

Fundraising Communications 4

Fundraising Materials That Work

Andy Brommel

Director, Communications Consulting

May 10, 2017

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

Webinar Best Practices

1. Close any programs (other than GoToWebinar) that are running on your computer
2. Call-in using a telephone instead of using your computer speakers
3. Move your cell phone away from your computer
4. If you experience visual issues, send a chat to Campbell & Company or contact GoTo at (800) 263-6317

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Fundraising Communications Webinar Series, 2016-17

How do we **tell our story**
in a **fundraising** context?

Fundraising Communications Webinar Series, 2016-17

1

Defining Your
Case for Support

Oct 5, 2016

What are we
trying to
communicate?

2

Crafting Your
Message

Dec 14, 2016

How do we
express it?

3

Engaging
Volunteers
With Your Case

Feb 15, 2017

How do we get
our **volunteers** on
message?

4

Fundraising
Materials
That Work

May 10, 2017

What **materials**
do we need to
produce?

5

Campaign
Case Dev. &
Communications

Jul 12, 2017

How do we
convey a strong
campaign
vision?

Ask Questions!

*through GoToWebinar
or by e-mail*

We'll answer them by e-mail
or in a follow-up video

Why Bother?

Materials You Need

Keys to Great Materials

Part 1

Why Bother?

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

Fundraising Materials

Durable communications tools
specifically developed to
support your fundraising strategy

The tools you reach for to...

Send in advance
of a donor visit

Present to a corp., foundation
or community partner

Guide/support conversation
during a donor visit

Hand out at an event

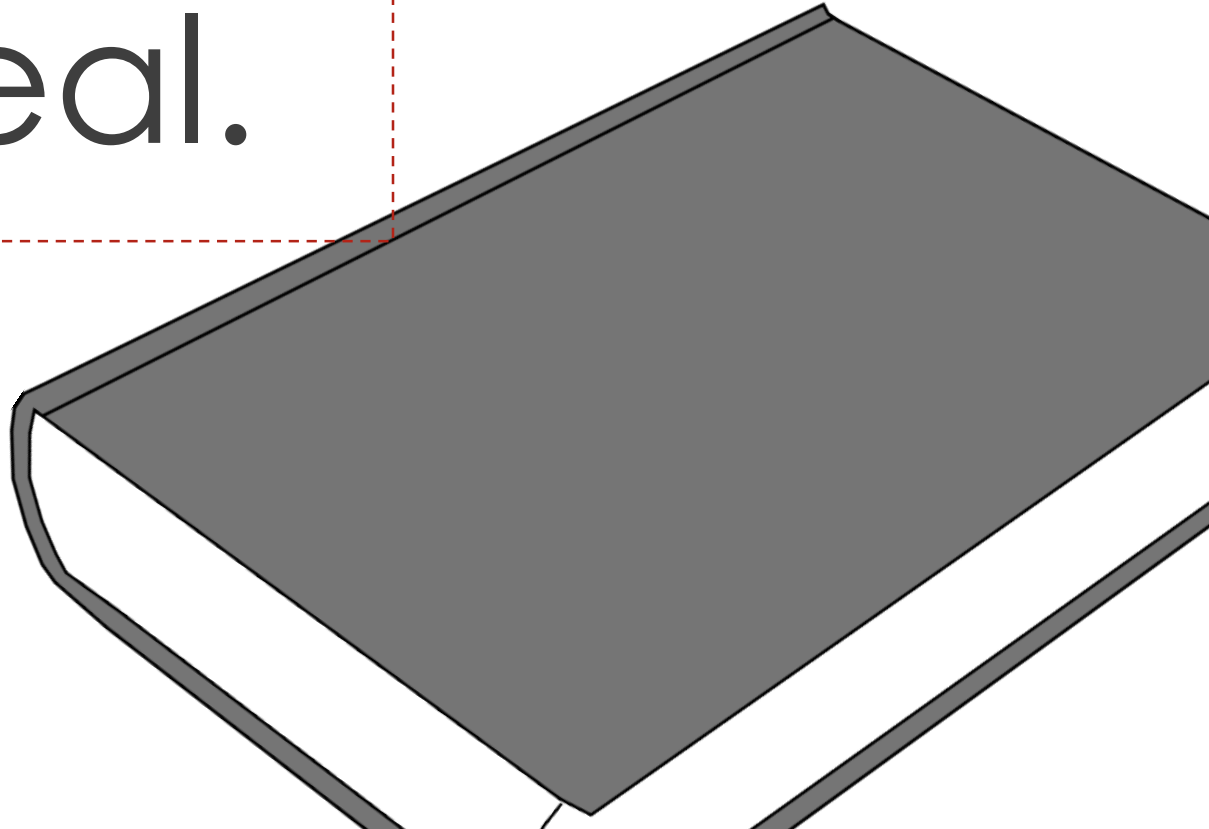
Leave behind after
a donor visit

Equip your Board/staff to
communicate on message

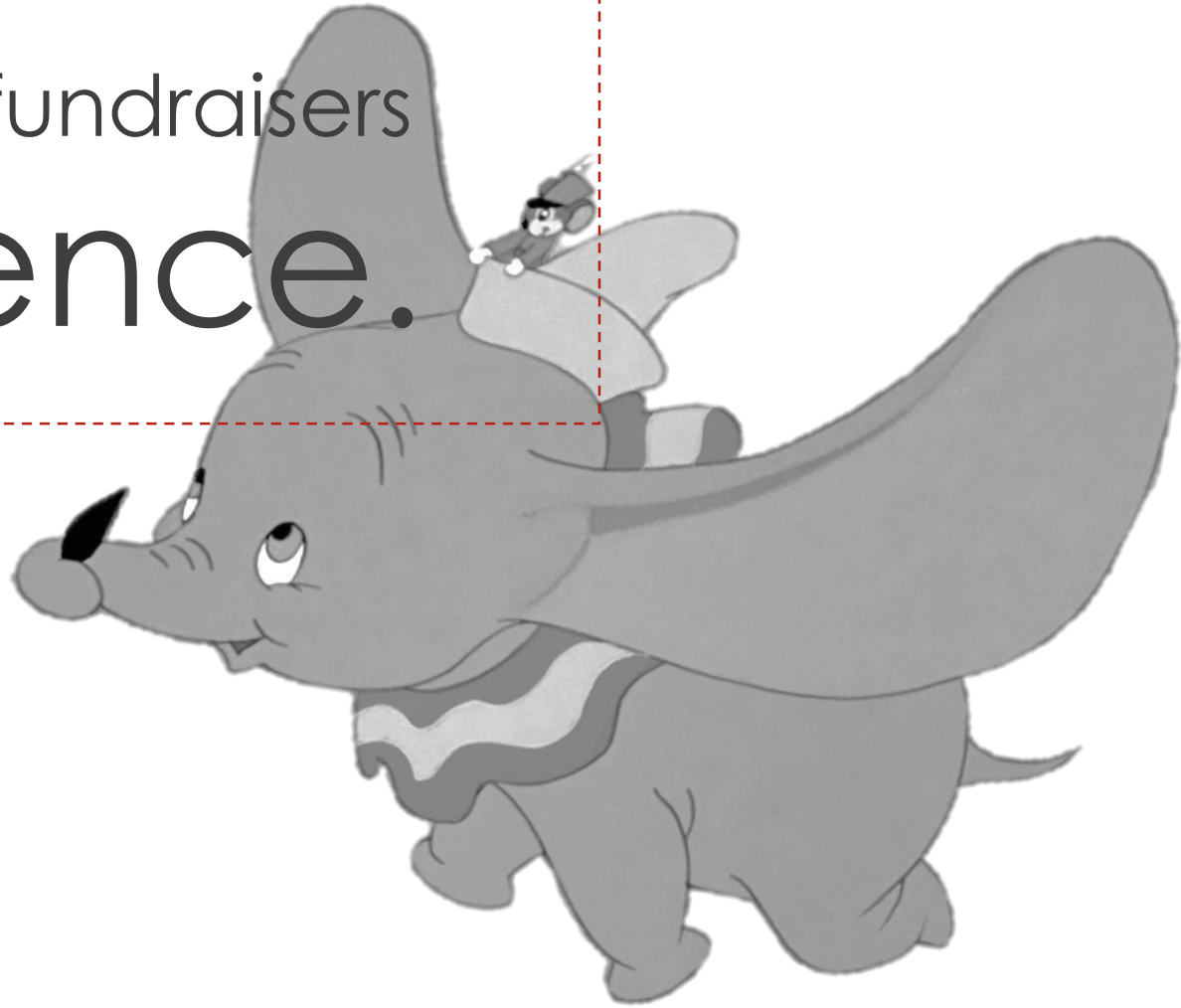
Fundraising Materials

Durable communications tools
specifically developed to
support your fundraising strategy

Materials make
ideas real.



Materials give fundraisers
confidence.



