

CURATED BY PAMELA GROW

12 TOUCHES

CREATING MEANINGFUL DONOR RELATIONSHIPS,
ONE TOUCH AT A TIME



Basics & More™

Introduction

How are you building those lifetime relationships that lead to monthly giving, major gifts, and legacy gifts? How do your supporters know that their gift is making an impact? **How are you regularly inspiring and delighting your donors?**

In *Simple Development Systems*, and the *Lifetime Donor Attraction System* we recommend a bare minimum of 12 donor ‘touches’ a year, *and preferably 24*.

But what does that *look* like, particularly for an organization with a smaller budget? What if your resources don’t currently allow the printing and mailing of 12, or even four newsletters a year?

In the following pages, you’ll discover inexpensive examples of touches, both personal and created for wider audiences, that take your donor on a journey and WOW them throughout the year. These examples were curated primarily from *What’s in my Inbox*, *What’s in my Mailbox*, and *Power of Nonprofit Storytelling*, regular features at pamelagrow.com

What can you emulate? Get creative! And send your best examples to me at pamela@pamelagrow.com.

I. Handwritten Note

Does anything say “you matter” quite like a handwritten note? I loved this thank you note I received from Living Yoga, a nonprofit organization located in Portland, Oregon. Living Yoga “brings the study and practice of yoga to kids, youth and adults in correctional facilities, drug treatment centers, and behavioral/mental health facilities.”

This note, written by a client and passed on to me by the Executive Director, reminded me of the impact my monthly gift is having.

- There is not unit of measurement for what this class, and these women, have done for my journey. I am forever grateful for this opportunity to grow mentally and spiritually. There is no comparison for all that this brings to all of us.

Thank you for making this happen, month in and month out. God bless all of you. Namaste!

- Kyle Johnson

Dear Pamela:

Just sharing some gratitude from one of our Living Yoga students who appreciates the classes you make possible.

Thank you!

2. Revamped Thank You Letter

Do you think your thank you letter doesn't have room for improvement? One of the easiest ways to improve your donor acknowledgement program is through the simple process of rewriting your thank you letter.

In this before and after example from copywriter and donor retention expert Lisa Sargent, you'll see how some simple tweaks result in a letter that sings. Imagine yourself on the receiving end of Lisa's letter!

hopeFound's Before Version: Comments from Lisa

1.) Overall length: This letter keeps things short, which is fine for a thank-you. hopeFound could actually even add copy – not something I often get to suggest for a thank you letter – and you'll see how I handled that in the After version.

2.) Font and type size: For best readability, the 'old school' rule on font choice is serif for print and sanserif – or sans serif – online. (It's OK to mix sparingly, and I do.) And whenever possible, keep to at least a 12 pt type size.

3.) Postscript: The P.S. in your letter is prime real estate, even in a thank-you. (Professor Siegfried Vögele's famed 'eye-tracking' studies found that 9 in 10 people who read your letter will read the P.S. first.) So I suggest adding a postscript. **(Comments continued below)**

(2) → Date

Name
Address
City, State Zip

Dear XXXX:

(6) → Thank you so much for your gift of \$XX. Your generosity will help hundreds of men and women reclaim their lives and find recovery, employment, housing and hope.

(1) → We invite you to visit our website at www.hopeFoundboston.org to learn more about programs and services offered annually to more than 3000 men and women who are homeless as well volunteer programs, giving opportunities and upcoming events. ← (5)

Thank you for making a difference in the lives of men and women we serve.

Sincerely,

Mary Nee
Executive Director

← (4)

→ (3)

(7) → Since you received no goods or services in exchange for this gift, it may be considered a charitable contribution to the extent allowed by IRS regulations.

hopeFound's Before Version: Comments from Lisa

4.) Signatory: Excellent that hopeFound uses the ED as their signer; CEO or president are also good choices. Thank-yous should come from the top.

5.) Call to action: Also excellent idea to include an invitation to visit hopeFound's website; nice example of multi-channel thinking.

6.) Results: As this is a thank-you for hopeFound's annual fund, the fact that they talk about what donor's gift *will do*, vs. what it has already done, can work – though here it's a tiny bit vague. But they will need to update donor on results via a newsletter or some other communication soon after.

7.) Tax language: Most 'tax language' is mandated by legal or other powers-that-be. So getting it below the ED's signature is a good choice: the stuffy phrasing sucks the life out of a thank-you. Another option is to turn it into a positive, by referencing it directly. I offer an example in the After version.

hopeFound's Before Version: Comments from Lisa

Formatting changes made from Before version:

- Changed to serif font, 12 pt: in this case, Palatino
- Increased right margin to 1.25 inches (3.2 cm)
- Moved date below address fields. (Personal preference: the date is important in a thank-you, and I don't like to bury it.)
- Tabbed all paragraphs by ½ inch (1.3 cm)

Name
Address1
Address2
City, State Zip

December 8, 2010

Dear _____,

A warm place to sleep. A steady job. The keys to their own apartment.

This is what your recent gift of \$_____ to hopeFound means to the men and women we serve. Thank you so very much!

We're putting your donation to good use. With your help, hopeFound is providing men and women who are homeless in Greater Boston with the tools to turn their lives around: emergency shelter, addiction treatment, employment counseling, access to transitional housing and more.

The road isn't always easy... but they don't expect it to be. All they ask is a chance – a chance your gift has given them.

Please call us at 617-983-0351 if you ever have questions. We're here to help. And watch for our next newsletter, where we'll update you on all you make possible, through hopeFound.

Recovery, employment, housing and hope. I'm so grateful for your generosity.

Thank you for caring,

Mary Nee
Executive Director

P.S. I invite you to visit our website at www.hopeFoundboston.org. There you can explore volunteer opportunities, learn more about the programs and services you support and read inspiring stories of the men and women you're helping. Again, my thanks to you.

Please save this letter as a receipt for your tax records. Since you received no goods or services in exchange for this gift, it may be considered a charitable contribution to the extent allowed by IRS regulations.

3. The New Donor Welcome Kit

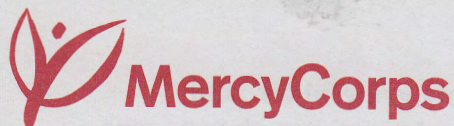
What kind of journey are you taking new donors on? Are they getting the standard thank you letter? Or should your strategy with new donors differ from your standard stewardship strategies? The experts say “yes.” Keep Your Donors reports that, according to North American fundraising agency Merkle Domain, *“new donors who give a second gift relatively soon after their first gift will continue their support at a rate two or more times greater than those who do not give again right away.”*

Think about your internal new donor processes. Could you follow up your thank you letter with a new donor welcome package that follows two to three weeks later — one that might contains a new ask or an invitation to join your organization’s monthly giving program?

Welcome kits play an excellent role in educating your new donors to your organization. Typically your welcome package would go beyond a mere thank you letter to include items such as photographs, surveys, a benefits brochure, even a small gift such as a bookmark. Send them in an oversized envelope marked with a bold “Welcome!”

The following Welcome Kit, from Mercy Corps, is one of the best I’ve seen. It includes:

- A heartfelt welcome
- A print newsletter
- A bookmark
- Envelope and response device


mercycorps.org

October 16, 2015

Dear Pamela,

As the founder of Mercy Corps, I want to personally welcome you to the Mercy Corps family!

Thank you so much for your kindness. Through your partnership with Mercy Corps, you are truly making a life-changing difference. You're already bringing emergency aid and long-term support to people in need in more than 40 countries.

You're providing lifesaving relief to survivors of the earthquakes in Nepal ... giving clean water to displaced families fleeing violence in Syria and South Sudan ... and improving the health of hungry and malnourished children in drought-stricken Niger and Ethiopia.

Yet your kindness doesn't end there! You're also helping women, men and entire communities gain the tools and training they need to rebuild after crisis and thrive for the long-term.

Pamela, as a Mercy Corps supporter, you can help vulnerable people around the world overcome the toughest challenges – like hunger, war and natural disaster.

- You can teach mothers and fathers how to protect their newborns from life-threatening illnesses
- You can build schools for children who have never seen the inside of a classroom
- You can provide economic opportunities to help people rise out of poverty and improve their lives

By building stronger communities and healthier families, your gifts to Mercy Corps are an act of compassion. They're also a smart investment in the future of our world.

You can be confident that we're using your gifts wisely. In fact, over the last five years, we've used more than 87 percent of our resources to help people in need.

I've enclosed your first *Mercy Report* newsletter so you can learn about the courageous people you're helping, and the many ways you're saving and improving lives. These stories represent just a small sampling of the millions of people Mercy Corps supporters like you help each year.

(over, please)

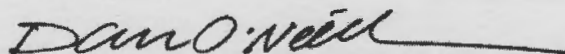
45 SW Ankeny Street
Portland, OR 97204
888.842.0842

You are a true friend to people in need. And I am deeply grateful for your generosity. All of us at Mercy Corps want to build a meaningful relationship with you – one where you have a voice, and where you can impact the people and causes you care about.

That's why we stand firmly by our donor pledge on the bookmark I've enclosed for you.

Your kindness means so much to mothers, fathers and children around the world.
Thank you so much for joining the Mercy Corps family!

Sincerely,



Dan O'Neill
Founder

P.S. You have my warmest thanks for your recent gift. You are helping people who face some of the toughest challenges imaginable in places like Nepal, Syria and South Sudan. You're giving them food, water, shelter, and relief. It's comforting to know that friends like you are by their side.

P.P.S. As a gesture of my heartfelt gratitude, I've enclosed a special bookmark for you. I hope it reminds you of the incredible difference you're making for children and families around the world.

MercyReport

news and notes from the front lines

SUMMER 2015

DEVASTATION IN NEPAL: Mercy Corps Responds

On April 25, a 7.8 magnitude earthquake rocked Nepal, which took the lives of thousands. The worst earthquake to hit the region in 80 years affected more than 8 million people, reaching the slopes of Mt. Everest and neighboring Tibet and India.

Worse still, the people have suffered from numerous aftershocks and another 7.3 magnitude earthquake on May 12.

In Kathmandu, Nepal's capital, historic monuments fell to the ground along with homes, businesses, and government buildings. Outside of the capital, entire villages were decimated.

