campaign leaders and a donor family (husband and wife). The initial contact and conversations were held by the campaign chair who has a nice relationship with this major donor. Since the donor was a regular donor to the organization our two staff members also new them to some degree. The donor was very comfortable in having a zoom conversation rather than a socially distanced meeting as our chair asked him what they would prefer.



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As a result of the earlier conversation and follow up text message, the donor had given our chair permission to talk more about a preliminary ask that our chair had made. As such, staff was able to send them some selected campaign information in advance of the call.

Highlights

The donor was comfortable in having additional participants on the call (CEO, Chief Advancement Officer, consultant and the chair.) He said, “the more the merrier.”

The call was facilitated as if we were all in the same room. Each participant had a role and was ready to adjust as needed. Note: as this was near the end of the campaign, all participants had become more comfortable and enthusiastic about participating on these major gift calls.

Our design was to keep the call to 30 minutes unless our donor extended. Our designated person made the request at the right time by asking permission to move forward and talk about their support for the campaign.

The donor wanted to know how soon we would like to have their response (again we anticipated this). They asked for additional commemorative opportunities, which was sent to them (EMAIL that evening).

One week later the donor texted the chair with their gift, the top end of our ask and one of the larger gifts to the campaign!

Debrief

In our debrief of the call, we all believe the donor felt that our time was used properly and because of the past relationships, it was not critical to be face-to-face. **Special note:** the chair is a physician and the donor (husband) is the CEO of a major health organization. Being respectful of everyone’s time was important. The zoom call allowed everyone who needed to be there, be there.

DVA Dashboard

Although our battle with COVID-19 forces adjustments **IT DOES NOT HAVE TO SLOW US DOWN.**



Louisville has surpassed its initial goal of \$40M. Groundbreaking will take place in October with the community phase of the campaign beginning at that time.

The campaign goal has been increased to \$42.5M based on additional building needs and

the overwhelming success of the campaign to-date. Stacy Gordon-Funk, Senior Vice President and Sara Wagner, CEO are the professional staff leading this effort.

Temple B'rith Kodesh, in Rochester New York, surpassed their \$3M campaign goal by raising \$3.1M, with the last \$700,000 coming during the past seven months. Seventy percent of funds raised will be placed in endowment. Leading this effort is Sarah Liebschutz, Chair and Temple Executive Director, Michael Yudelson.





Delighted to announce the planning for the **Ohio Basketball Hall of Fame** capital campaign. The Hall was started in 2006 and now has over 300 inductees, which includes high-school, college and professional players. With Sheila Fox as Executive Director, their goal is to fund a permanent home for their displays, memorabilia and travel exhibits. For basketball fans, Wayne Embry (Miami/Celtics) will serve as honorary Chair and Bill Hosket (Ohio State/Knicks) as campaign chair.

The Staenberg Omaha JCC has reached 82% (\$28.8M) of their \$34M campaign goal for a total renovation of their large campus. Staffing this initiative is Steve Levinger, Chief Development Officer and Alan Potash, CEO.



“Fight for the things that you care about but do it in a way that will lead others to join you.”

— Justice Ruth Bader Ginsburg^{z”1}
Of Blessed Memory

Shana Tova to you and your families!

Stay safe. Stay healthy. Stay strong.



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