



ENGAGING MEMBERS & DONORS IN YOUR MISSION

There has never been a better opportunity to tell your Y's story. When your doors closed, your mission continued. Members stayed with you while you served your community in new ways.

As you re-emerge and work to finish the year strong, it is important to share your impact, show donors and members how their gifts made it possible, and invite them to continue to support your work.

DBD Group has developed a consistent, timely, multi-channel donor engagement program to steward, inform, and ask your members and donors for support.



**When members stayed,
you gained thousands
of new donors!**

**This Donor Engagement
Program will help you stay
close to these new member
donors, as well as existing
donors, so you can continue
to count on them to
support your critical
community work.**

DONOR ENGAGEMENT PROGRAM: DIGITAL DIRECT RESPONSE

Our Donor Engagement Program offers four total appeals, each with several components including email, social media, and letter templates. We will also provide a how-to kit and recommendations on target audience and timing. Everything you need to stay in touch with your donors.

Appeal topics include:

- Re-opening your Programs/Facilities
- Emerging Case
- Fall Stewardship
- Year End

Appeals are customizable to the work you are doing locally and can be executed by your team.*

Pricing:

- Two appeals: \$2,000
- All four appeals: \$3,600

*If you need assistance executing your email or social media program, we will connect you with a trusted partner who can help!

Let's get started today!
dbd.group/engage
info@dbd.group