



the MESSENGER

a publication of Gabriel Group, An OSG Company

Unprecedented Giving During Unprecedented Times

2020 WAS A YEAR FILLED WITH UNCERTAINTY, but it also proved to be a year of extraordinary charity. Despite a global pandemic that led many Americans to experience cuts to their salaries, furloughs and layoffs, people continued to give generously to nonprofits to help those in need.

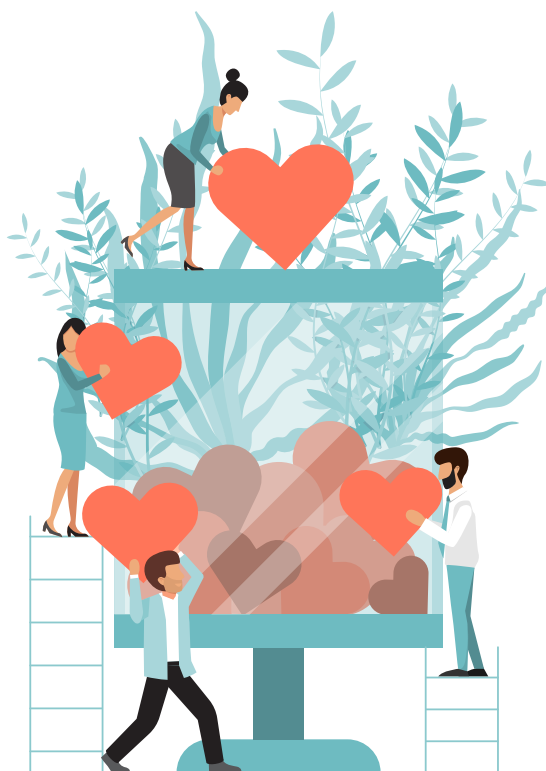
GIVINGTUESDAY

#GIVINGTUESDAY GENERATED \$2.47 BILLION DOLLARS IN DONATIONS IN 2020, ACCOUNTING FOR A 25% INCREASE OVER 2019. ADDITIONALLY, #GIVINGTUESDAY REALIZED A 29% SURGE IN THE NUMBER OF DONORS COMPARED TO 2019.

"This groundswell of giving reaffirms that generosity is universal and powerful, and that it acts as an antidote to fear, division and isolation. Throughout this year, we have seen people driving extraordinary efforts rooted in a pursuit of equity, community and shared humanity — driving giving and action across all races, faiths and political views. We know that when we act collectively — what we can, with what we have, from where we are — we can make massive change happen. Now, let's resolve to carry this energy forward to reimagine a world where generosity is at the heart of all we do," stated Asha Curran, co-founder and CEO of GivingTuesday.

There is no doubt that people were incredibly generous in 2020. As we forge ahead into 2021, the focus of your nonprofit should be to ensure that the COVID-19 donors you acquired in 2020 stay with your organization. Because emergency donors behave differently than regular donors,

you need to have strategy in place to steward them differently to convert them. For ideas to ensure your organization converts these donors, reach out today! ▶



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Winged Words

WITH
ALICIA LIFRAK, CFRE
EXECUTIVE VICE PRESIDENT



Friend,

Happy New Year to you and everyone at your organization.

We made it! Last year was tough, but YOU were tougher. The nonprofit industry not only survived but, in some ways, actually thrived in 2020 as reflected in the #GivingTuesday results shared in our cover story. You were there for your community, and we are so proud of all you accomplished despite the odds!

As we start 2021, we are hopeful, but not naive as we are now equipped with knowledge and understanding learned from the hard lessons of this past year. 2021 will be filled with new challenges and opportunities, and though there is much work to still do, we are excited for the potential the future holds. We understand that while fundraising may have increased, the loss in operating, program and membership revenues to nonprofit organizations have been beyond challenging, and the recovery from those obstacles will take years in some cases. We share your commitment to approach the year ahead strategically to drive continued success in fundraising as we work to close the gap created in 2020.

Our gratitude, respect and pride could never be accurately expressed. Your impact in 2020 has been great, yet we can't help but wait to see what's next for you and your organization in 2021 and beyond. You are the change that is making the future better for all of us. Please let us know if there is anything that we can do to help lighten your load.

Onward,



Alicia Lifrak, CFRE

Meet Our Newest Team Members

WE ARE THRILLED to have added two new associates to our Customer Success team over the past few months who bring years of fundraising expertise and commitment to the nonprofit world. Please join us in formally welcoming:



JULIO VELAZQUEZ DIRECTOR, CUSTOMER SUCCESS MANAGERS, NONPROFIT

Julio joined Gabriel Group in October of 2020 to lead the Nonprofit Customer Success team. Prior to that, he sat on "your side of the desk" as a Gabriel

Group client during his time at Beta Gamma Sigma. After graduating from the University of Missouri St. Louis with a Bachelor of Science in Business Administration, he served in various client-facing and leadership roles at Dimac Direct, Fiserv, Rodgers Townsend and AT&T before making the jump to the nonprofit world. His 20+ year career has provided him with extensive direct response marketing and nonprofit experience. The people and its culture are what drew him to Gabriel Group, and he is elated to be a part of this amazing team.

