

the MESSENGER

a publication of Gabriel Group

5 Simple Steps to Shield Your Donor Base From Tax Reform Fallout

With the final Tax Cuts and Jobs Act having officially passed through Congress, nonprofits could see one reason for giving — tax benefits — almost disappear for some donors.

But that doesn't mean gifts will go down. There are other, more powerful reasons donors give to your cause, and Gabriel Group fundraising experts recommend that you work on reinforcing those reasons rather than expending all your efforts on reacting to the changes.

Here are some basic steps — always beneficial, but perhaps even more important in these changing times.



1 LOVE YOUR DONORS, and let them know how you feel. Say thank you sincerely, creatively, early, and often. Tell them what their gifts are accomplishing. Make them the heroes of your ongoing success story. Make their experience as your donor joyful and fulfilling.



2 AS THE OLD SONG SAYS, "ACCENTUATE THE POSITIVE!"* Make sure you know why donors give to you and seize every opportunity to help them continue.



3 FOCUS! Clarify and fine-tune your messaging. Refine your segmentation. Define a donor journey and build a plan that takes donors by the hand and guides them through. Review your plans and processes for opportunities to invest and improve, as well as to cut back.



4 KEEP LEARNING. *Gabriel Group's Donor Insight Survey* is an effective and very cost-effective tool for building knowledge of your valuable planned and major gift prospects. If you haven't used it before, this would be a good time.



5 TREAT YOUR DONORS LIKE THE UNIQUE INDIVIDUALS THEY ARE, not like machines that dispense cash when you push the right buttons. Learn their likes and dislikes and apply the learning. Today's wide choice of media and advanced segmentation and imaging techniques make this not only doable, but practical as well.

Take these steps, and you will see positive results regardless of the new regulations that have now gone into effect. Gabriel Group can help you create the plans and get compelling messages to exactly the right people. Contact us to get the full story and the right strategy in place today. ▶

*Words by Johnny Mercer, music by Harold Arlen.

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Winged Words

FRIEND,

Happy New Year to you. As we all look forward to new opportunities over the coming months, I believe it is important to take a look back at all we have accomplished together within the nonprofit community in 2017. Read on to recall and celebrate the difference you have made in the lives of so many and continue to make today.

YOU HAVE REBUILT. With a total of **six major hurricanes** impacting millions of people around the world this past year, food banks, religious organizations and many others rallied to garner unprecedented support to rebuild the cities of Houston, Key West and more.

YOU HAVE BROKEN RECORDS. This year's **Giving Tuesday** saw an unbelievable \$274 million raised online, 2.4 million total gifts and an average gift size of \$110.98. People don't give without reason; they give because of their passion to support amazing missions – amazing missions just like yours.

YOU HAVE PERSEVERED. The daunting threats that have faced nonprofits have not only been stressful but also downright scary. **Tax reform, harsh new regulations and more** have reared their ugly heads. Yet, in the midst of uncertainty and pressure, you have persisted.

Our gratitude, respect and pride could never be accurately expressed. **Your impact in 2017 has been great**, but we can't wait to see what's next for you and your organization in 2018 and beyond. The magic of philanthropy has always stemmed from the desire to change the future for the better. Please let us know if there is anything we can do to make yours a little brighter.

With appreciation,



Results That Resonate

IN JANUARY OF LAST YEAR, Gabriel Group partnered with The Salvation Army Eastern Territory's Office of Planned Giving to create and mail over 225,000 pieces to donors in an effort to generate leads for the territory's various Planned Giving Directors. Backed by a theme of a "self-portrait" package, the initiative inspired recipients to leave a legacy and to include The Salvation Army in their wills.