With more than 100 staff in Nepal, Mercy Corps has one of the largest

teams on the ground able to reach survivors. The majority of our team members already live and work in Nepal, which helps Mercy Corps act quickly and effectively.

But as Nepal Response team member, Chet Tamang, said, "This is the worst disaster I have ever experienced. The damage is so huge and wide."

In the days following the first quake, our team delivered emergency supply kits including clothing, water purification tools and hygiene supplies. While others focused primarily on Kathmandu, we quickly started reaching vulnerable families living in hard to reach areas too.

After the earthquakes destroyed their houses, many families remain homeless. Some sleep out in the open, others under tarps provided by Mercy Corps or in temporary shelters.

To add to their troubles, summer is monsoon season in Nepal, with torrential rains and high winds an almost daily occurrence. "There is heightened concern about flooding and mudslides, especially outside the city centers where whole villages have been destroyed," said Christy Delafield, Mercy Corps Senior Communications Officer.



Thousands are homeless following the earthquake that struck Nepal in late April, 2015.

Another major concern is the spread of diseases such as cholera and dysentery, caused by contaminated water and lack of hygiene. **Families need clean water, clothing, and hygiene kits to prevent disease.**

"This is the worst disaster I have ever experienced. The damage is so huge and wide."

*- Chet Tamang
Mercy Corps Nepal Response Team*

As we continue our focus on immediate, emergency relief, Mercy Corps is also looking toward the future. Water and sanitation sources will need to be rebuilt. Children need to return to school – and a sense of normalcy – as soon as possible. They are counting on us to stay with them.

Your continued support can help people survive this crisis and others around the world. **Just as importantly, it will help families, villages, and communities rebuild their lives and recover from tragedy.** Thank you, in advance, for all you do for people in need.



Mercy Corps delivered emergency relief to the tiny village of Kritipur, about 45 minutes from Kathmandu. Kits included a tarp, sleeping mat, blanket, soap, water purification drops and other basic items.

I change lives as a
Mercy Corps
supporter.



Be the Change.



MercyCorps
mercycorps.org

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 725 PORTLAND OR
POSTAGE WILL BE PAID BY ADDRESSEE

Mercy Corps
Attn: Dan O'Neill, Founder
P.O. Box 2669
Portland, OR 97208-9652


Your stamp is
another gift
to help families
in need.

AW1N16



☐ **I want to help even more families in need!**

Here's my additional gift to bring emergency relief and long-term support to a vulnerable child or family. I have enclosed my gift of:

☐ \$20 ☐ \$30 ☐ \$40 ☐ Other \$ _____

Thank you for your support!

Pamela Grow



☐ **I would like to become a monthly donor** and make an even bigger difference for children and families around the world. My giving information is filled out on the back of this form to enroll as a Partner In Mercy.

RUSH YOUR GIFT IMMEDIATELY!

Give online at mercy Corps.org/welcome

Please enclose your check, payable to Mercy Corps, in the envelope provided. To give by credit card, please see reverse. Your gift is tax deductible to the full extent allowed by law. For more information, please call 888-842-0842.

45 SW Ankeny Street • Portland, OR 97204 • 888.842.0842

619472608
KAJB/AW1N1015-W1

Share your thoughts! We're here to listen.

1. What issues have the most meaning to you?

Please check all that apply.

- ☐ Fighting hunger and poverty
- ☐ Child health and safety
- ☐ Responding to natural disasters
- ☐ Helping people affected by violent conflict
- ☐ Educating and empowering women and girls

Pamela Grow

2. How would you like Mercy Corps to communicate with you?

In addition to emergency updates, I would like Mercy Corps to send me updates by mail:

- ☐ Regularly
- ☐ Quarterly
- ☐ Once per year

Please communicate with me via email at:

619472608
KAJB/AW1N1015-W1

4. A Personal Email

How are you letting your donors know that you *know* them?

Think about creating separate Google alerts using the names of some of your most qualified donors. If your donor comes up in the press (they just wrote a new book, won an award, sold a business), you can dash off a quick email.

When you see an article you know a particular donor would appreciate, send an email and link, letting them know that you thought of them.

Hi Steve,

It was great catching up with you at last week's event. Thanks so much for making the time to drop by.

When I read this article, I immediately thought of you, and our conversation. Would love to hear your thoughts.

All my best,
Lynne

5. One-Page Impact Report

I loved this one-sheet impact report from Simple Development Systems' member, OneJustice, a nonprofit working to increase access to legal help for under-served Californians. Great headline, 'You brought justice where it's needed,' nice client quotes and engaging photographs.

Proof that your 'touches' needn't be expensive or time-consuming to produce.

In 2013, over 100 individuals made generous donations to OneJustice to fund several key initiatives, including special mobile legal clinics for veterans, seniors, and children facing barriers to immigration and special education services.

You are one of those amazing people, and we simply cannot thank you enough. Your donation brought 195 volunteers to reach 117 low-income veterans, 216 seniors, and 235 youth in 26 different isolated communities throughout California.

Below is a summary and photo from each key initiative. **Thank you so much for your generous support, and for making all the difference for Californians in need.**

Helping Veterans



There are more veterans of foreign wars and conflicts in California – nearly two million – than any other state, and many veterans have acute and unique legal needs related to their military service or return to civilian life. In many isolated corners of the state, there are no local programs to provide legal help on issues relating to veterans benefits, care, or other pressing problems. This past year, you brought vital legal services to 117 low-income veterans living in rural California.

Client Quote: *"This free clinic is a very good benefit for all U.S. veterans, especially for veterans that have legal issues like myself. Thank you!"*

By the numbers:

Number of veterans served - 117
Number of volunteers - 28

Number of mobile legal clinics - 3
Number of rural locations - 3

Reaching Seniors



Limited access to legal services presents a more serious threat to seniors' safety and health than any other cause. The 390,000 Californian seniors who live below the poverty level are especially vulnerable. They need legal help to secure fundamental necessities relating to health care, shelter, food, and protection from abuse. Last year, you brought teams of volunteer attorneys to reach 216 of these vulnerable seniors, including those facing end of life decisions.

Client Quote: *"I have been disabled for 20 years now. Getting help like this is a god-send. There is no way I would have been able to hire someone to get these documents together. Now my family will be able to make the right decision about my care."*

By the numbers:

Number of seniors served - 216
Number of volunteers - 69

Number of mobile legal clinics - 10
Number of rural locations - 11

Serving Children and Families



Too many children in California face legal barriers to basic human needs. The problem is especially acute for children living in rural areas of the state, where 50% live in poverty. Last year, you reached 235 families in isolated areas of California who faced legal barriers to special education and immigration services.

Client Quote: *"I came here to get information [regarding] the appropriate way to handle a very sensitive incident that happened to my seven year old daughter with Autism. I was completely lost and this legal help was incredibly helpful. I can't thank you enough!"*

By the numbers:

Number of families served - 235
Number of volunteers - 98

Number of mobile legal clinics - 10
Number of rural locations - 12

6. A Direct Mail Appeal (Lapsed Donors)

My friend, fellow fundraiser and lifetime Simple Development Systems' member, Rachel Ramjattan, CFRE, recently passed this absolute gem of an appeal letter on to me. It comes from marvelous nonprofit organization, Grace Cafe, located in Danville, Kentucky.

Rachel prefaced the appeal by explaining that she'd spearheaded Grace Cafe's crowdfunding campaign, and included this letter, which targeted lapsed donors, as an integral component of the effort.



Home Cooking With A Delicious Mission

June 29, 2016

Pamela Grow

Dear Pamela,

No one should be hungry or homeless! That's why we gladly worked in exchange for meals at Grace Café. We were grateful for the opportunity to help others while enjoying healthy, tasty meals that kept us going.

You see, life isn't fair. Just one month ago our family had nowhere to go. We needed a little help though we never imagined we would one day depend on the charity of neighbors. Unless you've been through it you never think it can happen to you.

You don't just decide to be hungry or homeless. Living paycheck to paycheck, it doesn't take much to trigger a crisis.

We shared a house – my girlfriend Jess, her mom, our friend Anthony, and Papaw. Our journey to homelessness began when my car got two flat tires. We also had a truck but it wasn't registered or insured. Mom took a chance borrowing our truck to pay the rent and drive to the courthouse to get it legal. She didn't make it.

Mom got arrested and incarcerated – with our rent in her pocket when she got pulled over.

We went to the jail to get the money. They wouldn't give it to us. When you're locked up they take your money.

Half goes to the jail and the rest goes into a commissary account – no exceptions. You guessed it... We got evicted because we had no way to pay our rent. Then I lost my job because I couldn't get to work without a car.



What do you do when there's nowhere to go, no family nearby, a car with two flat tires, an ailing Papaw, and no jobs?

I parked the car with the flat tires at Walmart and Jess, Anthony, Papaw and I walked to a friend's house in Junction City. We borrowed two tents and our friend gave us a ride back to Danville so we could camp at Pioneer Playhouse. Mrs. Henson was hesitant at first but after hearing our story she told us about Grace Café and said we could stay for the weekend if we agreed to volunteer there.

You won't believe what happened next.

The first night it stormed - one of the worst we've ever seen. It was terrifying spending the night under a tent listening to trees snap, lightning crackle, and thunder roar right beside us. We got soaked, had no supplies, and very few clothes. Papaw couldn't handle it and got sick. He's just too old to camp outdoors.

The second night was stormy too. Thankfully, Mrs. Henson gave us permission to stay in an abandoned camper nearby – a *little* safer than the tents.

The next day something GOOD happened. We got to Grace Café!

You should have seen us cleaning up as best we could. We left Papaw to rest and walked to the Café. The love and acceptance we felt was incredible. They didn't judge us. We ate a delicious meal, then dove right in serving food, bussing tables, and cleaning. They even sent food home for Papaw.

You can't imagine how GOOD it felt... to take a break from hunger AND be treated so kindly!

We got a hand up, not a hand out. We worked for 10 days and earned hot, *totally delicious*, meals to nourish our bodies by volunteering – a reminder that we've still got valuable skills even if we're unemployed. Mrs. Henson let us stay in the abandoned camper a little longer because we were dedicated to helping the Café and ourselves.