Most organizations
would benefit from taking the time to
build better fundraising materials.

You can do this well on almost
any budget.

Why Bother?

Materials You Need

Keys to Great Materials

Part 2

The Materials You Need

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

The Materials You Need

Every organization needs a **great case presentation deck** to serve a variety of purposes.

Why Start With A Case Presentation Deck?

“Out Loud” Language

Easy to Test

Thinking in Words and Images

Can Double as a Print Piece

Multiple Uses

Great for Training



in our hands

FENN'S
CAMPAIGN FOR
EVERY
boy
EVERY DAY



OUR PURPOSE: EDUCATING FUTURE LEADERS WITH
Honesty, Respect, Empathy, and Courage



A Leader in Boys Education Since 1929

**COMMUNITY
SPIRIT**

**SUA
SPONTE**

**HANDS-ON
LEARNING**

**FORWARD-THINKING
CURRICULUM**

25 Years of Building on Our Legacy

**CAMPUS
RENEWAL**

**INVESTMENT
IN FACULTY**

**GROWTH IN
DIVERSITY**

**SERVICE LEARNING
PROGRAM**

OUR VISION: BUILDING ON OUR FOUNDATION
for the Next Generation at Fenn



Strengthen a community where talented boys from all backgrounds are welcomed and supported



Support teachers who learn and develop throughout their careers, and continue to enhance their curriculum



Give all Fenn boys the tools to be thinkers, makers, doers, and leaders in tomorrow's dynamic world



In Our Hands

A \$20 million campaign
for every boy, every day,
both now and for
years to come.

A Community for Every Boy

ENDOWED SCHOLARSHIPS

Opportunities for Every Day

CAMPUS CENTER | TEACHER DEVELOPMENT | PROGRAM GROWTH

SCHOLARSHIPS:

A Community for Every Boy

A community
rich in ideas
and perspectives
needs students who
reflect the world
our boys will lead.

**FUND UP TO 16
FULL AND PARTIAL
SCHOLARSHIPS EACH YEAR**

**WELCOME TALENTED BOYS
WHO NEED FINANCIAL SUPPORT**

**MAKE FENN MORE
ACCESSIBLE AND AFFORDABLE**

A FORWARD-THINKING CAMPUS CENTER: Reimagining Campus Life



IN A COMMUNITY WHERE CREATIVITY, LEARNING,
AND CONNECTION HAPPEN EVERYWHERE, WE'RE
MAKING A PLACE THAT BRINGS IT ALL TOGETHER.

**BUILD A DEDICATED
INNOVATION LAB**

**EXPAND THE CONNOLLY
DINING HALL AND ADD
A MODERN KITCHEN**

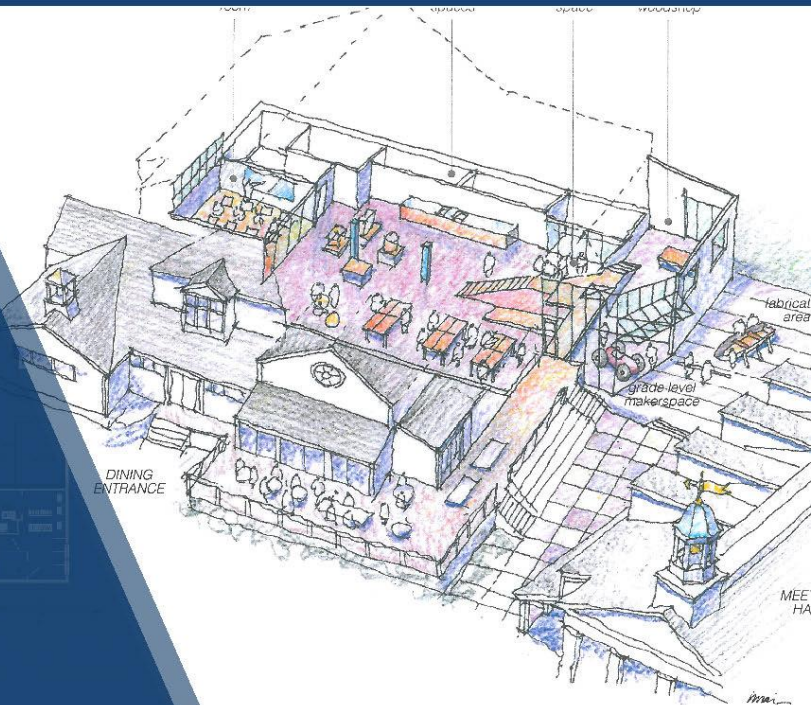
**CREATE VERSATILE LEARNING
AND MEETING SPACES**

A FORWARD-THINKING CAMPUS CENTER: Innovation Lab for 21st-Century Learning

**LARGE SPACE FOR
MULTIPLE PROJECTS
AND SIMULTANEOUS
CLASSES**

**DEDICATED INNOVATION
LAB STAFF TO WORK WITH
TEACHERS AND STUDENTS**

**CUTTING-EDGE
DIGITAL, ELECTRONIC,
AND PHYSICAL EQUIPMENT**



**LOWER FLOOR
DEDICATED
INNOVATION LAB**

*Sparking design thinking
and hands-on learning*

**MAIN FLOOR
MODERN KITCHEN AND
EXPANDED DINING HALL**

*Fostering community and
connection over meals and
conversation*

**THIRD FLOOR
VERSATILE LEARNING AND
MEETING SPACES**

*Facilitating lively
exchanges*

A FORWARD-THINKING CAMPUS CENTER:
Innovation Lab for 21st-Century Learning



DESIGN THINKING
THROUGH HANDS-ON,
PROJECT-BASED LEARNING

WHAT IS IT?

A LEARNING APPROACH THAT ENCOURAGES EACH BOY TO **BRAINSTORM**, **EXPERIMENT**, **PROTOTYPE**, AND **BUILD**

WHY DO IT?

TO ENGAGE **ACTIVE MINDS** AND INSPIRE **EMPATHY** AND **CREATIVITY** THROUGH AUTHENTIC **PROJECTS** AND **PASSIONS**

LOWER FLOOR
**DEDICATED
INNOVATION LAB**

*Sparking design thinking
and hands-on learning*

MAIN FLOOR
**MODERN KITCHEN AND
EXPANDED DINING HALL**

*Fostering community and
connection over meals and
conversation*

THIRD FLOOR
**VERSATILE LEARNING AND
MEETING SPACES**

*Facilitating lively
exchanges*

A FORWARD-THINKING CAMPUS CENTER:

Reconstructed and Reconfigured Wood Shop



ADJACENT TO
INNOVATION LAB
TO ENCOURAGE
COLLABORATION
ACROSS PROGRAMS

SHARED TOOLS
TO EXPAND
OPPORTUNITIES

LOWER FLOOR

**DEDICATED
INNOVATION LAB**

*Sparking design thinking
and hands-on learning*

MAIN FLOOR

**MODERN KITCHEN AND
EXPANDED DINING HALL**

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THIRD FLOOR

**VERSATILE LEARNING AND
MEETING SPACES**

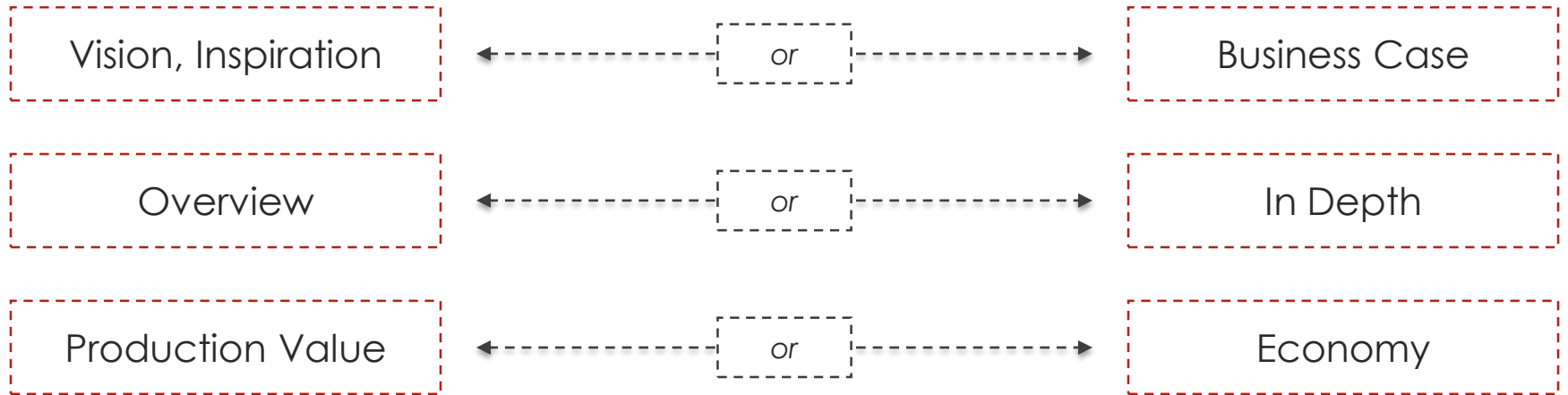
*Facilitating lively
exchanges*

It's up to us. The future is
In Our Hands.