The results that followed were nothing short of amazing:

- 34 NEW BEQUESTS
 - \$1,191,000 IN TOTAL GIFT COMMITMENTS
 - A GIFT COMMITMENT OF \$700,000

When it comes to planned giving, GG's team of skillful CFREs knows what it takes to find exactly the right donors who are willing and ready to include your organization in their estate plan. Whether it's through our very own Donor Insight Survey, will-specific mailings or digital campaigns, let us show you what results that resonate really look like. Give us a call to find out more! ▶



WITH
DAVE HAWKINS
CEO

	DOING THE RIGHT THING FOR YOUR WILL
<input type="checkbox"/> I am a donor. <input type="checkbox"/> I am a member. <input type="checkbox"/> I am a volunteer.	
<input type="checkbox"/> [Name/Address] <input type="checkbox"/> [Name/Address] <input type="checkbox"/> [Name/City] <input type="checkbox"/> [Name/State] <input type="checkbox"/> [Name/ZipCode] <input type="checkbox"/> [WebAddress]	
<input type="checkbox"/> [Date]	
Dear Mr. Sample,	
<p>Do you think your year-end plan as a self-pollutant? It really is!</p> <p>It's not your physical identity, of course. Those are photographs for that. It is, however, a lasting image of your financial identity if you fail to make a will before the end-of-year.</p> <p>Friends like you have found that through their will they'll be able to provide for loved ones and ensure that support the causes that have been important to them.</p> <p>Like many things, the first step of writing your will can be the hardest. We've set up help by presenting you with a Personal Estate Planning Organizer. It's a terrific way to collect the information you'll need to prepare your will. It may save time when you visit your attorney to make your will (and might possibly reduce your attorney's fees).</p> <p>Quantities of the Personal Estate Planning Organizer are limited. Please return the card or contact me so we can assure there are enough copies.</p> <p>Thank you for everything you continue to do for The Salvation Army. God bless you. [Mr. Sample]</p>	
<p style="text-align: right;">May you be blessed as you have blessed others.</p> <p style="text-align: right;">[Signature] [Signature/Title/Logo] [Signature/Title/Logo] [Signature/Title/Logo]</p>	
<p>PS: <Mr. Sample>, please call me at [Phone] when you want to discuss a gift through your will. And if you have remembered us in your will, please let us know. We'd like to talk with you to be sure your wishes are carried out as you intended them to be.</p>	

<p>FREE! Personal Estate Planning Organizer</p> <p>Our gift to you, this Organizer will make it a breeze for you to write or review your will. Set this valuable booklet aside.</p> <p>At Your Service:</p> <ul style="list-style-type: none"> [FULL NAME] [STREET] [CITY], [STATE] [ZIP] [Phone number] [How should we reach you?] <p>You may also request a [PDF] version of this form.</p>	<p style="text-align: center;">PERSONAL ESTATE PLANNING ORGANIZER</p>  <p style="text-align: center;">DOING THE MOST GOOD</p>
<h1 style="color: red; font-size: 2em;">FREE ORGANIZER</h1> <h2 style="font-size: 1.5em;">SEE INSIDE</h2>	
<p>Simply open, fill out and return this form.</p>	
<p>Simply open, fill out and return this form.</p>	

<p>Insert</p> <p>It doesn't take a fortune to leave a legacy of kindness. To you, some cash may not seem like a legacy can be left. But there are ways to do it. We've got the solution for you. Your own Personal Estate Planning Organizer.</p> <p>We've prepared just what you need to write your will. The checklist, instructions, forms, a place to store your critical documents. Our dower laws. They say it's a good idea to keep some cash in place if it's time to marry the attorney once. Send for your Free Organizer now!</p> <p>"Thank you for my free Organizer. It's making the job so much easier" - Mrs. J.C.</p> <p><i>Your organizer will save you hours of time (and perhaps money) when you review or write your will. Our dower laws... In our gift to you in thanks for your support of The Salvation Army, Request your FREE organizer now!</i></p>	 <p>PERSONAL ESTATE PLANNING ORGANIZER</p> <p>DOING THE MOST GOOD</p>
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 DOING THE MOST GOOD 25 Sherman Road Canton, MA 02021	 
<p>[Full Name] [Street 1] [Street 2] [City] [ST] [ZIP5] - [ZIP4]</p>	<p>DOING THE MOST GOOD</p> <p>25 Sherman Road Canton, MA 02021</p> <p>[Full Name] [Street 1] [Street 2] [City] [ST] [ZIP5] - [ZIP4]</p>

A carrier envelope template. The top half contains a blue header 'Test Carrier Envelope' and a red header 'Control'. The bottom half features a blue return address '123 Main Street, Anytown, USA 12345' and a red recipient address '456 Elm Street, Anytown, USA 12345'.

