



the MESSENGER

a publication of Gabriel Group

Perfecting Your Year-End Planned Giving Push

WE DON'T NEED TO REMIND YOU what year-end means for you and your nonprofit. With nearly a third of your annual donations still to come, it's time to buckle down and get intentional about every aspect of your fundraising goals – planned giving included.

Take a look below at three focus areas you should be considering through the rest of 2019.

1 REMIND YOUR DONORS OF THEIR SIMPLE PLANNED GIVING OPTIONS

Committing to planned giving inherently seems complicated ... change the conversation by highlighting some quick, easy opportunities for your supporters to participate. A great go-to to home in on is the option to list your organization as a beneficiary. Many forget that life insurance, retirement plans and bank accounts can be a great way to give back a portion (or even all, if you're lucky) of their funds to an organization they're passionate about.

2 DON'T SKIMP ON THE STORYTELLING OF YOUR DONOR RELATIONSHIPS

Naturally, your best planned giving prospects will always be your donors who have supported you the longest and most loyally. Use that to your advantage by encouraging those select givers to take the next step of including you in their planned giving strategy. Sending a highly personalized mailing that includes giving history, event participation and specific moments in time when individuals have made a distinct difference will ensure that your donors feel heard, seen and acknowledged.

3 AND, OF COURSE, OUTLINE EVERY SINGLE TAX BENEFIT YOU CAN

As we all know, the Tax Reform Act of 2018 has been impacting charitable giving for nearly two years now. And



although there have been some downfalls to tax benefits, planned giving's outlook for the future remains strong – don't miss out on the chance to let your donors know what they're getting from their generosity by making you a part of their legacy. Advantages such as charitable deductions and the avoidance of capital gains taxes when donating appreciated assets can really matter to the right people ... just make sure you're finding them. (GG's Donor Insight Survey is a great place to start!)

It's not too late to make one last push before year-end!

Whether it's a short and sweet social media campaign, a sincere stewardship piece or even just a personal phone call or two – now is the time to find and encourage your planned giving prospects. As always, let us at Gabriel Group know how we can help you achieve your goals today, tomorrow and throughout the rest of the year (and next!). ▶

inside

- ◀ A Twist on Stewardship
- ◀ Seeing Membership in a New Light
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- ◀ Mark Your Calendar!

Winged Words

Friend,

While you're busy planning, budgeting, asking and acknowledging this fall, we thought we'd provide our own stewardship piece to you and everyone at your organization in this edition of *The Messenger*.

We know these last two months of the year are jam-packed with last-minute initiatives and the ever-present pressure to raise more than last year. We understand because we're right there alongside our partners, working to make their year-ends the most successful and profitable they can be.

So allow us to move YOU through the stewardship process in our attempt to encourage, motivate and reassure you and your team as you put in all of your year-end hard work.

THANK: While you fight to make the world a better place, you're also tasked with building relationships with donors by constantly thanking them for their generosity ... all the while your thanks usually come in the form of dollars raised. We understand it's a hard spot to be in. But please know this – we see you, we honor you and we so appreciate your role in changing the world. **Thank you for that.**

RECOGNIZE: Speaking of being a force for good, did you know that there are more than 1.5 million nonprofit organizations registered in the U.S.? That number truly amazes and inspires us here at Gabriel Group. And you're a part of it! How could we not feel so incredibly lucky to be able to work with THAT many good people? Including you!

REPORT ON IMPACT: Despite tax changes and other hardships, 2018 still saw a 4.1% growth in charitable donations and was named the sixth consecutive year of growth for nonprofits. What an incredible feat! And technology is continuing to help you achieve amazing things – mobile donations are up 218% over a five-year period! The times are changing for the better because of you.

We wish you and everyone at your organization all the best as we all prepare to close out 2019. We hope these well wishes boost your spirits on the rough days and make you smile on the good ones. Please let us know if we can do anything to help you as you continue making a difference!

Best,

Dave

WITH
DAVE HAWKINS
CEO



A Bright Membership Partnership

TO LEVERAGE THE EXCITEMENT of the "Bruce Monroe: Sonoran Light" sculpture exhibition, the Gabriel Group membership team worked with the Desert Botanical Garden to create a captivating direct mail campaign highlighting some of the installments from this unique art

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BRUCE MUNRO
Sonoran Light
at Desert Botanical Garden
Open through May 8, 2019

MEMBER TALKING: OUR BEST EXHIBIT!
"Beautifully done!"
"A total stunner!"
"Absolutely gorgeous!"
"Very special!"
"A magical experience!"
"Tough to see!"
"Must see!"

Don't Miss Out!
Special Exhibition open until May 8, 2019

Join now and enjoy Bruce Munro: Sonoran Light at Desert Botanical Garden as only members are able to do. Your Garden membership will afford you these special benefits:

- * Free admission for you and your family – a \$25 value for adults per ticket and \$12.50 value for children per ticket
- * Free advance reservations – highly recommended!
- * A 20% discount on any level membership if you join now!
- * Guest passes – four trees at Sunset Club to 10 at Occoille Club (single visit admission pass)

JOIN NOW and be ENCHANTED!

