



the MESSENGER

a publication of Gabriel Group

Gabriel Group Guidance Helps Archdiocese of Denver Surpass Record-breaking Goal

FIRST TEAMING UP IN 2016, the Archdiocese of Denver and Gabriel Group forged a partnership that prioritized strategic changes that have, now three years later, proven to break barriers and shatter expectations.

Gabriel Group was brought in to assist the Archdiocese with the Archbishop's Catholic Appeal (ACA), its annual fund campaign that was struggling to reach its full potential. With the recommendation to enhance personalization and establish more aggressive gift arrays, Gabriel Group stepped in to make an immediate difference. As the relationship grew, GG also proposed the creation of a \$1,000 mid-level giving society – The Guardian Angel Society – in an effort to increase average gift size as well as provide a pipeline of major donors to the Archdiocese. Response to the Guardian Angel Society was overwhelmingly positive, significantly increasing the number of donors at the \$1,000+ level.

In 2018, three new influential strategies were implemented that tremendously enhanced the ACA:

- **The Guardian Angel Society** was expanded into the Choir of Angels based on the celestial hierarchy of angels. It included nine levels of giving named for each of the nine levels of angels, from Guardian Angel at the \$1,000 level to Seraphim at the \$50,000+ level.
- **The 2018 campaign** actively promoted monthly giving to support the ACA. Monthly sustainer gifts grew from 30 the previous year to more than 900 in 2018. Additionally, many of the monthly donors gave \$84/month to be recognized in the Choir of Angels at the Guardian Angel level.
- **To illustrate the impact of donor support from the Choir of Angels donors**, the campaign's other loyal supporters and particularly the many consecutive year

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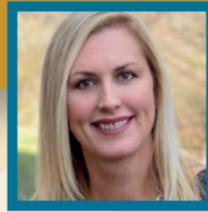


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Winged Words

WITH
ALICIA LIFRAK, CFRE
EXECUTIVE VICE PRESIDENT



Friend,

I am delighted to take this opportunity to share our vision for the Gabriel Group nonprofit division given our recent restructure. (For more information, check out the press release on the back of this newsletter.) Our ability to impact our clients' success was central to the purpose of our alignment decisions, and we're so happy to share more context behind our exciting change.

In its current state, the world of philanthropy is rapidly transforming. According to *The NonProfit Times*, charitable giving increased somewhere between 1.5 and 1.6 percent during 2018. While the positive upswing is always encouraging, experts are saying the pattern still puts charities behind the nation's economic growth — currently calculated at 2.6 percent. And even more troubling: the total number of donors declined 4.5 percent while new donor numbers decreased 7.3 percent year over year. We understand that you and your organization are encountering more and more competition, especially as we face down yet another election year coming around the bend in 2020.

As donors and members continue to seek a more personalized experience along with deeper, more meaningful relationships with their chosen causes and organizations, we're aiming to do the same with our clients. With our focus now on providing real-time analysis and strategic direction on best practices to tailored nonprofit markets, your goals, mission and budget are at the forefront of our service-oriented perspective.

Wading through the unpredictable waters of fundraising and membership doesn't have to be scary if you take the proactive step of strategically navigating your course. To learn more about our organizational transition and its impact on our future as a full-service partner, shoot me an email at alicia.lifrak@gabrielgroup.com.

It is our hope that we can be the best possible resource to our partners as this dynamic environment continues to evolve — all the while, striving to ensure their goals are exceeded. As we say, **YOUR MESSAGE IS OUR MISSION!**

Hope to hear from you soon!

The Sparrow's Nest Maternity Home Chosen as Gabriel Group's Pay-It-Forward Organization of 2019



GABRIEL GROUP COULDN'T BE PROUDER to announce **The Sparrow's Nest Maternity Home** as its 2019 Pay-It-Forward recipient!

The Sparrow's Nest's mission is to empower young moms and their children to realize their full potential. As a nonprofit, the group helps teen mothers who experience homelessness or abusive situations by providing them with

shelter, resources and supplies. The program is open to any women 20 years of age or under who are currently expecting and/or parenting a child under the age of five. The Sparrow's Nest supports those living at the maternity home during their entire pregnancy and up to a year after their baby is born. We are thrilled to raise money for such a deserving cause!

Gabriel Group is now in its seventh year of selecting a local St. Louis-area charity to support in order to give back to its community and make a lasting impact on small organizations close to home. We are already off and running in 2019 with a St. Patrick's Day raffle basket under our belt, \$10 March Madness brackets filled out and busted, and even checked a trip to The Sparrow's Nest home off our list! **For a sneak peek of our visit, check out the pictures on the right!**

As associate generosity has continued to increase year over year, Gabriel Group has committed to a **2019 Pay-It-Forward goal of \$15,000**. Be sure to stay updated on all of Gabriel Group's fundraising efforts on Facebook as we continue to break records and make a difference for **The Sparrow's Nest** throughout the year! ▶



GG associates listen to Elisa Zieg, Executive Director of The Sparrow's Nest, give background on the maternity home.



Visitors from GG got a look at many intimate parts of the house, including the "graduation" wall featuring babies who were previously raised there.