Courtesy Reply Envelope

Pay-It-Forward Efforts Smash \$12,000 Goal For 2017

AFTER ANOTHER FULL CALENDAR YEAR OF FUNDRAISING, Gabriel Group's Pay-It-Forward initiative has continued to impress with a **grand total of \$16,000** collected for GG's 2017 nonprofit organization of choice, **Missouri Veterans Endeavor (MOVE-STL)**. Bolstering the largest amount raised to date, Gabriel Group has now completed its tenth year of partnering with a local charity in order to directly impact the St. Louis community through year-round giving.

On top of the usual events including raffle basket drawings and happy hours, associates were also given the opportunity to volunteer at MOVE-STL in the month of December by using company time to give back. This was the first year an option to directly volunteer for our PIF organization during Gabriel Group hours was available. We're looking forward to continuing the tradition into next year and beyond!

Check out some of our year-end activities below to catch a glimpse into our last big philanthropic push of the year ... and make sure to keep your eyes peeled for our next issue of *The Messenger*, where we will be announcing our Pay-It-Forward partner of 2018! ▶



Gabriel Group was lucky enough to have the entire Missouri Veterans Endeavor team join us for the Pay-It-Forward Holiday Potluck. Left to right: GG Fundraising Strategist Erin Koury, MOVE-STL President Bill Wallace, Vice President Christine Cronin, Veteran Service Manager Richard Powers and Case Manager Waverly Pinkston pose together before lunch.



Pay-It-Forward spiced things up on Halloween by hosting a Chili Cookoff to benefit MOVE-STL! For a \$5 entry fee, associates got to taste test twelve different variations donated by GG chefs and vote on the best in show. Here's a shot of Senior Fundraising Strategist Traci Basden (left) and Senior Vice President of Fundraising Services Elsie Listrom (right) enjoying the options.



Barking Coordinators Benelli and Ruby decided to hold an impromptu treats meeting during GG's Winter Bring Your Dog to Work Week, as some fellow associates proved to be a bit disruptive around them.



PIF sponsored an always coveted Dress Down Week at the end of September that associates could participate in if they donated \$1 per day for each activity. One of the most popular opportunities was Hat Day!



Director of Agency Services Renee Durnin and Warehouse Supervisor Tom Hays were declared the champions of the Second Annual Washers Tournament benefitting Pay-It-Forward in November. A total of 94 associates competed and raised over \$400 in the process!

Gabriel Group Announces the Addition of Dino Megaloudis as VP of Fundraising Services



GABRIEL GROUP IS PROUD to name Dino Megaloudis as the company's Vice President of Fundraising Services.

Dino comes to Gabriel Group from Squeaky Wheel Media, a digital marketing agency based in New York City. There, he worked as the Director of Client Services where he acted as the liaison between customers and internal teams while specializing in maximizing client satisfaction. Before that, he held multiple positions within the fundraising industry at various higher education institutions, which included New York Institute of Technology, Hofstra University and University of North Carolina. From his experience, Dino brings a well-rounded array of knowledge, including major gift cultivation, stewardship development and a focus on requalifying donors.

"We are ecstatic that Dino brings with him the ideal combination of customer service experience along with his background in fundraising."

Dave Hawkins, CEO

CEO Dave Hawkins says, "Our clients are the most important part of our business, and with his experience on both sides of the desk, we couldn't be more confident in Dino's unique ability to understand and deliver on our customers' needs. He has an outstanding track record of both ensuring a high level of success as well as generating donations first-hand. We truly believe he will be a great fit for Gabriel Group and our clients."

Dino graduated from the University of North Carolina, where he played collegiate soccer on a full athletic scholarship. He later went on to play professionally in Greece before a career-ending injury. When he isn't working, Dino enjoys spending time with his kids, Stephen and Anastasia, as well as playing soccer and being outdoors. ▶

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 dino.megaloudis@gabrielgroup.com or mail to:

Gabriel Group
Attn: Dino Megaloudis
3190 Rider Trail South
Earth City, MO 63045

- I would like more information about Gabriel Group's following service offerings:
 - Full-service Fundraising
 - Strategy Development
 - Planned Giving Lead Generation
 - Newsletters

Call Dino at 919.619.1266 to talk to us about how we can help your nonprofit thrive.

NAME	ORGANIZATION	
POSITION	ADDRESS	
CITY	STATE	ZIP
PHONE		
EMAIL		

