

The Sharity Monthly Report - Resources for Nonprofits

1 message

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THE SHARITY REPORT

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At Sharity, we work to ensure that philanthropists are confident in the nonprofits they invest in and that nonprofits can empirically show how their work is making a difference. From start-ups to 100-year-old institutions, our work helps ensure our client's vision is clear, the outcomes are measurable, and the collective effort impactful.

From Carol's Desk - Year-End Campaign - Let Us Do It For You

Welcome September! Welcome Labor Day weekend, cooler weather, colorful leaves, and (for nonprofits) year-end campaign planning. While a very small number of nonprofits (7.7 percent) begin their year-end tasks in September, most (nearly 54 percent) do not even begin planning their year-end appeal until October! Be an early bird this year, and start planning now. Remember, most nonprofits raise 30-40 percent of their annual donations during their year-end appeal.

I hear you, I hear you. No time. No team. No strategy. No problem. Let Sharity do the work for you with our turnkey solution. Give us an hour or two, a singular point of contact, and all required creative assets, and our experts will do the work for you.

Here's what you get:

- Completed appeal letter (mail ready), including one draft and final product
- Customized social media posts
- Year-End Campaign Implementation Calendar
- And much more! (Link to the land page)

Your nonprofit will reap the rewards. Trust Sharity to guide your nonprofit through your most successful year-end appeal ever.

Let's Get Started!

UPCOMING EVENTS

FREE ON-DEMAND WEBINARS

"The Secret Key To Using Social Media To Drive Giving Tuesday Success"

Lisa Brinker and Wayne Veldsman

Giving Tuesday is one of the biggest community giving days for nonprofits. In 2020, more than \$2.5 Billion dollars were raised by nonprofits on that single day alone. Sharity's resident experts on all things digital, Lisa Brinker and Wayne Veldsman, are hosting a free on-demand webinar that will reveal the secret to using social media for a successful Giving Tuesday. Don't miss it.

WATCH HERE

iWAVE INTERVIEW: "Donor Segmentation: Fundraising with Confidence"

Meet iWave, the Canadian-based software company whose next generation platform is simplifying fundraising for nonprofits around the world.

iWave offers the most comprehensive philanthropic, wealth, and behavioral data available, arming nonprofits with the metrics and information to target their most viable funding opportunities. Sharity President Carol Wick talks one-on-one with Jeremy Davies of iWave about how the one-stop-shop for nonprofit fundraising needs works and how its data and donor segmentation services can open up new fundraising opportunities from your current donor lists.

WATCH HERE

CLICK HERE TO SEE ALL EVENTS

NONPROFIT FREE TOOL

Are your fundraising efforts working?

Increase donations with data-driven insights

Fundraising metrics are critical to the success of any nonprofit, and it is important to establish your key performance indicators (KPIs) before you launch your year-end campaign. Tracking KPI's will inform and strengthen fundraising decisions and strategies for your nonprofit, leading to increased donations. Access our free tool to help you set up your fundraising KPIs.

JOIN THE SHARITY KNOWLEDGE CENTER OR LOG IN HERE



Donor Segmentation: Hidden Gems, Champions, Distinguished Philanthropists! Oh my!

By Noelle H. Lowery

With all thoughts in the nonprofit world turning to year-end campaigns right now, many nonprofits also are on the lookout for new donors. Afterall, these entities just spent the last nine months asking all of their loyal, established contributors for their continued financial support.

... READ THE FULL ARTICLE



NONPROFIT TIP

Having trouble identifying the right donors for your organization? Start with your inner circle, those closest to your nonprofit. If you haven't convinced your inner circle to give, you shouldn't be looking outside that network. There is so much potential with those that are already connected to your organization. You probably just haven't segmented and targeted them with the right types of asks.







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