You'll be happy to hear that we eventually got Papaw into the shelter in Stanford and found a relative in London to take us in. We were sad to leave Danville and the Café but grateful for all they did for us during our time there.

Our family became homeless due to a lethal combination of bad luck, car trouble, and job loss - all in a matter of days. It brought us to our knees. Everything was fine until it wasn't. Fear, hunger, despair, and a sense of failure tortured us. Before we found Grace Café people looked down on us as we walked through Danville with our tents and packs.

Hunger and homelessness are horrible... but losing your dignity is the worst suffering of all.

Thankfully, Grace Café was there to give us hope and that extra push to stay positive instead of being sucked into a downward, depressing spiral of despair.

I'm writing to you because Grace Café needs YOU more than ever. There are so many people like us that need just a little help to get back on their feet.

You should see the lines outside daily filled with guests whose difficult life journeys led them to depend on their neighbors for a while. When the Café is closed two days a week, they go hungry – because they simply cannot afford to pay for food, rent, and health care.

By supporting Grace Café, you help people like us regain our independence. Will you please make a gift to the Pass the Plate for Grace Campaign today? Then drop by Grace Café to enjoy a meal with your family. You'll be glad you enjoyed a most delicious meal. I promise!

With gratitude to Grace Café for all you've done, and continue to do,

Aaron

Aaron

A Grateful Volunteer at Grace Café

Thanks to the generosity of our customers who pay the suggested donation for meals, or guests who pay-it-forward by contributing a little extra, and the donations of those who pay-what-they-can, **Grace Café raises 57% of its budget from in-Café meal donations**. The rest comes from generous friends like you who believe in our mission to END hunger and food insecurity in our community.

That's why we're asking you to DONATE TODAY... because people like Aaron and his family need to eat every day with dignity!

Join the Pass The Plate for Grace Campaign to open Grace Café seven days a week. As soon as you help raise \$25,000 it WILL happen! The campaign has already raised over \$10,000 in only two months because friends like you stepped up to the plate and gave.

Will you please consider a tax-deductible gift of \$25, \$50, or \$75 to the campaign? Perhaps more? Better yet, will you give a gift that's affordable to you? No matter how big or how small, your gift will go a long way to making sure everybody in our community can enjoy a fresh, local, and nutritious meal everyday. **With dignity!**

With Grace and Gratitude from all of us at Grace Café. **THANK YOU!**

Rockelle

FOOD. GRACE. LOVE. DIGNITY. ENJOY. ENJOY. ENJOY!

Grace Café, Inc.
P.O. Box 2384
Danville, KY 40423-2384

YES! I want to END hunger & food insecurity in Danville & Boyle County, KY.

Please return this card with your gift in the envelope provided. Or, visit www.gracecafeKY.org and click on **DONATE NOW** to make a monthly recurring gift via PayPal. A gift of only \$25 per month will provide 100 meals per year for a neighbor in need.

I have enclosed a tax-deductible gift in the amount of \$_____. Please make checks payable to Grace Café, Inc.

Name _____

Address _____

City, State, Zip _____

Email address _____ Telephone # _____

_____ Check Enclosed. OR, _____ Mastercard _____ Visa _____ American Express _____ Discover

Card # _____ Exp. Date _____ CVV _____

Signature _____ **Thank You.**

Grace Café, Inc. is a 501(c)3 nonprofit organization. We want to hear from you! Please use the back of this card to provide feedback, ideas & suggestions.

PTPNO

7. A Postcard

A postcard has always been my least favorite way to communicate gratitude. But this example, from Preemptive Love, an organization dedicated to providing heart surgeries for children in Iraq, made me rethink that stance.

It's short yet very personal by virtue of its handwritten message. There are other little touches, too, and all together, this is one compelling piece.

- The message is addressed to me, Pamela. Not Ms. Grow.
- I'm spoken to like a true hero. I'm helping save lives! They think I'm amazing! Wow.
- With you. We're together in doing this amazing, life-changing work, and they consider me a part of their collective effort. That's pretty special.
- The image on the front is lovely: a red, hashtagged "love anyway". It is directly tied to who PL is as a US-based organization and the work that they do in Iraq.



8. A Direct Mail Newsletter

Nashville Rescue Mission's monthly print newsletter never fails to deliver.

Catch the strong cover photograph, and the headline: *Called out of the Darkness: You Helped Light Ryan's Path*. Even the standard 'letter from the executive director' is given new life with a headline focusing on you, the donor. This newsletter features powerful photography and enduring storytelling. 'Lives YOU have touched' covers numbers served in a way that brings it all back to their supporters.

Nashville Rescue Mission raises \$2 million annually through their print newsletter alone.



Heart of the Mission

SEPTEMBER 2014

CALLED OUT *of the* **DARKNESS**

YOU HELPED LIGHT RYAN'S PATH

INSIDE THIS ISSUE

- 3** Chief of Police, Steve Anderson
Mission In My Words
- 6** Making the Connection
Volunteer's personal struggle unites hearts



Rev. Glenn Cranfield
President and CEO

Therefore, as
God's chosen
people, holy and
dearly loved,
clothe yourselves
with compassion,
kindness,
humility,
gentleness and
patience.

COLOSSIANS 3:12 NIV

ONE LIFE *at a* TIME

You can make a difference

"Sometimes the smallest thing can make the biggest difference in a person's life." I know that sounds like something you'd read in a greeting card, but it was spoken straight from the heart of a mother who is a guest at Nashville Rescue Mission.

I wanted to share her comment with you because I know how hard it can be sometimes to believe you are really making a difference in this world. But here at Nashville Rescue Mission, I see every day how your compassion for the poor touches, changes and even saves lives.

When you help provide a hot meal, a bed or clean clothes, you make someone who has been through a tough time feel cared for and valued. This is where life change starts—with the smallest things.

The first step off the streets often begins with a meal at Nashville Rescue Mission. But with your help, guests get so much more than a meal. They receive case management, recovery counseling, medical care

and more. And that doesn't even take into account the eternal impact you can make with your gift!

Right now we have an incredible opportunity—a group of generous givers has committed a Challenge Gift of \$150,000 to help those in need. Now through October 31st, every gift given up to \$150,000 will effectively be doubled through this challenge. Which is why I've enclosed a challenge check for you to send with your gift today.

Every day of care you provide brings men, women and children closer to Christ and to a life filled with hope and promise. In this issue of *Heart of the Mission*, you'll see how this promise grows and plays out—in the lives of homeless kids, women in crisis and men battling addictions—and how you really do make a difference, one life at a time!

Chief of Police

STEVE ANDERSON

MISSION IN MY WORDS



Glenn Cranfield, president and CEO of Nashville Rescue Mission, with Steve Anderson, Chief of Police.

When I attended Nashville Rescue Mission's 60th Birthday Bash in May of this year, it was a little bit like coming home for me.

In 1975, when I started my police career, I was assigned a zone in Downtown Nashville that included the Mission, which, at the time was located on 7th and Demonbreun.

Many things have changed over the years, but one thing that has remained the same is Nashville Rescue Mission's commitment to helping those who are in need. I always knew if I took someone to the Mission, they would get the help they needed.

As a police officer, my job has been to protect and serve the community. If I encountered someone who needed a little help and wasn't putting the community at risk, it wouldn't be out of the ordinary for me to take them to the Mission. Some people are just down

on their luck. They aren't committing a crime or involved in illegal activities, they just need a temporary place to stay or a meal to fill an empty stomach.

I would hate to think what Nashville would look like without the Mission and the services they provide to this community. Nashville was recently

More than that, the Mission actually goes out seeking people who are in need with their Hot Patrol in the summer and their Cold Patrol in the winter. They've helped men and women overcome addiction, find gainful employment and move into independent housing. They've reunited families.

"I always knew if I took someone to the Mission, they would get the help they needed."

named one of the 25 largest cities in America. I think of our city as the largest small town in America. We are connected community by community—people helping people.

Nashville wouldn't be the city it is today without Nashville Rescue Mission. There are countless numbers of people who have been helped by the work of its dedicated staff and supporters. Our community is a better place because of what they do in not only caring for those in need, but also addressing the problems that bring people to the Mission's front door in the first place.

The staff of the Mission takes the word "rescue" which is a part of this important institution's name, to heart. They are in the business of saving people.

CHIEF STEVE ANDERSON, is a 39-year veteran of the Metropolitan Nashville Police Department. He is a graduate of Belmont University and the Nashville School of Law. Prior to joining the Metropolitan Nashville Police Department, he served in the United States Air Force and was employed by the White County, Tennessee Sheriff's Office.

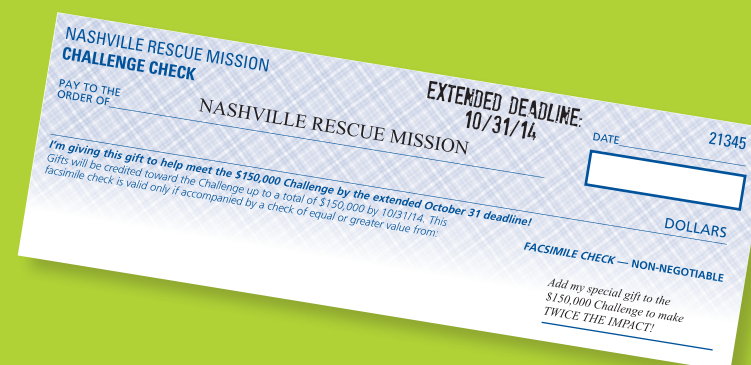
MAXIMIZE YOUR GIFT

NOW THROUGH OCTOBER 31, 2014

A group of generous friends has presented Nashville Rescue Mission with a **Challenge Gift of \$150,000**. Now through October 31, your gift can go **EVEN FURTHER**.

Your immediate gift will be **MAXIMIZED** through this challenge gift to provide meals, safe nights of shelter, Bible studies, educational opportunities and more to turn lives around.

Return the enclosed Challenge Check with your gift of any amount and see your donation make an even bigger difference.



CALLED OUT *of the* DARKNESS

YOU HELPED LIGHT RYAN'S PATH

"For 29 years I could never grasp my identity," says Ryan. "My biggest issue was the need for acceptance from those around me."