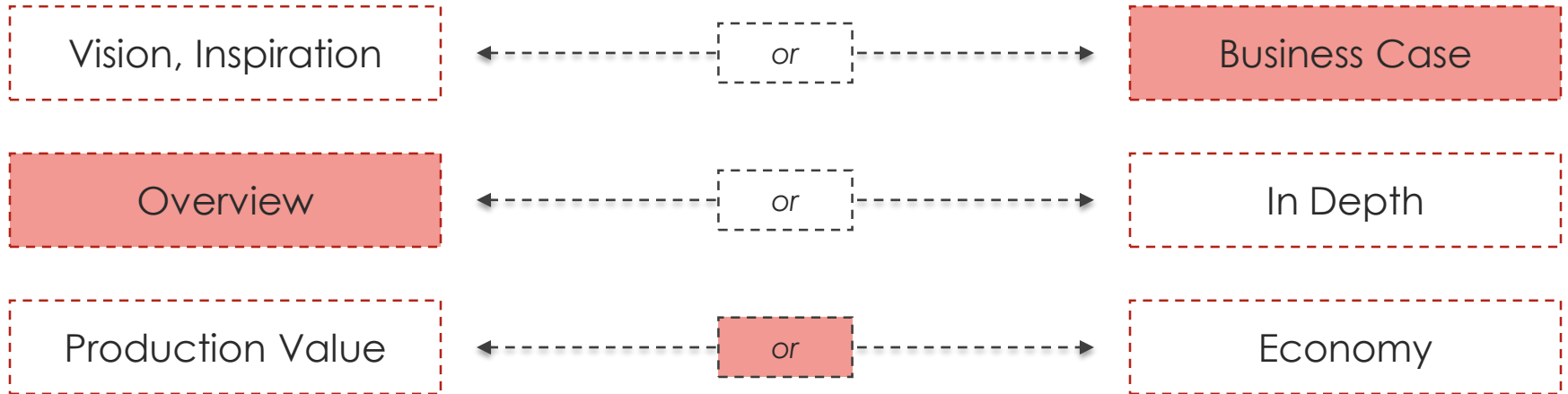
The Materials You Need

Find the approach to
print materials that
suits your needs and budget.

Finding Your Approach to Print Materials



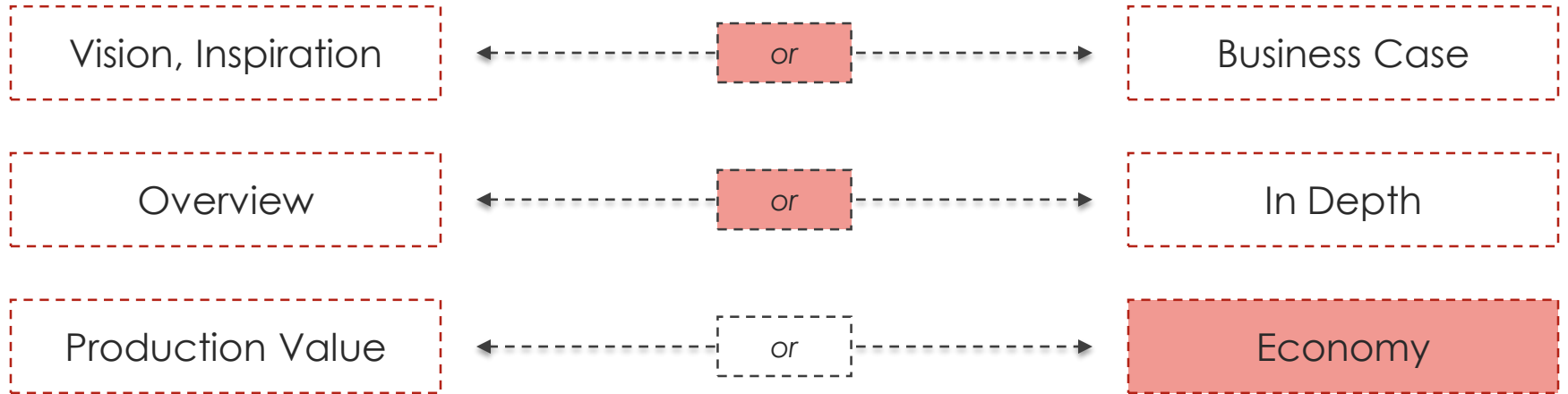
Quality Campaign Overview



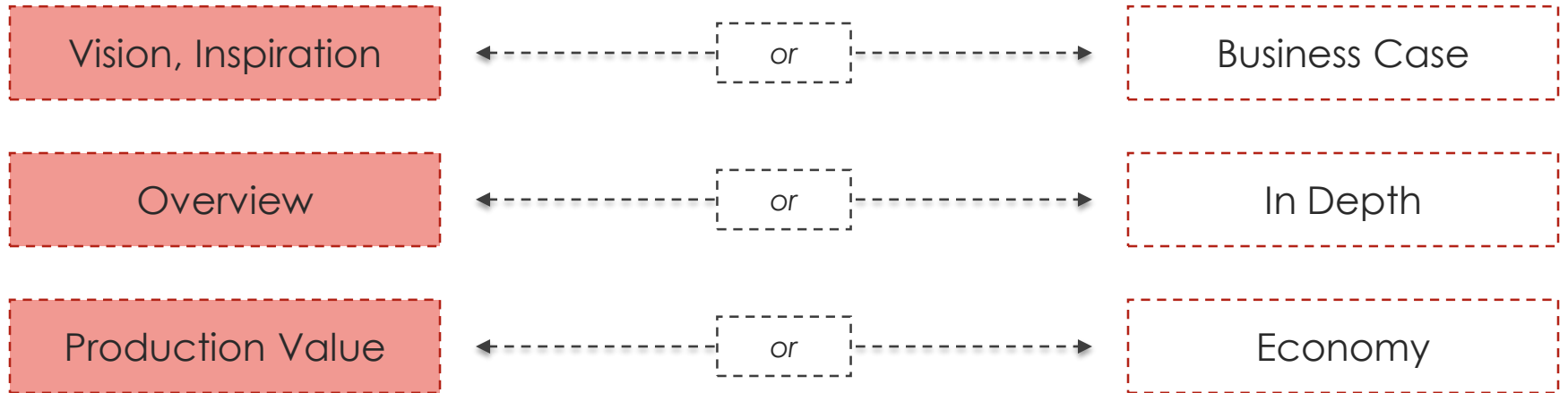


The Campaign
for GSA's Future

White Paper



Prestige/Keepsake Publication



THE CAMPAIGN FOR THE CHICAGO HISTORY MUSEUM

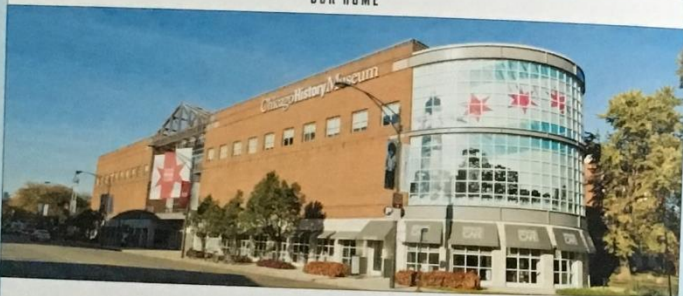
★★ THIS IS ★★
CHICAGO



ChicagoHistoryMuseum

*** THIS IS *** CHICAGO

OUR HOME



Chicago's great public parks shape the shared life of our city, giving generations of Chicagoans beautiful spaces to gather, reflect, and explore.

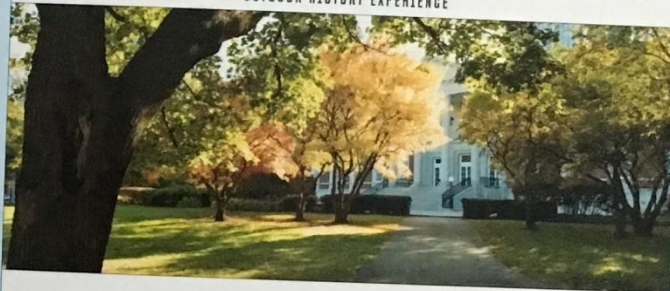
The corner of Lincoln Park that the Chicago History Museum calls home is a key part of this grand public landscape. However, this park space at Clark and LaSalle is long overdue for beautification—and the Museum is now ready to step up and meet this need while also turning it into a more welcoming outdoor experience that reflects the spirit and traditions of our city.