Enjoy the Desert Botanical Garden in all Seasons!

Music in the Garden
The Desert Botanical Garden is the perfect setting for the Music in the Garden concert series. Sing along with Garden favorites and applaud local talent, gaining natural inspiration, all while enjoying the stunning atmosphere of the Garden.

Plant Sales
The bi-annual plant sales at the Desert Botanical Garden are a one-stop shopping experience featuring the latest selection of and original plants available during the launch period of the exhibition.

MEMBER EXPERIENCES AWAIT YOU!	4 Adults and Member's Children's Grandchildren under 18 years	2 Adults and Member's Children's Grandchildren under 18 years	2 Adults and Member's Children's Grandchildren under 18 years	2 Adults and Member's Children's Grandchildren under 18 years	2 Adults and Member's Children's Grandchildren under 18 years
Reciprocal admission to over 300 gardens, arboreta and conservatories	+	+	+	+	+
Early Garden Admission (Wednesday and Sunday)	+	+	+	+	+
Member check-in advice	+	+	+	+	+
Subscription to the Sonoran Quarterly magazine	+	+	+	+	+
Quarterly Events Calendar	+	+	+	+	+
Reference privileges in the Garden Store	+	+	+	+	+
Member's day at Plant Sales (March and October)	+	+	+	+	+
Member's rights at Live Shows at the Conservatory (Presented membership only)	+	+	+	+	+

BECOME A MEMBER!
Join now and receive 20% off and FREE admission to Bruce Munro Sonoran Light!

The Donating is in the Detailing ...

**IF YOU THINK WASHING CARS IS FOR THE BIRDS, YOU'D BE CORRECT.
THE SPARROW — TO BE MORE SPECIFIC.**

Associates at Gabriel Group grabbed buckets of soapy water, sponges and hoses at the end of August in support of **THE SPARROW'S NEST MATERNITY HOME**, our 2019 Pay-It-Forward recipient. Projects like this car wash help raise funds, supporting the young women and their babies who have been taken in at Sparrow's Nest.

This fundraising project was the brainchild of Jon Overmann, a Graphics/Document Specialist in the Information Services department. "I wanted to make a donation, but wanted a way to double that initial investment. I had experience detailing vehicles back in high school and asked if we could host the event.

With the hard work of everyone involved, the initial donation was more than quadrupled."

Bria Laktzian, Account Coordinator, signed up for the event. "It gave me a great opportunity to give to a great cause in a unique way. It's not every day that a direct marketing company washes and waxes cars for their employees!" Those who signed up early were even given a complimentary air freshener.

Office work took priority over the wash schedule, so volunteers who were available really had to hustle to keep up. Overmann himself worked long after the car wash ended to be sure that everyone received a shiny freshly waxed vehicle.



The Sparrow's Nest
Maternity Home



Jon Overmann smiling through his tire-waxing duties.



Charlie Pitlyk, GG President (yes — a president washing cars!), spraying down his "client."

**It was hard work, but worth every sore back the next day. And the best part?
ASSOCIATES RAISED \$791 IN TOTAL FOR THE SPARROW'S NEST!**

A Bright Membership Partnership

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exhibition of mixed materials and light, while inviting visitors to become members of the Garden.

The direct mail package was sent to a total of 180,000 households and exceeded overall projections with a **2% response rate, 3,601 new/renewed members, an average gift of \$99.59 and over \$358,000 in revenue!** As an entire effort, the campaign boasted a total ROI of \$3.36 for every dollar spent. Adding to the overall success through a multichannel approach, this campaign was supplemented with an expanded email acquisition campaign and a Facebook retargeting program.

SINCE BEGINNING TO WORK TOGETHER, OUR TEAM HAS ASSISTED THE GARDEN IN ACQUIRING OVER 17,700 MEMBERS AND RAISING OVER \$1,900,000 IN MEMBERSHIP REVENUE! ▶

Connect with us!

@GabrielGroup



Don't miss our next webinar! Informed Delivery: Making Mail Multichannel

Tuesday, December 10, 2019

1:00 – 1:30 pm CST

Register at bit.ly/GGInformedDelivery

WITH THE ROLLOUT OF USPS'S NEWEST digital initiative over the last few years, Informed Delivery now has nearly 20 million registered users across the country.

ARE YOU TAKING ADVANTAGE? Tune in to learn about the process, statistics and the amazing opportunity that Informed Delivery offers your organization to make mail multichannel to your audience. ▶

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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.mculty@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
 - Planned Giving Lead Generation
 - Newsletters

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

NAME	ORGANIZATION	
POSITION	ADDRESS	
CITY	STATE	ZIP
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