RYAN HAD a great childhood. His parents dearly loved him. He played little league baseball and went on family vacations. But the fear of rejection fueled Ryan with the means and motivation to do things he knew he shouldn't. He did these things so people would like and accept him. "I started experimenting with alcohol

as a teen," he says. "It didn't take long for me to progress from alcohol to marijuana, opiates, ecstasy and meth. Drugs and alcohol took away my anxiety and at that point, I didn't care what people thought of me." Ryan started sneaking in to nightclubs and was immediately caught up in a life of partying.

ON A PATH of destruction, Ryan's parents intervened. "I saw therapists, addiction counselors and tried lots of antidepressants," says Ryan. "Nothing made me happy except alcohol, drugs, food and television."

After hitting rock bottom, Ryan knew he needed help. It was then, God shined a light into Ryan's life and pointed him to a Christ-centered program in Indiana. This is where Ryan's eyes were opened to his pride,

selfishness and disobedience. "The program wasn't easy," shares Ryan. "And while I did come to know the Lord as a result of my time there, I struggled and shortly after completing their program I relapsed."

After grappling with what to do, Ryan's counselor suggested he leave Indiana and try a different program. Ryan packed his bags and headed to Nashville Rescue Mission. "At first I wasn't sure if I wanted to stay," Ryan recalls. "But I'm so glad I did. It wasn't easy. I struggled. But I learned some very valuable lessons."

"One of the biggest lessons I learned at the Mission was that no matter what I (or anyone else) did in the past, the staff and volunteers at the Mission demonstrated love and compassion," says Ryan. "After what I had done, I didn't deserve a place to stay, clothes

"I WAS
COMFORTABLE
IN MY SIN,"
SAYS RYAN.
"THERE ARE
FAR TOO MANY
STORIES TO TELL
ABOUT HOW
I SHOULD
BE DEAD.
I DESTROYED
EVERY BRIDGE I
HAD EVER BUILT.
BUT GOD, HIS
MIGHTY HAND
REACHED DOWN
AND PULLED ME
AWAY FROM
THAT LIFE."



Friend and fellow runner, Karl, joins Ryan in prepping for a race.

on my back or food to eat. But the Mission did all of that and much more. It was an incredible example of Christ's love."

WHILE IN the Mission's program, Ryan saw grace extended to everyone. "I saw people go astray, and the Mission would welcome them back with open arms, just as the father welcomed his prodigal son back. We might leave God, but God is always right there waiting and hoping we will come back."

"Seeing compassion extended so generously, I learned to never give up on life," shares Ryan. "I'm so grateful they took me back after relapsing in September of 2012. I was amazed to see staff, volunteers and other men in the program coming up to me with words of encouragement. God doesn't give up on us and neither did they."

"Within a week of graduating from the Mission's Life Recovery Program in November 2013, I was on a bus headed to Iowa," says Ryan. "Because of a relationship the Mission had formed with the owner of a printing company in Mount Pleasant, Iowa, men graduating the program are being given the opportunity to relocate there for a job. The owner of the company

believes in and supports the ministry of Nashville Rescue Mission, so much so that he paid to relocate me, gave me money for groceries and provided me with transportation. I was given an incredible opportunity to start over!"

TODAY, Ryan is still working in Iowa. He's engaged to be married and is living out the life God had planned for him. "If it wasn't for Nashville Rescue Mission I very well could be dead," shares Ryan. "Now, because of the Mission and the people who support it, I have friends, a job, a future, a fiancée and a stronger relationship with Jesus Christ. There are not enough words to say how much the Mission means to me. God is using them and me in a big, big way."

"I can say with confidence that today my identity is not based on what job I have, or what car I drive or how much money I make. It's based on my relationship with Jesus and if I'm trusting Him or not. I'm a new creation. The old is gone, the new has come! I'm God's workmanship, created in Christ Jesus. I'm chosen. I found my identity... my identity is in Christ. Who am I? I am His."



MAKING *The* CONNECTION

VOLUNTEER'S PERSONAL STRUGGLE UNITES HEARTS

For the past ten years, Deb and husband Rob have performed across the U.S. and overseas in churches, prisons, homeless shelters and recovery centers with their band Dust & Daisies. Their music and live shows are all about spreading a Christ-centered message of hope and healing.

DEB SAYS, “Hands down, my favorite place to play is Nashville Rescue Mission.” Since 2011, Dust & Daisies has been sharing their music (and Deb’s own recovery story) at the Friday Night Coffee House, graduations and most recently the Mission’s 60th Anniversary celebration.

“From the second I get up on stage and introduce myself and my struggle, we are all connected,” says Deb. “We are on the same journey. We have the same Savior leading us and healing

us. It is the most amazing spiritual experience I have ever encountered. The men and women in the Mission’s Life Recovery Program are on fire for God in such a real way, because they have been through so much. I feel like maybe that’s why the connection is so powerful. I have been on a similar journey and I get it.”

Because of Deb’s past struggles and now victory over her own addiction, an eating disorder, she is passionate about bringing music to the Mission to serve those who come to listen.

“AS ANY VOLUNTEER will tell you, you go to the Mission with the intention of being a blessing to others,” shares Deb. “But you come back being ten times more blessed! Every story the men and women share with us about where they came from, what

they are going through, the big and small victories they are experiencing and the hope they have found as they are fighting to get their lives back on track—these are all really God’s story and it absolutely inspires me.”

Dust & Daisies original songs are inspired by real-life experiences along the recovery journey. Add in contemporary worship to their set, along with mainstream rock, and it makes for an energetic crowd anytime they perform at the Mission.

“When we start to play Heart or Janis Joplin, the place goes nuts,” says Deb. “But then in the same set we will play *Revelation Song* and *Amazing Grace*. There is just so much reverence and passion. It becomes an unbelievable worship experience. I get really choked up when I see the men and women raising their hands



“From the second I get up on stage and introduce myself and my struggle, we are all connected,” says Deb. “We are on the same journey. We have the same Savior leading us and healing us. It is the most amazing spiritual experience I have ever encountered.”

and singing their hearts out. I am thankful we have such a powerful ministry like Nashville Rescue Mission to help men and women who are struggling—get out of the pit and lay the groundwork so they have another chance at life.”

“SOMETIMES we get stuck in our comfort zones and we think as long as we are going to church every Sunday and checking it off our list, we are fine,” shares Deb. “But there is such a blessing and fulfillment that comes from serving others and loving them in the ways that Jesus did. Like He himself said, ‘Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.’
– Matthew 25:40.”

GETTING INVOLVED IS EASY
Visit nashvillerescuemission.org/volunteer

“I had no idea *all* this happens here!”

(This is something we hear from visitors who take a tour of Nashville Rescue Mission.)

It is our privilege to show you what we are doing to end hunger and homelessness. Nashville Rescue Mission is an amazing place of hope. If you haven’t visited before, please come and see how lives are being changed every day. If you have taken a tour, come again and see what’s new.

SCHEDULE A TOUR

Email us at
rescue@nashvillerescuemission.org

LIVES **YOU** HAVE TOUCHED

JULY 2014

54,443

Meals Served

24,840

Nights of Lodging

13,777

Chapel Attendance

3,200

Education Hours

1,240

Bible Class Attendance

1,543

Decisions and Prayers

7,024

Volunteer Hours

41

Travel Assistance

4

Program Graduates

Visit
mwmnashville.com
to purchase your
tickets today!

A NIGHT OF MUSIC BENEFITING NASHVILLE RESCUE MISSION OCTOBER 12, 2014, 7:00PM

Schermerhorn Symphony Center • Hosted by Larry Gatlin & the Gatlin Brothers • The Nashville Symphony Conducted by Jim Gray
Tracy Lawrence • Lynda Carter • Beegie Adair Trio • Chip Esten • The Henningsens • The Willis Clan • Jesse Lee Jones



DONATE

.....
a meal can
change a life



VOLUNTEER

.....
sign up
online today



EMAIL

.....
stay up-to-date on
Mission news



CONNECT

.....
connect with the
Mission online



NASHVILLE
RESCUE MISSION

639 Lafayette Street, Nashville, TN 37203
615-255-2475 www.nashvillerescuemission.org

9. The Online Donor Survey

Since 2008, we've been advising clients and readers to engage in regular surveying. The more you get to know your supporters, the better you can tailor your communications and develop those deeply personal relationships we crave.

Yet most organizations turn a simple survey into far more than it needs to be. Asking your supporter to spend ten minutes reflecting on their answers in an online survey is...well, about eight or nine minutes too much. Make surveying quick, make it easy, make it fun!

Case in point: this terrific example I received from the Soi Dog Foundation, an outstanding nonprofit working to improve the welfare of dogs and cats in Thailand. First, you've got a terrific email subject header: Pamela, what makes you tick? **Remember to always lead with gratitude.** Keep your message short and to the point. Lastly, responding to this five-question survey is as seamless as possible.

Stop over-thinking and making this so complex and KISS (Keep It Simple Stupid).



TELL ME THE
STORY ABOUT
HOW YOU RESCUED
ME AGAIN?

PAMELA, WHAT MAKES YOU TICK?

Hi Pamela,

Thanks again for making such a difference to dogs in Thailand who've been through some really horrific ordeals – often at the hands of humans. My team here couldn't have saved thousands of dogs from terrible suffering or fed and cared for them, without your reliable support.

I'm really keen to know a bit more about why you care so much, so [I'm wondering if you can answer five quick questions please by clicking here?](#)

There's a bit about travel in Thailand because you have my personal, open invitation to come here, meet the dogs, and see the amazing work your support is doing.

[If you can, please do take a minute to tell us a bit about yourself by clicking here.](#)

Thanks for taking the time, and for caring so much.

Thanks,

A handwritten signature in blue ink that reads "John".

John Dalley
Co-Founder
Soi Dog Foundation

Thanks so much for agreeing to take part in Soi Dog's Fast Five survey. As a valued Soi Dog supporter, we simply couldn't do the work we do without you, and I'm so grateful for your loyal support.

Understanding a bit more about you will help us understand how to communicate with you and other animal lovers better – and also offer you opportunities for other involvement with Soi Dog if appropriate.

start

press **ENTER**

3 → What issues really interest you?