AN INSPIRING OUTDOOR EXPERIENCE

Landscaping: We will use new landscaping to enhance the visitor experience and beautify the space—making it a true public destination in the great Chicago tradition.

History Trail: We will connect new and existing landmarks—from the Chicago Fire artifact and redeveloped plaza to the Abraham Lincoln statue and Couch family tomb—by turning the trails that immediately border the Museum into a unified History Trail. Throughout the trail, we will install interactive “Discovery Stations” that employ environmental, tactile, and mechanical features. The Discovery Stations will address

OUTDOOR HISTORY EXPERIENCE



on the Museum's north facade, with a clear message that this space—and this Museum—are for everyone.

will speak powerfully to the significance of the Fire and to the spirit that willed the city to rise again.

GATEWAYS TO HISTORY

In addition, this experience will include new gateways that will draw visitors from the surrounding area into this newly beautified park experience. These include:

Welcoming New Landmark: We will create an inviting space that will instantly become a

★
“Our success in recent years has been based on our bold approach and our ‘everybody’s welcome’ brand of service. We know what we need to do to step up our service to Chicago. We can’t do it alone. Join us in sharing Chicago’s stories for generations to come.”

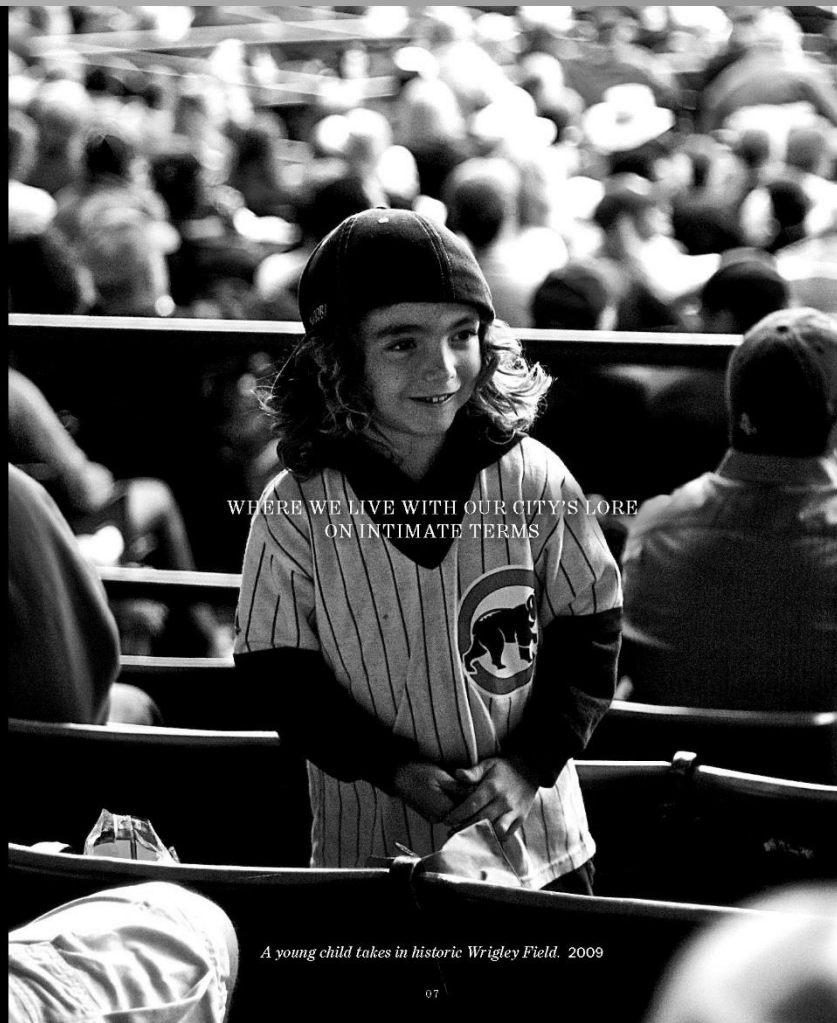
The Chicago Story Tunnel: We will turn the western-most pedestrian tunnel under LaSalle Drive into an engaging and educational exploration of Chicago history through image and color. Passing through this striking sensory experience will signal visitors’ entrance to the

An aerial night photograph of a city, likely Dubai, showing a dense grid of streets and a prominent skyscraper in the center. The city is illuminated with warm yellow and orange lights, creating a glowing effect against the dark sky. The skyscraper is the focal point, with its lights reflecting on the surrounding urban landscape. The overall atmosphere is one of a vibrant, modern metropolis.

WHERE WE SHARE NOT ONLY A CITY BUT A SPIRIT

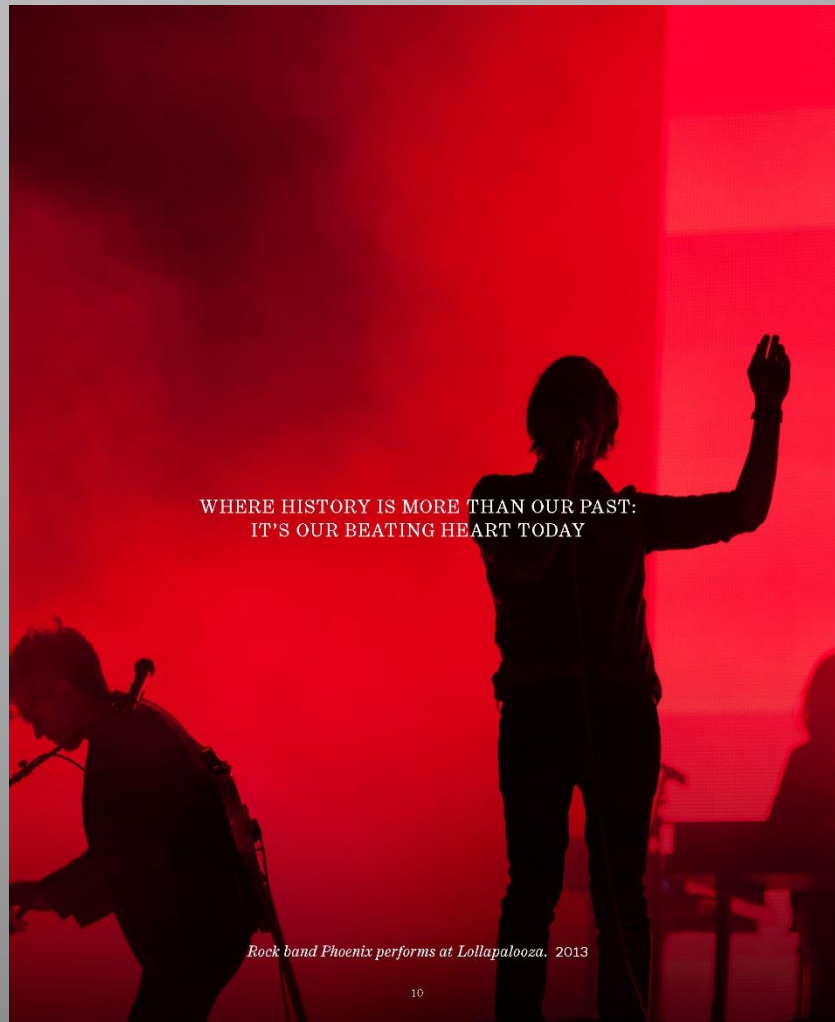


Casey Jones (also known as Chicken Charlie) playing the accordion on Maxwell Street. 1963



WHERE WE LIVE WITH OUR CITY'S LORE
ON INTIMATE TERMS

A young child takes in historic Wrigley Field. 2009



WHERE HISTORY IS MORE THAN OUR PAST:
IT'S OUR BEATING HEART TODAY

Rock band Phoenix performs at Lollapalooza. 2013



*Theodore Roosevelt standing in an automobile while addressing a crowd
on South Michigan Avenue. 1912*

This Is Chicago is a landmark \$50 million fundraising campaign that will extend the Chicago History Museum's role as a community hub for generations to come.



Together, we can put the pulse of Chicago at everyone's fingertips in a bolder, more accessible way than ever before—by advancing three priorities that all Chicagoans can call their own.

OUR HOME

We can make CHM an accessible, exciting destination for everyone.

CAMPAIGN PROJECTS

- Public Spaces
- Exhibitions
- Outdoor History Experience

Page 16

OUR COMMUNITIES

We can empower our communities by expanding the Chicago Learning Collaborative, using our city's stories to engage, teach and inspire young people.

CAMPAIGN PROJECTS

- Educational Programs and Outreach

Page 22

OUR FUTURE

We can preserve and share the past that defines our city today—and that will shape its future tomorrow.

CAMPAIGN PROJECTS

- Collections
- Digitization
- Endowment

Page 26





OUR HOME

An accessible and exciting destination for all, where the spirit of Chicago burns bright for generations to come.



