

PhilanthropyMatters

We Share Your Passion!

Year-End 2016

Taking What Works and Making It Matter (TWWMM)

Dear Colleagues:

I know that the end of the year can be both a chance to reflect as well as to consider what last minute things you may need to do. In the past few days I have received several emails from organizations requesting a year-end gift. I know all of you have probably completed your final appeal but thought I would share with you something that I saw regarding “subject lines*” that you might want to use when sending a last-minute year-end email message/appeal:

**Time To Be Bold
Today Is the Last Day
Thank You
A Quick Favor
Before You Ring in the New Year
We're THIS Close!
We're so close – will you help us reach the finish line?
Why I'm emailing you
Countdown for our Children
Thanks to you, all of this happened**

Additionally, you may incorporate several pictures that capture your mission or the beneficiary of your appeal and a gift chart that shows how many gifts you've received and how many you need to complete each category.

*<https://www.gailperry.com/subject-lines-last-minute-email-appeals/word-cloud-year-end-fundraising-subject-lines/>



Contact us for further information – [david@davidvalinsky.com](mailto:david@ davidvalinsky.com)

Major Gift Planning & Coaching

- What to ask
- How to ask
- Who to ask
- When to ask
- Building a relationship

Four Months of “Pre” Pre-Campaign Planning

- Developing your prospect list
- Key points for a campaign case
- Early advice visits

Development Director Recruitment

- Preparing the right position description
- Preliminary interview of candidates
- Recommendations of candidates

Wishing all of you a wonderful end of the year! Enjoy the holidays and may next year be your greatest year ever!



David Valinsky Associates LLC
614.238.3390 / www.davidvalinsky.com