Which of Soi Dog's projects would you like to know more about? You can tick as many as you like.*

Choose as many as you like

- ☒ A Ending Asia's dog meat trade ✓
- ☐ B Building Thailand's best dog hospital
- ☐ C Saving and caring for abused and neglected animals
- ☐ D Finding adoptive families for rescued dogs
- ☐ E Humanely sterilizing street animals
- ☐ F Providing emergency veterinary care

Ok ✓

press ENTER



Thanks so much for taking the time to fill out Soi Dog's Fast Five survey. It really helps us to know a bit more about fantastic people like you, who are motivated to help the needy dogs we work with.

Please remember, if you ever need to contact us, you can get in touch at info@soidog.org

John Dalley
Co-Founder
Soi Dog Foundation

10. A Personal Survey

Why do your donors give?

When I ask most fundraisers this question, their response is usually a litany of details about their organization's various programs. I'll hear about the marvelous work they're doing in the community. How unique they are. That there's no other organization doing what they're doing.

Here's an outline of a simple letter I sent out in my first job in 2000. I sent this introductory letter to 20 loyal donors who had given over \$250 a year during the past five years. It went out, along with a brief survey and a stamped, self-addressed envelope.

Eighteen responded. Several sent in checks, even though I hadn't asked for money. Three eventually became major donors.

This is a guideline for you to imprint your own creative flair. Modify it to your heart's content and tailor it to your needs. Make it work for your donors and your organization.



Sample Loyal Donor Survey Letter

Dear [Name],

Always lead with gratitude.

I can never thank you enough for your support of XYZ organization...

...but I can try¹.

As I was going through our records recently, I couldn't help but notice that you've been one of our most valued supporters over the years.

That's why, as the new director of development for XYZ, I wanted to reach out to you personally with my deepest thanks.

Because of you, there is hope.... [Follow with a paragraph about what their support is making possible].

You'll want this short impact paragraph to be as personal as possible. If the donor has supported a particular program, highlight it.

As you know, the support of friends like you is critical to our work. And, as a new member of XYZ, I'm committed to donor service, and gaining a true understanding our supporters. [Name], I'm eager to know a bit about why you care so much. If you can, please take a moment to respond to this letter by completing the enclosed short survey² and returning it in the self-addressed stamped envelope you'll find inside.

I'm honored to be working alongside XYZ and so grateful to know that we have the support of wonderful donors like you. Thank you for your time.

Warmly,

¹ Mercy Corps.

² Limit your survey to three questions and include enough space for writing.

II. A Weekly Email

We've often conveyed to you the importance of consistency in communications, particularly email. Remember, a special occasion isn't necessary in order for you to be able to send an email. You don't need a recent monumental achievement to celebrate, nor must it be a holiday or "special time" of the year for your organization. With fun communications, you can even condition your supporters to look forward to your emails. The fact is, constant communication is absolutely crucial. You see, there's a direct correlation between frequency and fundraising, and I'm sure you aren't surprised to hear that the higher the level of "inspire and delight" communication, the higher the level of giving.

Save the Chimps is the world's largest chimpanzee sanctuary, located in Fort Pierce Florida and providing life time care for chimps rescued from biomedical research laboratories. Through their Happy Friday emails, they make it a point to touch supporters every week.

Check out the series consisting of three emails, which I've highlighted here. A few things I'd like to point out:

- The organization creates a sense of urgency right out of the gate. At the top of the email, along with a beautifully crafted logo, are buttons to ADOPT and DONATE — two calls for action. The logo and the buttons are the first things I see.
- Storytelling plays an important role in their communications. I love the simple yet poignant story of two chimps holding hands. The short narrative reveals the beauty of the wonderful work that they do.
- STC offers multiple opportunities to provide support (sponsoring breakfast, sponsoring a day at the sanctuary, and adoption), and these ways are creative and inspired, while again tying into the urgency factor by shedding light on what's important to the chimps.
- There are plenty of other instances where STC successfully created a sense of urgency. For example, take a look at the facts about the elderly chimps.



Save the Chimps
SPEAKING OUT FOR THEM

Adopt

Donate



***Friendship isn't about who you've known the longest.
It's about who walked into your life and said,
"I'm here for you" and proved it.***

It's no surprise that Terry has won the hearts of thousands with the [recent video of him holding hands with Jeannie](#), his newest chimpanzee friend, and refusing to let go.

Terry, a 37 year old male chimpanzee, is known for his love of the ladies. After a recent introduction, Jeannie, affectionately known as "Jeannie Mama," seems to have stolen his heart.

Help support their care

Sponsor breakfast - \$25

Donate

According to their caregivers, Terry and Jeannie hold hands all through breakfast. These two chimps are reminding us of the beauty that can be found in simply holding hands.

Your generosity and support helps provide Terry, Jeannie and over 250 chimpanzees residing at Save the Chimps with the simple pleasures of life – friendship, peace, and happiness. Thank you for making this possible.

**Sponsor a day
of Sanctuary - \$100**

Donate

Adopt Terry - \$300

Adopt

savethechimps.org The world's largest chimpanzee sanctuary

[Meet the Chimps](#) | [Chimp Life](#) | [About Chimps](#)

More than 250 chimpanzees at Save the Chimps are enjoying a peaceful and dignified retirement because of you. Thank you for making our work possible.

Other Ways to Give:

[Become a Monthly Donor](#)

[Adopt a Chimp](#)

[Shop the Wishlist](#)

[Make a Planned Gift](#)

Our Mission:

To provide and build support for permanent sanctuary for the lifelong care of chimpanzees rescued from research laboratories, entertainment, and the pet trade.

Save the Chimps is a 501(c)(3) charitable organization and all contributions are tax-deductible to the extent allowed by law. 16891 Carole Noyon Ln, Fort Pierce, FL 34945 | Telephone: [772.429.0403](tel:772.429.0403)

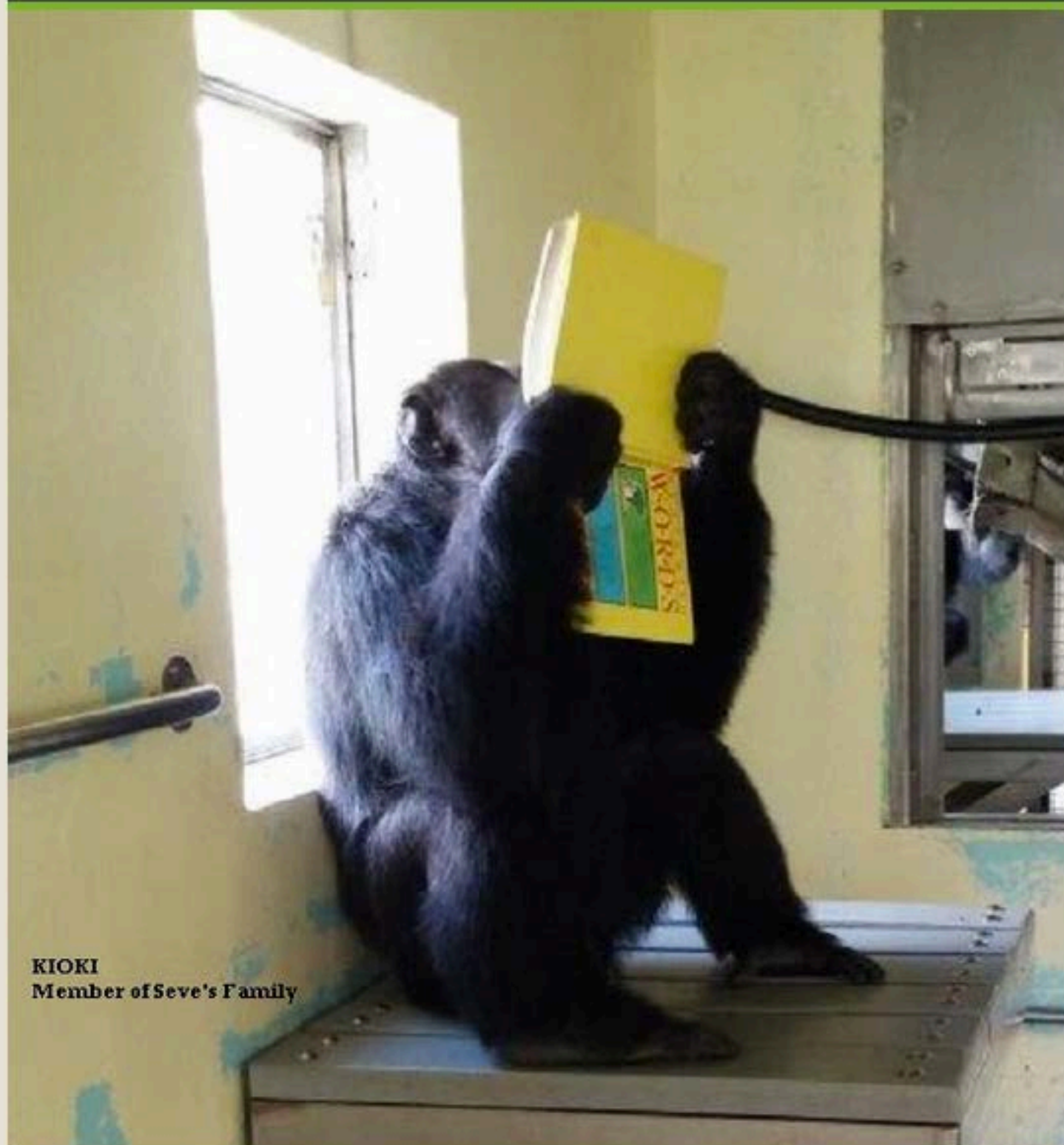




Save the Chimps
SPEAKING OUT FOR THEM

[Adopt](#)

[Donate](#)



KIOKI
Member of Seve's Family

Discovery consists of looking at the same thing as everyone else and thinking something different.

Albert Szent Gyorgi

March Wish List Challenge: Soy Protein Mix

Soy protein shakes are used for chimpanzees requiring extra nutrition and sick chimpanzees who lose their appetites when they are feeling ill. After trying multiple nutritious supplements, we found this is the one they will drink when they are sick. It helps give them calories until they are back on their knuckles again. Also chimpanzees who take bad-tasting medicines get their pills crushed into protein shakes if they will not take it in the juice or Gatorade.