In a city full of world-class cultural institutions, the Chicago History Museum is the one place that brings *all* of Chicago to life. Drawing on over 150 years of collections and stories, CHM has provided a home for Chicagoans of every background and a place that helps visitors truly understand what makes our city so unique. But to renew this promise, we need to re-imagine CHM's physical spaces to embody the heart of Chicago in new ways, creating bold and accessible attractions that draw people in for years to come. This campaign will make it possible.

CAMPAIGN PROJECTS

Public Spaces: Creating immersive, dynamic, and active new spaces that capture visitors' attention from the moment they walk in the door—building on our recently re-imagined first floor gallery and theater.

Exhibitions: Making existing exhibition and gallery spaces more interactive and engaging for visitors of all ages—so that we all can immerse ourselves in Chicago history and make connections that matter to our lives.

Outdoor History Experience: Making the corner of Clark and LaSalle a public destination in the great Chicago tradition. With beautified landscaping, inviting trails, and installations that highlight our city's culture and iconic moments, we can create a new space that invites everyone to come together and engage with our city.





This Is Chicago

AND THIS IS OUR CAMPAIGN. IT'S ON ALL OUR SHOULDERS.

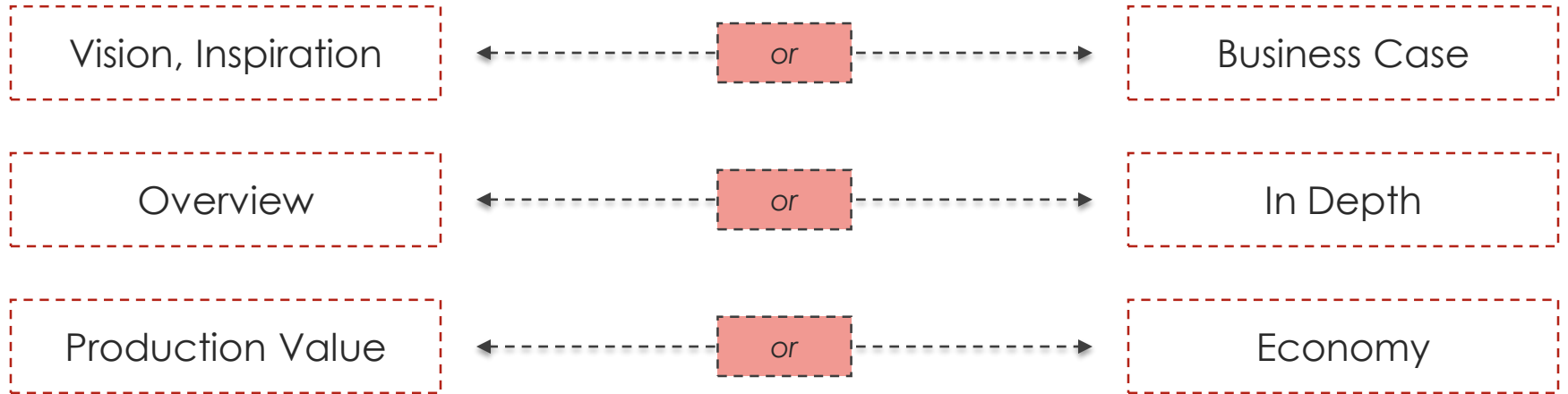
We're a city that gives generously and volunteers wholeheartedly, that makes no small plans, that preserves what matters and changes what should change. This is what Chicago does—in every generation. And it's our turn to leave a legacy for our city and its future.

Let's extend the community hub that shares our city's spirit. Let's carry forward the dynamic institution that makes room for our entire city. Let's put the pulse of Chicago at everyone's fingertips—and keep the Chicago History Museum beating boldly with the heart of our city for generations to come.

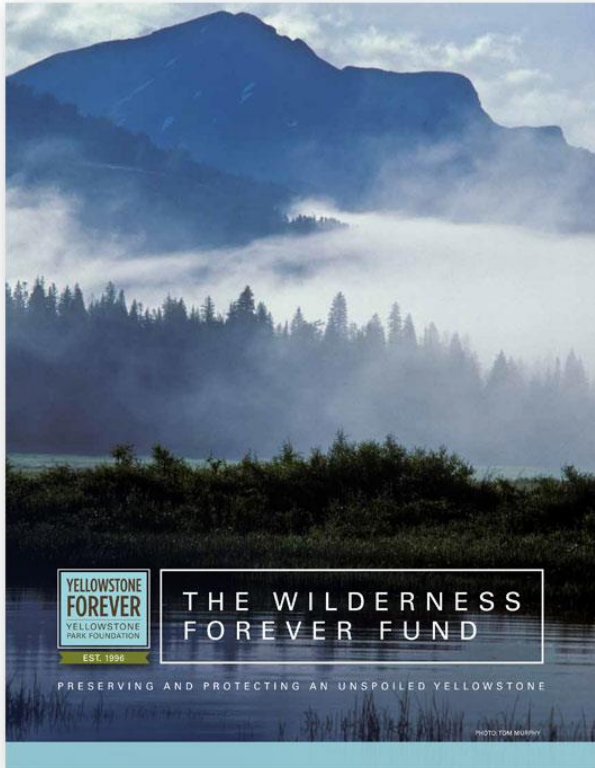


Members of the Gay, Lesbian and Bisexual Veterans Association march with a big U.S. flag at the 45th Annual Chicago Pride Parade, 2014

Modular Set: Overview Brochure + Detailed Inserts







YELLOWSTONE FOREVER
YELLOWSTONE PARK FOUNDATION
EST. 1996

THE WILDERNESS FOREVER FUND

PRESERVING AND PROTECTING AN UNSPOILED YELLOWSTONE

PHOTO: TOM MURPHY

THE SCIENCE FUND FOR TOMORROW'S YELLOWSTONE

Managing Wolf Restorations Through Cutting-Edge Science Projects

Yellowstone is experiencing a natural resurgence of wolf packs, and an important restoration for the other. But Yellowstone managers have a lot of work to do.

All across the Park, we see:

- 1** **Stronger wolf populations** that are beginning to disperse into new areas.
- 2** **Revised wolf management plans** that are being implemented.
- 3** **Stronger wolf populations** that are beginning to disperse into new areas.
- 4** **Revised wolf management plans** that are being implemented.

What can we do of our own?
Yellowstone Forever is leading the way in providing scientific research and management expertise. And we will do so through supporting projects, scientific initiatives that are a part of the Science Fund for Tomorrow's Yellowstone.



INITIATIVES

Wolf Studies
This initiative is a multi-year effort to study wolf behavior, including their interactions with other species, their social structures, and their impact on the ecosystem. Funding will be provided to support these studies and related management actions.

Wolf Management Planning
The introduction and management of wolves is a complex task. Funding will be provided to support the development of management plans and the implementation of those plans.

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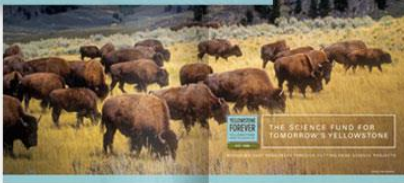
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YELLOWSTONE FOREVER
YELLOWSTONE YOUTH
INSPIRING A NEW GENERATION OF STEWARDS

YELLOWSTONE YOUTH

Yellowstone Forever is proud to announce the launch of the Yellowstone Youth Program, a new initiative designed to inspire and educate the next generation of stewards. The program will provide young people with hands-on experiences in the park, including field research, conservation projects, and educational opportunities. Funding will be provided to support these activities and related management actions.



YELLOWSTONE FOREVER
THE SCIENCE FUND FOR TOMORROW'S YELLOWSTONE

The Materials You Need

Consider video if you have a
well-defined and high-value use
for it.