Where Membership and Fundraising Converge for Nonprofit Success

FOR MEMBERSHIP ORGANIZATIONS across the country, the ever-present pressure of combining membership and fundraising efforts to mutually benefit the nonprofit's overall vision lingers every day. But with two different goals owned by two separate teams, where exactly is the middle ground? Let us help break it down for you with some quick tips and tricks to achieve an effective partnership in no time.

FOCUS ON THE CONVERSION OF MEMBERS TO DONORS/DONORS TO MEMBERS.

These groups are undoubtedly the most passionate champions of your mission, so take advantage of them! Tap into their personal connections to your organization by using emotional language and moving imagery in your appeals to inspire them to



take action towards the next step of their giving or membership journey.

INVITE THEM TO BE A PART OF YOUR TEAM!

Both members and donors are more likely to be of retirement age than any other age group, meaning they more than likely have time to give back to their favorite cause. Make it yours! Volunteering is where dedication and action meet, so bring them into your volunteer family as a way to get them even more involved, encourage their sense of purpose, and, of course, get a little extra help!



AS ALWAYS, SAY THANK YOU AND RECOGNIZE THEM FOR THEIR GIFT

— whatever it may be. These folks love to spend their money and time with you, so show them how grateful you are



with a personalized "Friend of Your Organization" decal or customized tote bag for them to tout their devotion to you all around your community. And, hey — a little extra marketing never hurt anybody, either!

We get it — covering all your bases and ensuring you're doing the right things is a massive order to fulfill. But don't forget ... we're here to help. With the Gabriel Group and Membership Consultants team officially combined under one roof, all of your membership and fundraising wishes are our command. From direct mail campaign strategy to telemarketing to donors/members and even handling the fulfillment of premium items — we've got you covered. Reach out to us today to take the first step on your way to a membership/fundraising dream team. ▶



Gabriel Group Guidance ...

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donors (2,700 donors had given in 25+ consecutive years), the Archdiocese published its first Mid-Year ACA Impact Report. Depending on their current donation status, recipients received various letters and response forms. Three weeks after the drop, response to the report had generated more than \$400,000 from 2,200 donors.

The Archdiocese set a bold goal to reach \$10.106 million in fundraising from the ACA in 2018. The campaign closed out on February 28, 2019, raising a grand total of \$10,261,868 — exceeding the Archdiocese's "stretch goal" by more than \$150,000 and bringing support over the \$10 million mark for the first time in the ACA's history! ▶

Gabriel Group Debuts Restructured Nonprofit Business Division

GABRIEL GROUP IS VERY EXCITED TO ANNOUNCE a new, restructured nonprofit business division within the company.

The group will be led by **Executive Vice President Alicia Lifrak, CFRE**, who has recently joined Gabriel Group from Washington University in St. Louis where she served as the Senior Director, Regional Eliot Society Programs and Leadership Annual Giving (2016–2018) and CEO of the Lewis & Clark Council, Boy Scouts of America (2009–2016). Lifrak will now oversee a group of dedicated account directors and account managers who will serve the company's nonprofit clients in national/international/religious, food bank/healthcare/social services and Greek/education markets.

This change will combine Gabriel Group's full range of nonprofit services by moving all fundraising, membership, creative services and business development resources under one umbrella. The move will better serve the company's vast array of nonprofit clients throughout the U.S. by offering a true full-service experience to its current and future partners.

Lifrak stated, "The decision to restructure and change our focus on how we approach the nonprofit vertical is an extremely exciting one. Not only will this change benefit

our philanthropic partners, but it will also ensure that our internal structure and teams will continue to draw exceptional talent. Happy clients and happy associates is a recipe for success — not to mention a great place to work."

With Gabriel Group acquiring the membership marketing agency Membership Consultants in June of 2018, this restructuring will complete its integration into the nonprofit division. While membership organization clients fall within the museum, zoo/aquarium and garden markets, the knowledge and background Membership Consultants brings to the table will now be combined with the remaining nonprofit services Gabriel Group provides to emphasize a well-rounded experience with a team of subject matter experts.

"In my short time at Gabriel Group, the aspect I find myself the most excited about is the wealth of outstanding talent in this company. With a little finesse and dedication to small, positive changes, I believe the sky is the limit for us," Lifrak added.

Gabriel Group is honored to serve its philanthropic partners and looks forward to transitioning into this new structure in order to promote a bright future for all clients moving forward! ▶

Connect with us!

@GabrielGroup



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We look forward to hearing from you!

If you're interested in learning more, please fill out this form and email it to anna.mcNulty@gabrielgroup.com or mail to:

Anna McNulty
Gabriel Group
3190 Rider Trail South
Earth City, MO 63045-1518

- I would like more information about Gabriel Group's following service offerings:
 - Full-service Fundraising
 - Membership Services
 - Strategy Development
 - Newsletters

Call Anna at 314.743.5796 or email anna.mcNulty@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

NAME	ORGANIZATION	
POSITION	ADDRESS	
CITY	STATE	ZIP
PHONE		
EMAIL		