MONA, age 56
Member of Doug's Family

Help us collect a year's supply of Soy Protein Mix.

[Order through our Amazon Wishlist](#) and items will ship directly to us.

Did you know?

17% of Save the Chimps' 253 residents are elderly (over 35 years old). Aging chimpanzees often suffer from cardiac disease, renal disease, arthritis, and many other illnesses that affect aging humans.

savethechimps.org The world's largest chimpanzee sanctuary

[Meet the Chimps](#) | [Chimp Life](#) | [About Chimps](#)

More than 250 chimpanzees at Save the Chimps are enjoying a peaceful and dignified retirement because of you. Thank you for making our work possible.

Other Ways to Give:

[Become a Monthly Donor](#)

[Adopt a Chimp](#)

[Shop the Wishlist](#)

[Make a Planned Gift](#)

Our Mission:

To provide and build support for permanent sanctuary for the lifelong care of chimpanzees rescued from research laboratories, entertainment, and the pet trade.

Save the Chimps is a 501(c)(3) charitable organization and all contributions are tax-deductible to the extent allowed by law. 16891 Carole Noon Ln, Fort Pierce, FL 34945 |

Telephone: 772.429.0403



Save the Chimps
SPEAKING OUT FOR THEM

Adopt

Donate



WADE
Member of Seve's Family

These boots are made for walking.

Nancy Sinatra



CHIMPATHON 2016

Whether you walk or run this year's Chimpathon, you'll be supporting more than 250 rescued chimpanzees residing at Save the Chimps. **Hurry, race entries are limited!**

There's no other race like it in the world!

Register

New this year:

- *Peer-to-Peer Fundraising:* Racers will have the opportunity to fundraise on behalf of the chimps and help make this year's event an even greater success! Awards for highest fundraisers include behind-the-scenes Sanctuary experiences.
- Original Chimpanzee Artwork Trophies for the 1st, 2nd and 3rd place winners in each age-group in addition to the overall winners.



- Longer hours and more family-friendly things to do at the Finish Line Festival, including a brand-new Chimp Challenge dual-lane 150 ft. inflatable Obstacle Course for all ages.



Register today for Chimpathon 2016!

Register

[Sponsorship](#) and [volunteer](#) opportunities are available.
[Click here](#) to learn more.

savethechimps.org The world's largest chimpanzee sanctuary
[Meet the Chimps](#) | [Chimp Life](#) | [About Chimps](#)

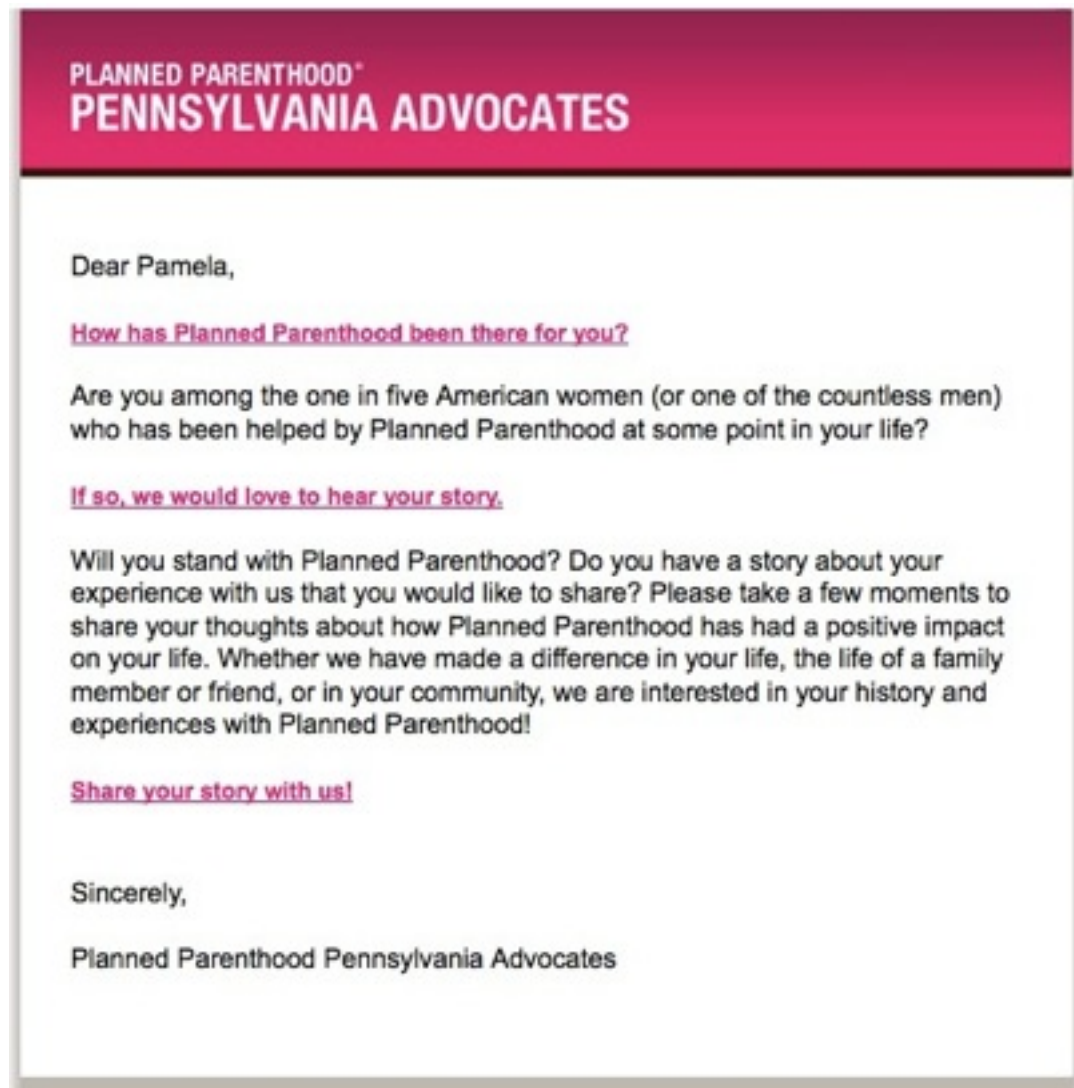
12. An Email Request to Share Your Story

The cornerstone of *Simple Development Systems* is storytelling. Great storytelling is the very heart of nonprofit communications. And collecting and recording those stories is a process that never ends.

What's a simple way that you can add to your organization's storytelling cache?

Add a "Share Your Story" page to your organization's website.

Don't stop there. Once your page is live, regularly encourage donors, supporters, board members and clients to share their personal stories.



13. The Gratitude Report

Are you still publishing the tired annual report? Consider a Gratitude Report. In this example, courtesy of John Lepp of Agents for Good, it's abundantly clear what the donor's gift makes possible to The Redwood, a nonprofit dedicated to "help(ing) women and children just like you live free from domestic abuse. Free from fear. Free from threat."

How could I not want to help The Redwood continue the wonderful work that they do? Where would little Geoffrey and his mother, Andrea, be without them? Where would all of the many women and children who've been impacted by The Redwood be? Perhaps without any hope at all. And that's a scary thought.

Your Gratitude Report:
The Redwood 2014–15

A woman in crisis looks deep into her heart and pulls out the courage to take her kids and escape violence. And we know that it takes almost everything she has just to get to the doorstep of The Redwood.

But that's just the beginning of her story.



Arriving on the doorstep of **The Redwood** is the beginning of a new journey filled with healing, hope and possibility.

She is taking brave steps into a bright future. And at the same time, she is also on an emotional journey.

It takes time, dedication and support to rebuild your life and leave violence behind forever.

And it is in that spirit that we are sharing three stories with you today.

These are stories of women at different stages in their journey with **The Redwood**.

No one wants their journey to involve living in a shelter, but the reality is that there are women and children in our community who desperately need **The Redwood**.

Some stays are long, some are short, but all have a profound impact on the lives of the families in our home.

Your amazing and generous support means that you are there for the women and children in our home at every stage in their journeys.

Sarah

I. Can't. Just. Leave.

It begins with
a phone call...

Sarah's husband kept her confined to their small bachelor apartment every single day for five years. No taking her kids to the park or visiting with other moms. No shopping ever, unless her husband came with her to "keep my eyes on you".

He constantly belittled her, erupting into loud, angry outbursts that just kept getting worse. Her three children grew more and more scared and withdrawn.

One particularly violent night, a concerned neighbour called the police. It wasn't the first time. But this time, the police brought Sarah and her children to [The Redwood](#).

When Sarah arrived, she couldn't catch her breath. Everything she said came out in bursts, holding her hand to her throat.

"I. Can't. Just. Leave. I'd be all. Alone. How. Can. I support. My kids?" she sobbed.





The Redwood counsellors sat with Sarah and talked about how she had choices. That even just staying for an hour or two, or spending the night, to see what goes on here and learn about her options... that was still a choice.

After a few extra blankets and a few extra kisses, the kids finally fell asleep. That was the only time Sarah smiled.

Sarah felt their concern, their warmth and their caring. She felt the first whispers of excitement and possibility...

But she wanted to give her husband another chance.

While counsellors at **The Redwood** respected Sarah's decision, they expected the abuse could get worse.

They helped Sarah come up with a plan in case that should happen—and concealed some emergency contact numbers in a sanitary napkin. Sarah thanked the staff and walked out the door with tears in her eyes.

It was less than 2 weeks before we got the call.

Police had escorted Sarah and her children again from their home. This time her husband was arrested and charged. Sarah retrieved **The Redwood's** hidden contact information and asked her Victim Services officer to call the shelter that had first supported her when she felt so alone.