Three Great Uses for Video

Showing at group cultivation events

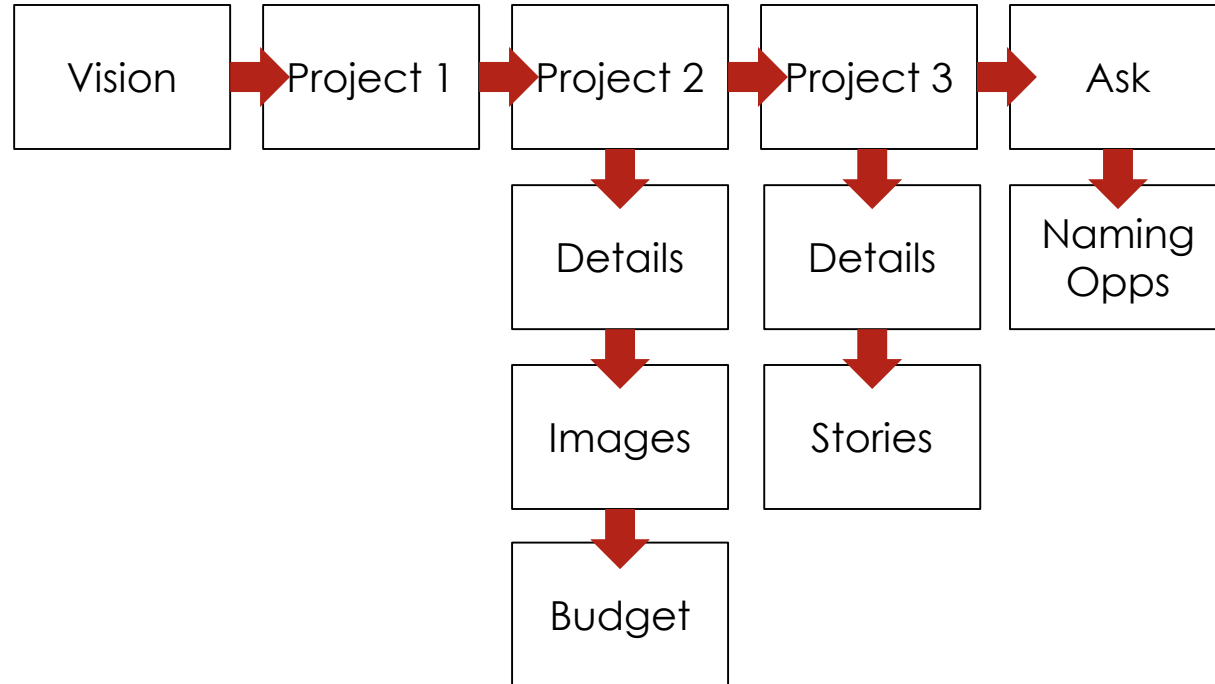
Sending ahead of donor visits

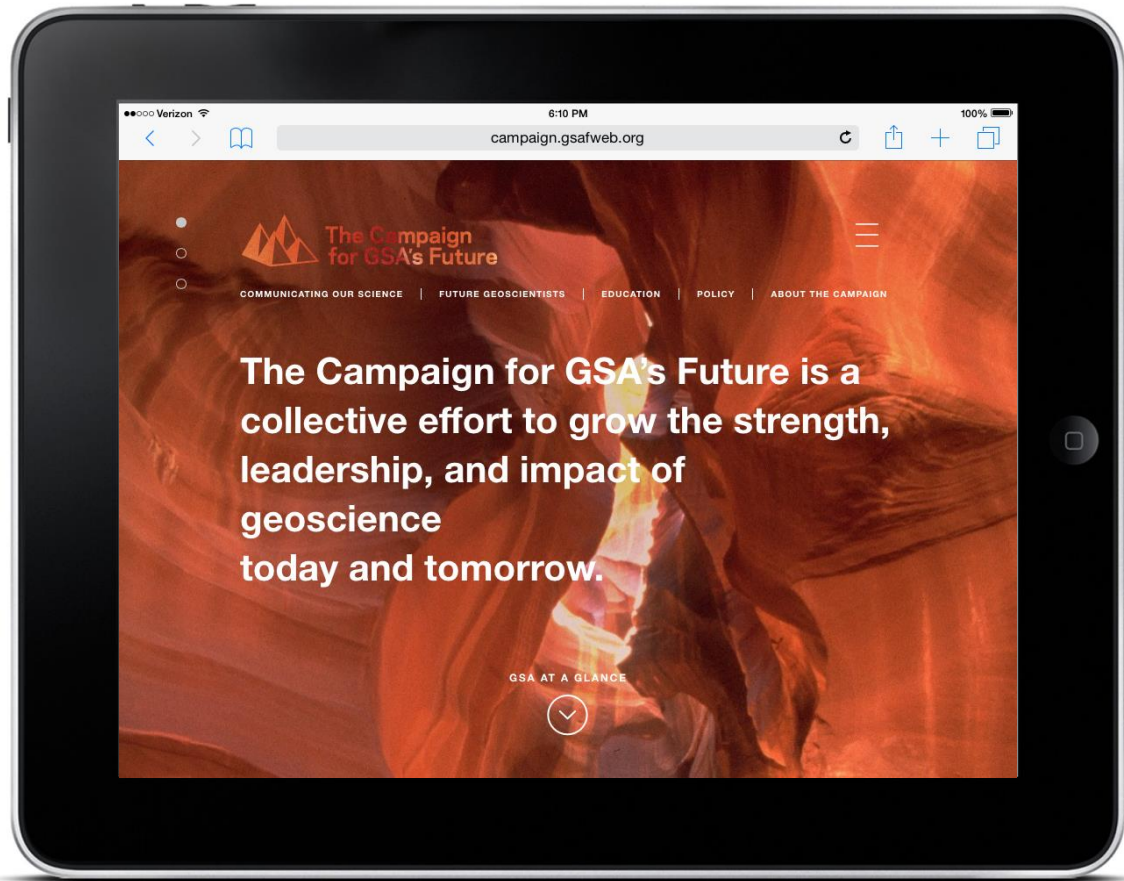
Sharing at the beginning of donor visits—
if this makes sense for your message and
audience

The Materials You Need

If you need to explore a range of funding priorities with major prospects, consider an **interactive tablet app.**

Interactive Tablet Apps





The Campaign for GSA's Future is a collective effort to grow the strength, leadership, and impact of geoscience today and tomorrow.

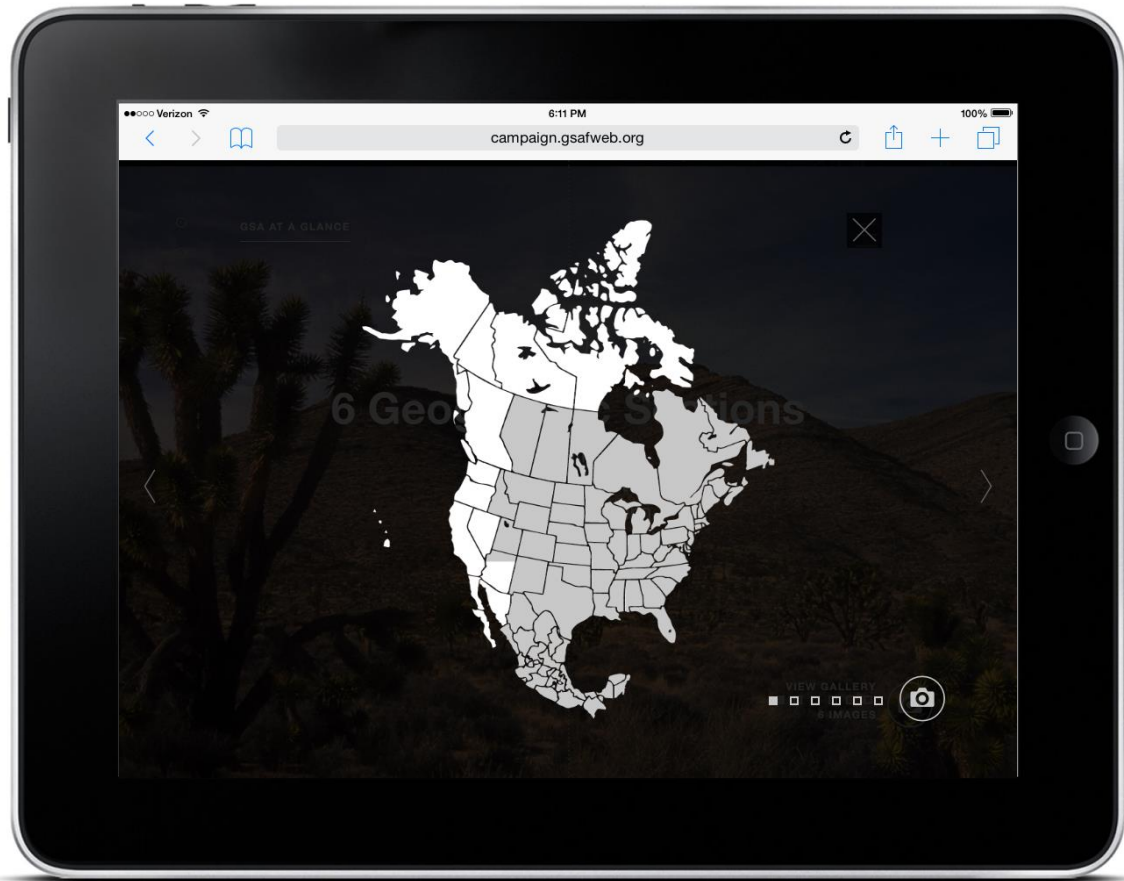
GSA AT A GLANCE




GSA AT A GLANCE

Key Stats

- 27,000 individual members
- 115 countries represented
- 8,000 meeting attendees
 - 125+ years of service
- 400+ GSA Research Grants awarded last year
 - 72 associated societies