When Julio is not in the office, he enjoys chauffeuring his three kids around town to all their activities. He volunteers his time as coach for his son's baseball team and manager for his soccer team. He's also deeply involved in his children's education as a member of the school district's Teaching and

Learning Board Advisory Committee. During his family's down time, they enjoy the beach at their favorite destination, Pensacola, FL. And to stay active, he enjoys running, biking and dabbles in photography.



ASHLEY PRICE CUSTOMER SUCCESS MANAGER, NONPROFIT

Ashley is a St. Louis native but ventured out to California for college and graduated from Pepperdine University with a degree in Advertising and a minor in

Industrial-Organizational Psychology. She returned to St. Louis after graduating and worked at the marketing agency ANSIRA as the Senior Account Coordinator for their Lincoln Compliance Account. But in 2012, her heart led her to the nonprofit side and she worked at Mercy Health Foundation for over seven years as their Communications Manager. She joined Gabriel Group in 2020 on the nonprofit team, and she is excited to use her marketing skills while still serving nonprofits — but now she gets to serve more than just one!

When Ashley is not in the office, she enjoys camping with her boyfriend and their dog Koda, going to Blues and Cardinals games, painting, and growing her indoor plant collection and mastering her green thumb (it's a work in progress!).

New Year, Same Mission

YOU MIGHT HAVE NOTICED that the past couple editions of *The Messenger* have not included updates on our recent Pay-It-Forward activities. Like many of you, we have had to rethink our strategies and pivot our efforts. That being said, our dedication to our Pay-It-Forward initiative and our 2020 recipient **Pink Ribbon Girls** (PRG) is as strong as ever.

PINK RIBBON GIRLS

No One Travels This Road Alone...™

We are pleased to announce despite a challenging year, our associates have raised \$10,000 for PRG!

2021 marks our ninth year of selecting a St. Louis-based organization to raise funds for throughout the year, and we've built quite a tradition in our Pay-It-Forward fundraisers.

We're proud of what we've been able to accomplish thus far for Pink Ribbon Girls, but we have made an unprecedented decision following an anything-but-typical year — we couldn't be more thrilled to announce that Pink Ribbon Girls will be our Pay-It-Forward recipient again in 2021! We are so happy to have contributed to such an amazing cause and are excited to raise more in the new year!

Founded in 2002 in Cincinnati, Ohio, Pink Ribbon Girls supports and empowers women who are currently in the fight against breast and gynecological cancers. Their mission to make the burden lighter comes in the form of many free, direct services such as healthy, delivered meals, housecleaning, rides to treatment and peer support. Pink Ribbon Girls operates in a "give where you live" capacity, meaning that although they serve many different areas around the country, all of the money that is donated stays within the community in which it is given.

We simply wouldn't have the opportunity to make a difference without our amazing clients and the incredible nonprofit community we are so lucky to work with every day. Thank you so much for that! ▶

WE ARE HOPEFUL THAT THIS YEAR BRINGS US BACK TOGETHER FOR THE ALWAYS POPULAR BRING YOUR DOG TO WORK WEEKS, PING-PONG TOURNAMENTS AND OTHER IN-PERSON EVENTS WE MISS SO MUCH.



Nicole and Milo during 2019 Bring Your Dog to Work Week.



Top: Charlie helps raise money for PIF at the 2019 Car Wash.



Left: Laura and Paul battle at the PIF Ping-Pong Tournament in 2017.



Don't miss out on our next virtual seminar! **Membership Marketing: Strategic Planning for Success**

JOIN US as we put on our *Membership Marketing: Strategic Planning for Success* virtual seminar to learn the latest tips, tricks and trends for managing a thriving membership program both during COVID-19 and after.

When: Tuesday, March 30 – Thursday, April 1, 2021 • From 12:30 – 4:30 pm CDT each day

Where: Your computer

Topics: Membership Planning, Acquisition, Retention, Analysis, Processing and Marketing Strategies

Registration: \$445 \$150

Registration with a copy of *Membership Marketing in the Digital Age* by Dana Hines: \$195

To register, visit: <http://bit.ly/2021VirtualSeminarMarch>

Questions? Contact Karen Mariani at 314.771.4664 x103 or karen.mariani@gabrielgroup.com. ▶

Connect with us!

@GabrielGroup



Gabriel Group, An OSG Company | 3190 Rider Trail South | Earth City, MO 63045
314.743.5700 | Toll Free 888.576.6145 | gabrielgroup.com

We look forward to hearing from you!

Please update any of your information that may have changed.

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

NAME	ORGANIZATION
POSITION	ADDRESS
CITY	STATE ZIP
PHONE	
EMAIL	

Call Kelsey at 314.743.5736 or email kelsey.wuertz@gabrielgroup.com to talk to us about how we can help your nonprofit thrive.