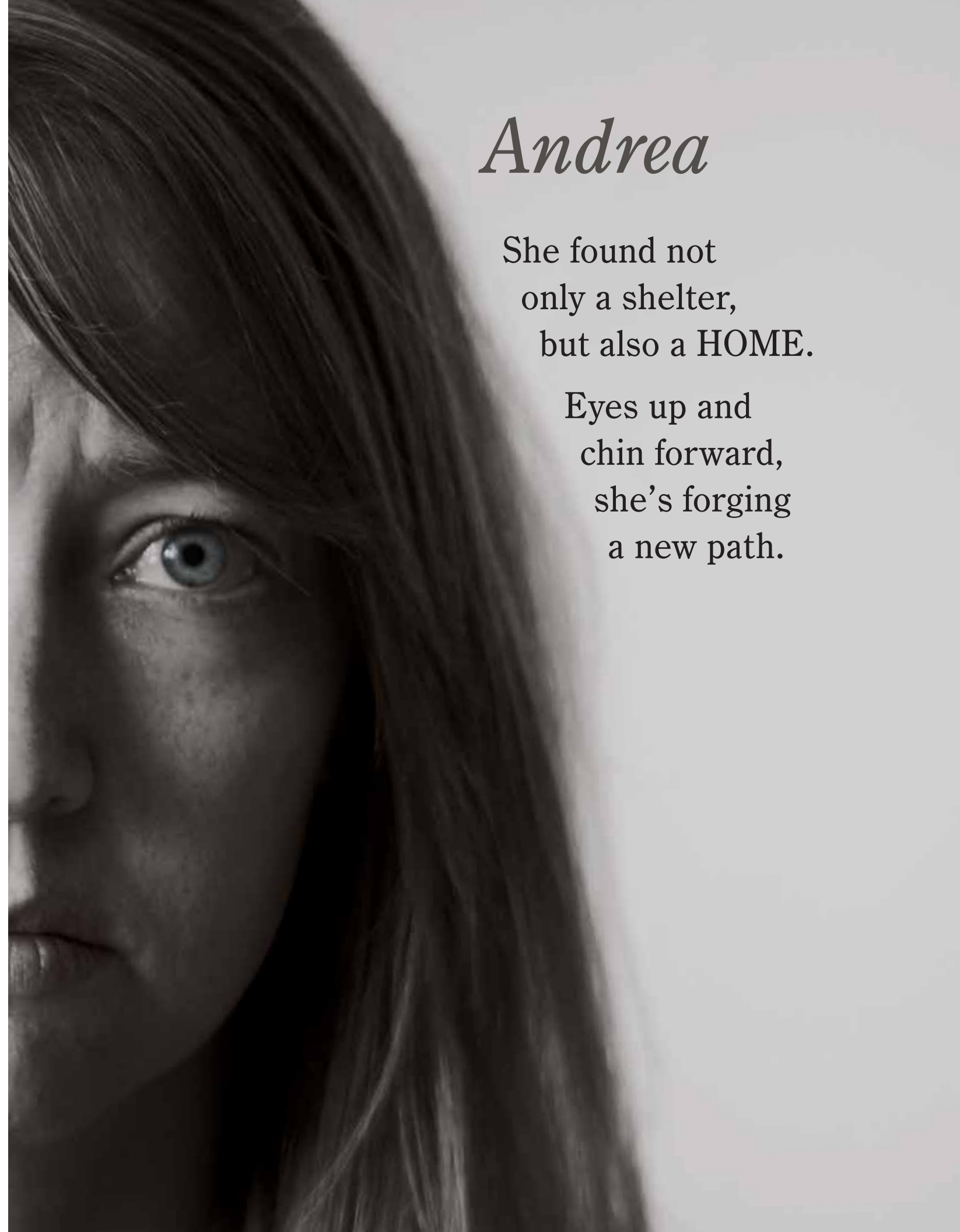
Sarah's journey had finally begun.

You help The Redwood be that vital first point of contact for women like Sarah. Women who feel utterly lost and alone... completely unsure of what comes next. You give them a glimpse of the hope and possibility that exists beyond the violence and fear, even if only for a few days or hours. It's enough to begin the journey.

Andrea

She found not
only a shelter,
but also a HOME.

Eyes up and
chin forward,
she's forging
a new path.





Moms tell us that the Play Room is the heart of our shelter. Where tears stop for a little while. Play happens. Spontaneous giggles erupt. Healing deepens. Bonds grow once again between moms and their kids.

And it was here, in the Play Room, where Andrea and her little son, Geoffrey, began their journey to a better understanding of each other.

Two months earlier, in a fit of rage, Andrea's husband kicked her and Geoffrey out of their house.

They sat on a park bench for several hours, devastated and shaken.

Geoffrey was only 2 years old! Where would they go now?

She called a church friend, who told her to call 311. Scared and unsure, and so afraid of what might happen next,

Andrea made the call. She was re-directed to **The Redwood**.

At **The Redwood**, Andrea found a safe haven. A place to stay, a caring and supportive family. And a reminder that hope is not lost.

*"I was welcomed by **The Redwood** staff like family. I felt the genuine concern, warmth and love with each and every one of them. When I found **The Redwood**, for the first time in a long time I felt like I found a home. I was so relieved, not judged by any one of them, and on that night I slept like a baby. It felt like the burden, the heavy heart had been lifted. I learned that I don't have to face the struggle alone."*

But, little Geoffrey was in distress. He was acting out and so fearful of everyone. **The Redwood's** weekly parenting program, *Positive Discipline*

in Everyday Parenting, helped Andrea handle Geoffrey's temper tantrums.

Over the course of 12 weeks Andrea gained back her confidence as a parent.

"The program gave me a different outlook on communicating with my son. One of the lessons that I was able to immediately apply was being able to negotiate. This simple change has allowed me to be more patient and it has definitely reduced my stress level!"

Today Andrea and Geoffrey are living on their own. Life isn't perfect and they have bumps along the way. But their hearts are filled with a lot of hope. You were there to bring understanding and love back into the lives of Geoffrey and Andrea.

You helped them look forward to a brighter future, free from violence.



You help women like Andrea find safe haven—and vital support on the road to self-sufficiency. Along with the basic needs of security and food, you help them connect to childcare, employment, legal advice and more. Plus, programs like *Positive Discipline In Everyday Parenting* help stop the cycle of abuse!



Michelina

“I feel always welcome there, no matter what.”

When she walks out that door... she's not alone.

They say that the first step is the hardest. Then when you start walking it gets easier along the way.

Michelina took her young son in the dead of night and fled her violent husband. Her journey took 2 years and 4 different shelters, but today she has found her own safe and happy home.

Michelina remembers feeling incredibly lonely and scared when she first moved into her new apartment. After the hustle and bustle of the shelter, it felt overwhelming to be on her own.

A vital step in her journey was getting involved in *Women on the Move* (WOTM)—a 12-month-long-but-life-changing leadership program coordinated by **The Redwood**.

*“I remember how relieved I felt when I talked to **The Redwood** and the WOTM counsellors and all I found in their eyes was understanding. I remember how much faster my heart started to beat when I heard the experiences of the other WOTM participants. When I felt I was not alone with my burden.*

I learned public speaking and how to give presentations. I wanted to share my story because I wanted to make a difference. I want to help other women to know they do not have to live with abuse.

I was so nervous the first time I had to speak in front of a crowd—I had terrible butterflies. Avon and Stephanie helped me prepare. One of my sessions was about the power of beliefs. So I filled my head with positive messages. I wrote them out and hung them all over my apartment. My voice is powerful. My speech will be beautiful. I am strong.





I spoke to the Foundation for International Medical Relief of Children at the University of Toronto in November. It was amazing. So many students came up to me afterwards and told me they were inspired by my strength. Wow!"

Michelina travelled a long and courageous journey, starting with a single step and a glimmer of hope sparkling from the inside. Many steps later she's well on her way, and will

continue to be supported by **The Redwood** as long as she needs.

While the first step to leave an abusive home is one of the hardest, it can be just as difficult for women to leave the comfort and security of the shelter. You help ensure The Redwood can be right there alongside women like Michelina as they take their first tentative steps towards building a safe new life for themselves and their children.

Your Support In Action Inside **The Redwood**

With the support of donors like you, together we are there to provide support, help and love to the women and children in our shelter at every step on their journey. Thank you! Here is a snapshot that shares just some of the facts and stats about life inside **The Redwood** this past year.



434 women in crisis called **The Redwood**. And we answered every single call, providing crisis counseling, safety support and making sure women knew they were not alone and that they had choices



58 women and **91** kids had wounds heal and spirits brighten while living in our home on their journey to a life without violence



The average stay at **The Redwood** was **93** days



12 of the **91** kids had special needs and received additional care to heal



5 women arrived pregnant, and **5** beautiful babies started their lives in our arms and in our home



We were welcomed with big hugs into the homes of **41** families who left **The Redwood** and are now living on their own in our community

Our Volunteers



Volunteers supported us in 43 different activities and donated **8,407** hours of their time and talents

Community Outreach



28 workshops for women and youth were held in community organizations and schools



519 people attended the workshops

Women on the Move



18 new leaders (women and youth) graduated from the *Women on the Move* leadership programs

Revenue & Expenses

Statement of Revenue Year Ended March 31

REVENUE	2015	2014
Ministry of Community and Social Services	\$ 1,247,589	\$ 1,440,827
Fundraising	\$ 722,607	\$ 696,344
Bequests	–	\$ 55,920
United Way Toronto	\$ 180,564	\$ 180,564
City of Toronto – personal needs allowance	\$ 42,820	\$ 36,660
Grants	\$ 80,000	–
Interest and other	\$ 11,000	\$ 11,855
	\$2,289,580	\$2,422,170

Statement of Expenses Year Ended March 31

EXPENSES	2015	2014
Salaries, benefits and staff development	\$ 1,627,950	\$ 1,487,408
Occupancy	\$ 165,750	\$ 161,501
Repairs, maintenance and minor capital – MCSS funded	\$ 15,000	\$ 203,445
Fundraising	\$ 147,308	\$ 115,066
Minor furniture and equipment	\$ 11,992	\$ 14,285
Office and general	\$ 24,415	\$ 22,662
Professional	\$ 37,086	\$ 57,296
Program	\$ 167,279	\$ 175,347
Personal needs allowance – City of Toronto	\$ 42,820	\$ 36,660
Promotional and publicity	\$ 20,309	\$ 21,430
Special projects	\$ 35,509	\$ 69,213
Volunteer	\$ 22,854	\$ 32,415
	\$ 2,318,272	\$2,396,728

(Deficiency) excess of revenue over expenses from operations	\$ (28,692)	\$ 25,442
Amortization of capital assets	\$ 54,720	\$ 58,819
Deficiency of revenue over expenses for the year	\$ (83,412)	\$ (33,377)



P.O. Box 16023
Toronto, ON M6J 3W2

theredwood.com iamtheredwood.com
[@theredwoodto](https://www.facebook.com/theredwoodto) [facebook.com/theredwoodto](https://www.facebook.com/theredwoodto)

Charitable tax number: 89172 8867 RR0001



14. Seasonal Celebrations

Every day's a holiday. Why not celebrate?