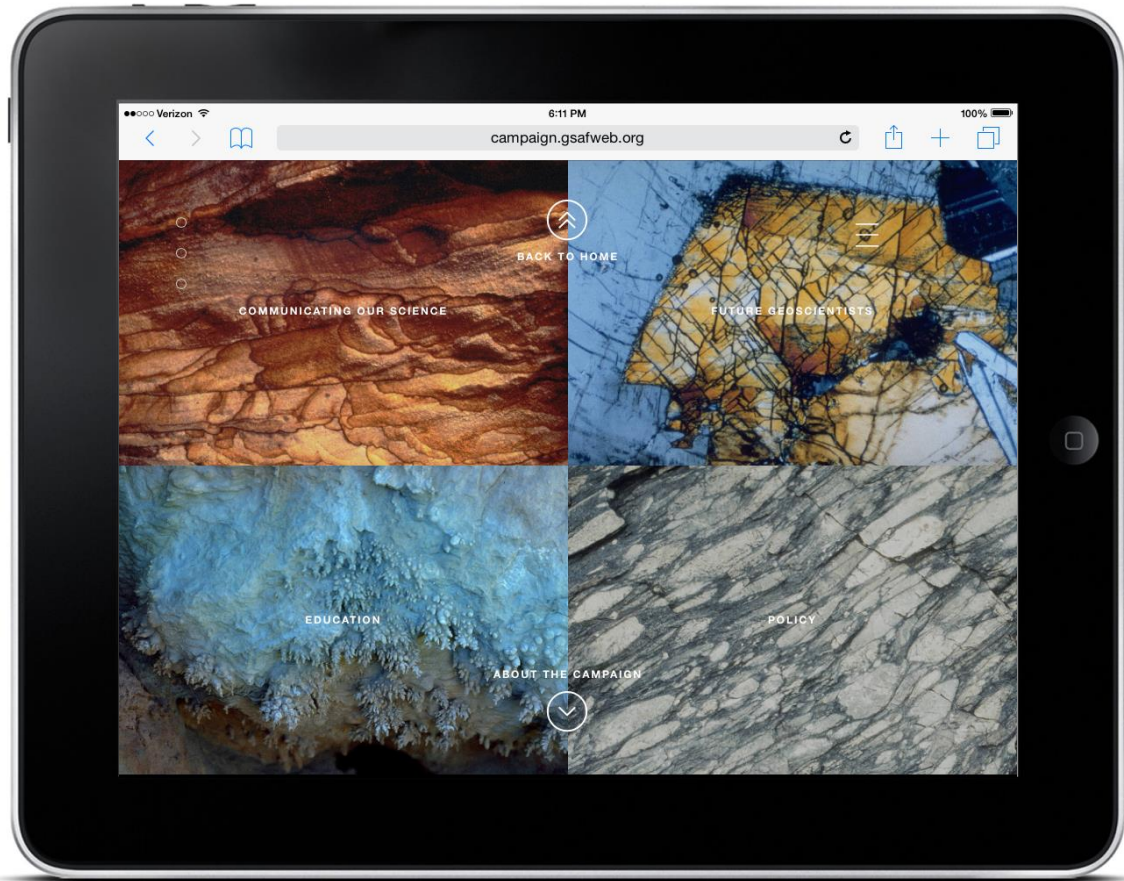


Verizon 6:11 PM 100%
campaign.gsafweb.org

GSA AT A GLANCE

6 Geographic Regions

VIEW GALLERY
6 IMAGES



COMMUNICATING OUR SCIENCE

BACK TO HOME

FUTURE GEOSCIENTISTS

EDUCATION

ABOUT THE CAMPAIGN

POLICY



Verizon 6:12 PM 100%
campaign.gsafweb.org



FUTURE GEOSCIENTISTS



Priorities

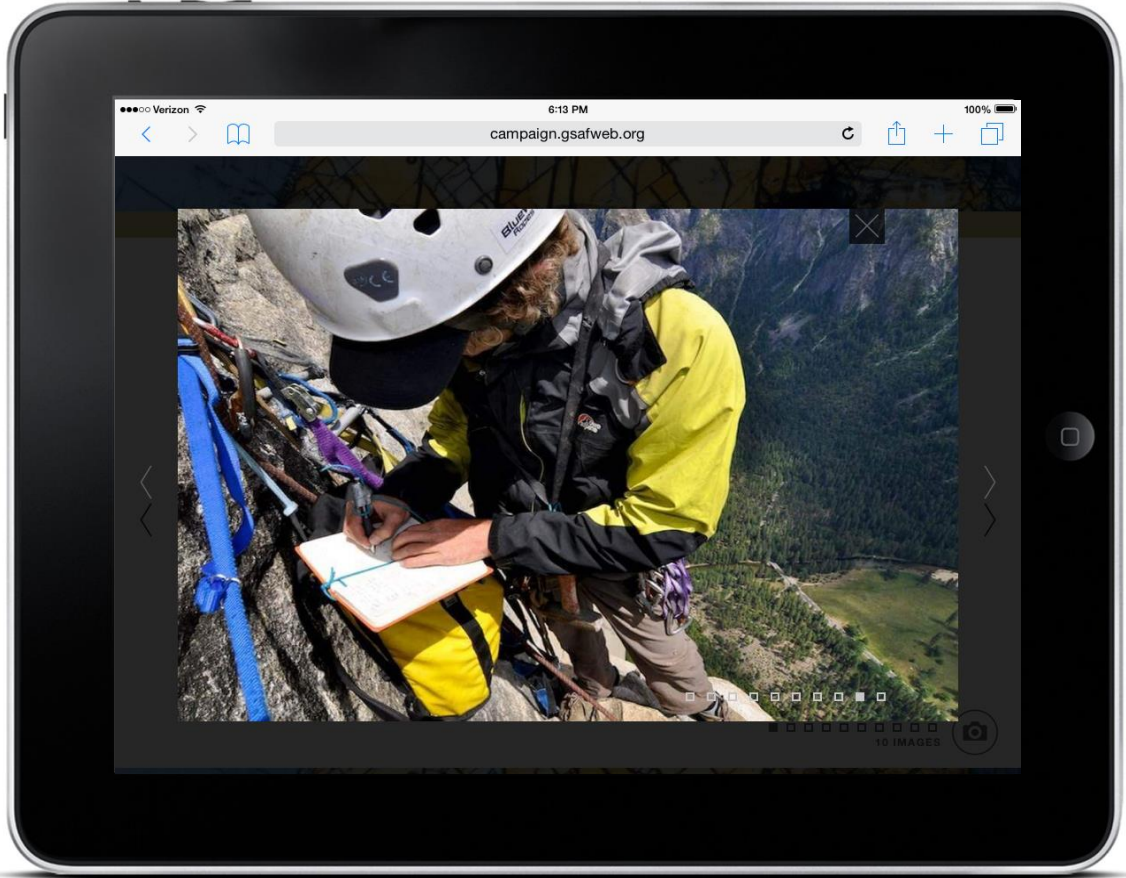


1
GRADUATE STUDENT
RESEARCH GRANTS

2
ON TO THE FUTURE
PROGRAM

3
GEOCAREERS



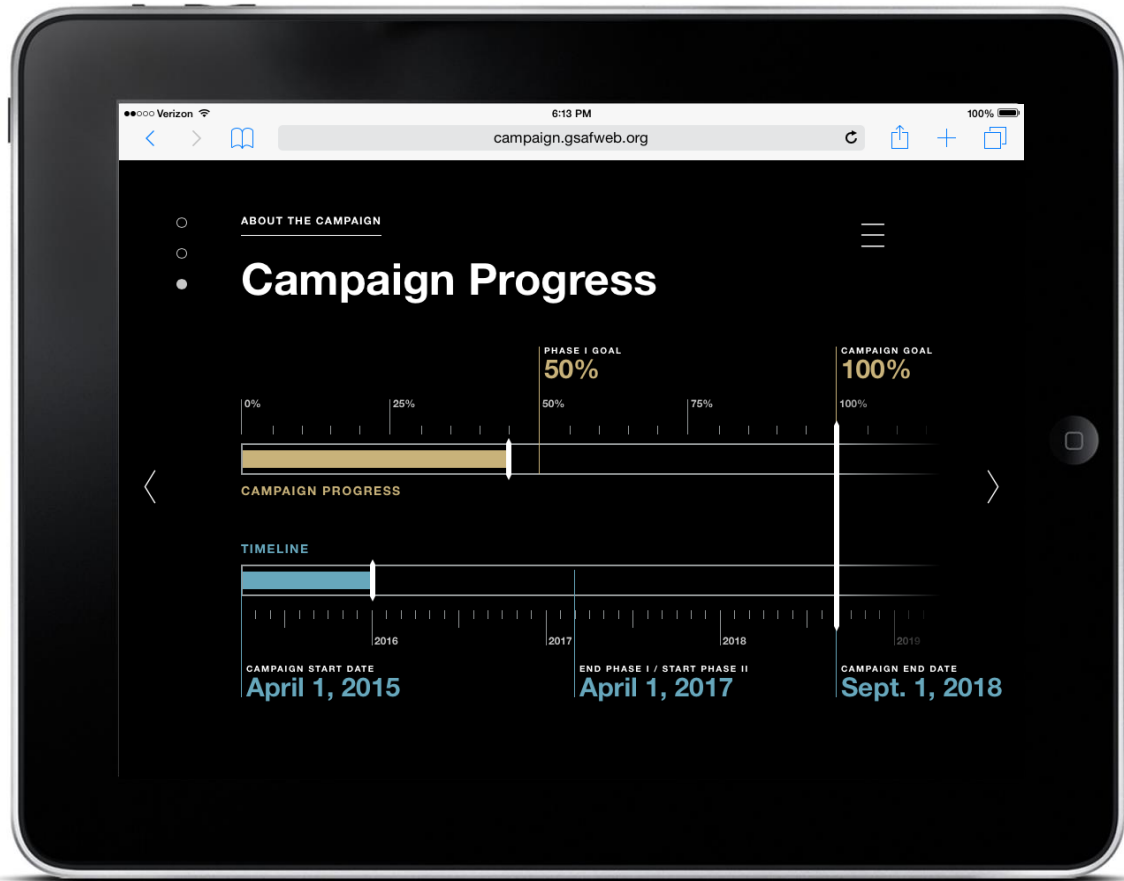


Verizon 6:13 PM 100%
campaign.gsafweb.org

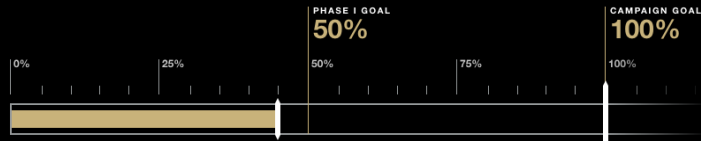


10 IMAGES

10 IMAGES



Campaign Progress



CAMPAIGN PROGRESS

TIMELINE



Why Bother?

Materials You Need

Keys to Great Materials

Part 3

Keys to Great Materials

Campbell & Company CELEBRATING 40 YEARS

Fundraising • Communications • Executive Search • Strategic Information Services

Invest in better
photography.



This is what's at stake.



This is what's at stake.



This is what's at stake.



This is what's at stake.

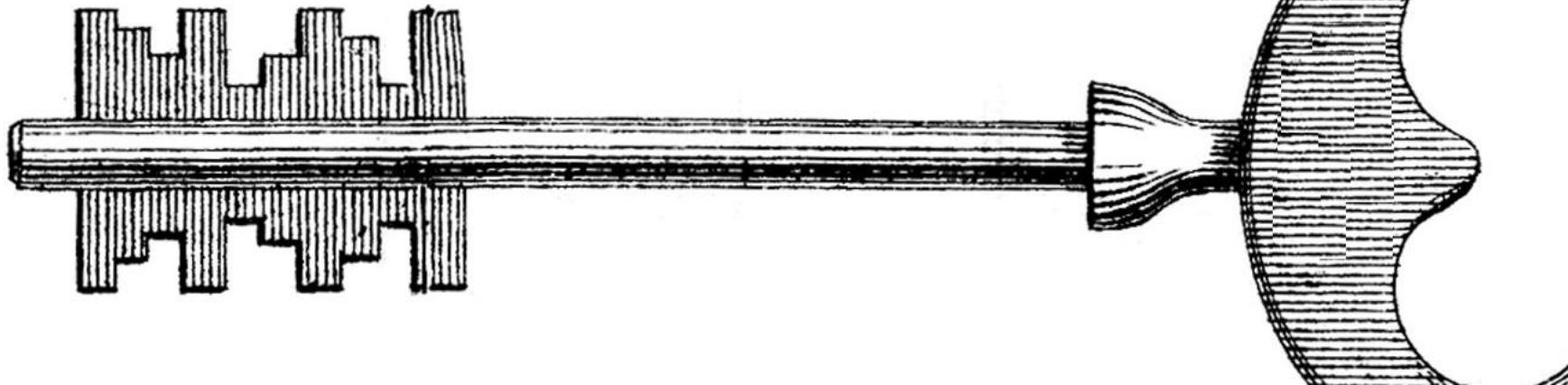


Make sure you have a

clear message,

and make the message drive

everything.



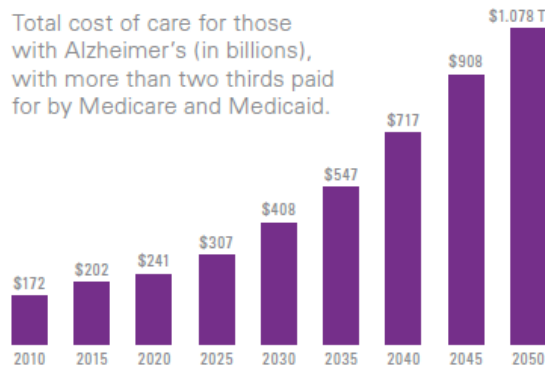
The movement to end Alzheimer's disease isn't just a battle. It's a race.

That's because every day another 10,000 Baby Boomers turn 65, after which their risk for developing Alzheimer's doubles every five years.



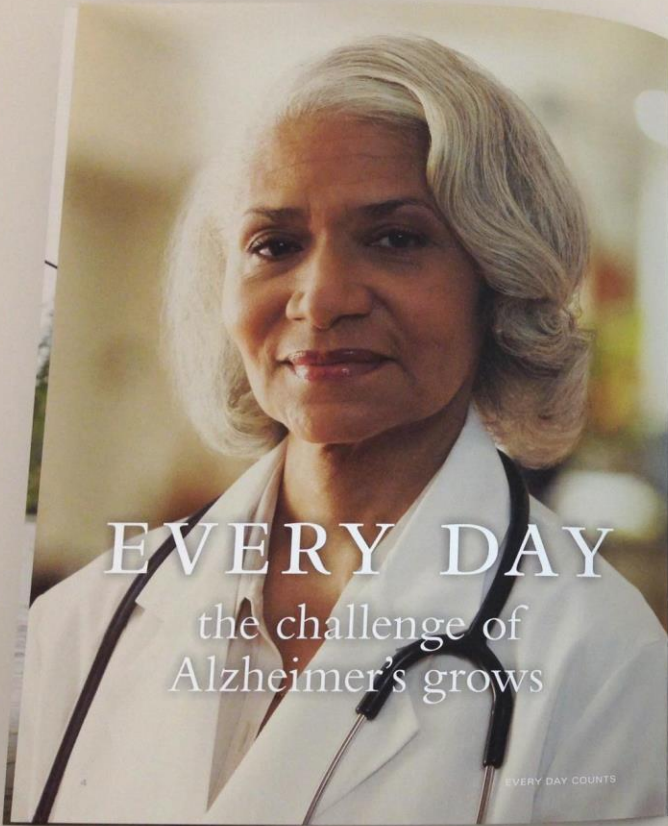
5 million Americans with Alzheimer's today
16 million Americans with Alzheimer's in 2050

Total cost of care for those with Alzheimer's (in billions), with more than two thirds paid for by Medicare and Medicaid.



The already high cost of Alzheimer's will skyrocket as the Baby Boomers age.

Source: Lewin Group Econometric Model of Alzheimer's and Dementia Costs (alz.org/trajectory)



EVERY DAY
the challenge of
Alzheimer's grows

EVERY DAY COUNTS

The movement to end Alzheimer's disease isn't just a battle. It's a race.

That's because every day another 10,000 Baby Boomers turn 65, after which their risk for developing Alzheimer's doubles every five years.

Each new diagnosis affects countless lives: caregivers rearrange their lives and careers; communities support struggling families; and the cost of care continues to grow at a rate we can't sustain.

Alzheimer's disease is already the sixth leading cause of death in the United States. One in three seniors dies with Alzheimer's or another dementia.

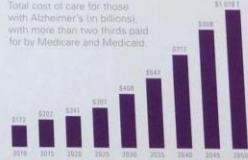
Until we change the course of this disease, the cost of Alzheimer's to everyone in our country will only continue to skyrocket.

It's the defining public health challenge of our time. It's a race we must win. And our success depends on the actions we take today.



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Quality
over length.





The Campaign
for GSA's Future

Make it feel
special.



2015 ANNUAL GIVING REPORT



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



Highlight:
Opportunity
Work
the foundation
practice



Fundraising Communications Webinar Series, 2016-17

1

Defining Your
Case for Support

Oct 5, 2016

What are we
trying to
communicate?

2

Crafting Your
Message

Dec 14, 2016

How do we
express it?

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Engaging
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How do we get
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Fundraising
Materials
That Work

May 10, 2017

What **materials**
do we need to
produce?

5

Campaign
Case Dev. &
Communications

Jul 12, 2017

How do we
convey a strong
campaign
vision?

Thank You

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