Here's a terrific collection of Mother's Day emails. What holidays are you celebrating with your supporters?

Moms already have the
hardest job in the world.



Why should it be harder?

Help bring clean water to families in need.

[GIVE CLEAN WATER](#)



Save the Chimps
SPEAKING OUT FOR THEM

Adopt

Donate



Where there is love there is life.

JUDE, JB, AND TAMMY

- Mahatma Gandhi

To mothers everywhere, we celebrate you!

HAPPY MOTHER'S DAY

savethechimps.org The world's largest chimpanzee sanctuary
[Meet the Chimps](#) | [Chimp Life](#) | [About Chimps](#)

Other Ways to Give:

[Become a Monthly Donor](#)

[Adopt a Chimp](#)

[Shop the Wishlist](#)

[Make a Planned Gift](#)

Our Mission:

To provide and build support for permanent sanctuary for the lifelong care of chimpanzees rescued from research laboratories, entertainment, and the pet trade.

Save the Chimps is a 501(c)(3) charitable organization and all contributions are tax-deductible to the extent allowed by law. 16891 Carole Noon Ln, Fort Pierce, FL 34945 | Telephone: [772-429-0403](tel:772-429-0403)



GUIDESTAR

Pamela,

Today has been such a nice Mother's Day! I am so proud of the young men my sons are becoming – and thrilled they aren't "too old" to let their mom take lots of family photos!

I couldn't resist sharing one of my favorites – this one's of Henry getting ready for his First Communion with his big brother, Theo, by his side:



Wishing you a wonderful Mother's Day of your own with the special people in your life.

Kirsten

Contribute

"The dream I have for my family is that my kids are healthy."

Mothers everywhere have one thing in common: they want the best for their children and families. In an ideal world, they wake up each day to prepare nourishing meals, send their kids off to school, and achieve their own goals. But many moms also take on tremendous challenges to provide for their family and contribute to their community. How do they do it?



Share Rosa's story:



SEE MORE >

For mothers like Rosa in rural Guatemala, education and a positive outlook have been the key to a happy and healthy family. "The dream I have for my family is that my kids are healthy and growing. I want my kids to move forward and improve themselves," says Rosa.

Malnutrition rates are high where Rosa and her children live, but she and other local women are fighting to change that. Through a Mercy Corps program, Rosa received training to host learning sessions and teach other moms how to prepare safe and nutritious meals. Now, her children are growing stronger every day.

"I'm going to keep doing all that I've learned and I'm not going to let it go," she says. "I'm going to do everything I've learned in the program so I can change my family and the community."



MEET MORE STRONG MOMS >



ahafoundation

THE AHA FOUNDATION
130 7TH AVENUE, BOX 236
NEW YORK, NY 10011

Happy Mother's Day

Celebrating your inner power,
Admiring your devotion and strength,
Endless sources of inspiration.



www.theahafoundation.org

In the language of flowers, black tulips symbolize power and strength. Send this free e-card to powerful individuals you want to honor this Mother's Day.

Dear Pamela,

On this Mother's Day, may every mother be free. May every mother survive childbirth and deliver a healthy baby. May every mother believe that her children will survive beyond the age of five. May every mother live in a household where she doesn't fear violence and abuse from her partner. May every mother have the choice to work and decide how to spend her salary. May every mother have access to care that keeps her healthy. May every mother treat opportunities for her daughter in the same way she treats those for her son. May every mother send her daughter to school. **May every mother and her children live in dignity.**

On this Mother's Day and every day, may every mother reclaim her own strength and end the "senseless cycle of pain."

*"My grandmother told these stories [of mothers helplessly watching their children die of malaria] along with stories of other women getting pregnant and giving birth to more children, of their **suffering and dying, of being overtaken by circumstances, being pushed into marriage, war, or worse.** It seemed to me like a senseless cycle of pain, discomfort, and death.*

-Ayaan Hirsi Ali, Nomad

Honor Someone Powerful this Mother's Day with a Free E-Card

In many countries in the world, women are treated poorly simply because they are female. Women die in childbirth or they witness their children dying before they turn five. They do not have a chance to go to school and are forced to marry at an early age. They are not allowed to make decisions for themselves or on behalf of their children. The violence or abuse they suffer is not to be questioned - but endured in silence.

In the US we believe that women and men are born equal. We believe that regardless of where you come from, you have the right to be free. **At the AHA Foundation, we help women free themselves from violence and live lives of their own choosing.** We help them regain their strength so they can empower their children and their communities. This Mother's Day, thanks to our Spring Challenge, **[your gift to the AHA Foundation has double the impact](#)**, which

In the US we believe that women and men are born equal. We believe that regardless of where you come from, you have the right to be free. **[At the AHA Foundation, we help women free themselves from violence and live lives of their own choosing.](#)** We help them regain their strength so they can empower their children and their communities. This Mother's Day, thanks to our Spring Challenge, **[your gift to the AHA Foundation has double the impact,](#)** which means that your support goes even further in helping to ensure that every mother may be free.

Support the AHA Foundation

Thank you,

The AHA Foundation

P.S. Tell your mom her strength is your inspiration with a free e-card featuring black tulips, flowers that symbolize power and strength. **[Give a gift to the AHA Foundation's Spring Challenge](#)** to help other women regain their power.

The AHA Foundation is the leading organization working to end honor violence that shames, hurts or kills thousands of women and girls in the US each year, and puts millions more at risk. Get involved at **www.theAHAfoundation.org**



Pamela,

Being a mother is incredible. But it is also, as I learned so quickly and devastatingly when my sweet little Daniel was taken from us, the greatest risk your heart and soul will ever take.

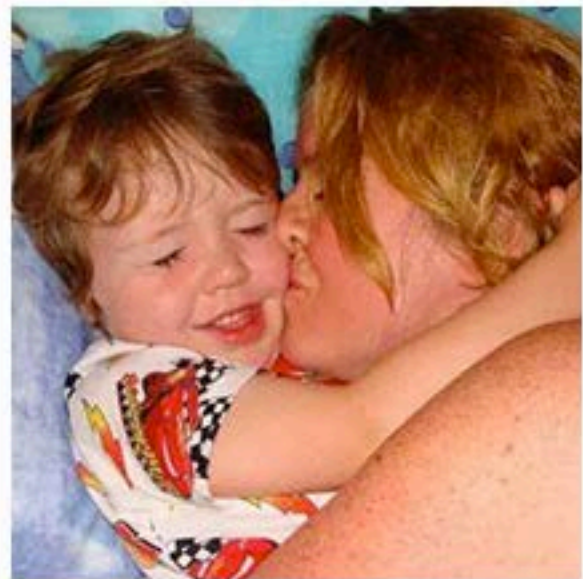
Becoming a mother means you will experience joy beyond compare. But it also means you will spend the rest of your life thinking about your child's well-being. You discover that your happiness depends on their happiness. When they hurt, you hurt.

And when Daniel was taken, a part of my heart and soul was taken along with him. But I have no regrets – because whether he was reuniting ants with their families, trying his hardest to master a new swimming stroke or just reaching for my hand in a parking lot, **I was proud every day to be his mom.**

I don't want to make you sad, but more than anything I don't want anyone else to spend Mother's Day living with the never-ending heartache of losing a child. **And no one has to, because every gun-related death is preventable – if we all come together to make real and lasting change.**

Pamela, I hope you'll help me share that message now, in honor of my little Daniel and all the children we can protect. **Please, take a moment to share the Sandy Hook Promise with your family and friends.**

[Click here now to share the Sandy Hook Promise with everyone you know – mothers, fathers, grandparents, siblings, friends – and ask them to be part of the solution to gun](#)



Like any mother, I hoped I would have the privilege of raising all of my children to adulthood, to watch them grow and thrive, to help them weather life's heartbreaks and celebrate its successes, to guide them and love them until the end of my time on earth.

Life, as you well know, did not turn out as planned.

Becoming my sweet, spunky, freckle-faced boy's mother proved to be risky, but it's a risk that I would take again, and again, and again. In Daniel's seven short years, he taught me more about boundless optimism and selfless love than I would ever have otherwise known. The joy he brought to my life has made this heartache worth carrying.

But there's no replacing Daniel's warm and cuddly hug, and no other mom should have to endure the heartache of losing a child. **That's why I'm asking you to please share the Sandy Hook Promise today.**

[Click here to share the Sandy Hook Promise with your family and friends in honor of Mother's Day.](#)

I wish you and your family a warm and wonderful Mother's Day. Give lots of hugs. Speak kind words. Make every moment count.

Thank you for your constant support,

Jackie Barden (Daniel's mom)

Donate

[Sandy Hook Promise Foundation](#)

PO Box 3489, Newtown, CT 06470, United States

In Closing

The purpose of this *12+ Touches* guide is not for you to copy from. There's already far too much of that in our industry. I have personally received thank you letters that were essentially copied verbatim from examples published elsewhere.

I hope that *12 Touches* will inspire you with what's possible in communications and touches that engage your donors, leading them on a journey.

For all that you do to build a better world, thank you,

A handwritten signature in blue ink that reads "Pamela Grow". The signature is fluid and cursive, with the first letter of "Pamela" being a large, stylized capital 'P'.

Pamela Grow, Founder
Simple Development Systems | The Membership Program
Basics & More™ | Fundraising Fundamentals eCourses

Join over 24,000 smart nonprofit professionals
[Subscribe to The Grow Report](#)

[Follow Me on Twitter](#)
[Like the Simple Development Systems Facebook Page](#)