



# the MESSENGER

a publication of Gabriel Group, An OSG Company

SPRING 2021

## Practicing Democracy on Behalf of Nonprofits



**THE OPPORTUNITY TO GATHER** in our nation's Capital, even virtually, as we still do in 2021, is a tremendous honor and responsibility as we advocate for key legislative issues that directly impact the nonprofit sector. On April 20, 2021, **The Nonprofit Alliance (TNPA)** once again gathered a contingent of leaders from the philanthropic community to ensure that our voices are heard and our priorities are understood.

**AMONG THE TOPICS ADDRESSED, THE NEED FOR A STRONG NATIONAL PRIVACY STATUTE, THE EXPANSION OF THE UNIVERSAL CHARITABLE DEDUCTION AND POSTAL REFORM REMAIN FRONT AND CENTER AS CORE ISSUES REQUIRING LEGISLATIVE LEADERSHIP FROM BOTH SENATE AND HOUSE MEMBERS ON BOTH SIDES OF THE AISLE.**

The USPS is integral to the work that many nonprofit organizations do as they provide the ability to raise funds, acknowledge gifts, and educate the masses on their missions. The overwhelming majority of direct response fundraising is still driven by the mail and so postal rates have a significant

impact on how charities fund their mission and programs. We are facing a daunting mid-2021 6% to 8.5% increase in postal rates (depending on the class of mail). TNPA has been working hard to make sure the nonprofit sector is coming together to stand up and be counted on this important issue.

Enactment of a national privacy statute that provides one clear national standard for the handling of data has been a hallmark issue for TNPA. The real risk of having to deal with a patchwork

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- Planned Giving Results for Faith-Based Organization
- Paying-It-Forward: Full Speed Ahead with Fundraising
- Update on Threats to Donor Privacy



## Winged Words

WITH  
ALICIA LIFRAK, CFRE  
EXECUTIVE VICE PRESIDENT



Friend,

Way back at the beginning of 2020 — before COVID-19 flipped life as we knew it upside down — we shared in our newsletter that we had joined the OSG Family. At that time, we let you know that our day-to-day operations would remain business as usual. We believe that we have held true to this promise despite the majority of your account team members shifting to work remotely as a result of the pandemic.

**This past year, we have secured and staffed a brand new production floor housing an additional 40,000 square feet of production space to complement our existing operations! Additionally, our in-house capabilities have increased exponentially including: digital campaign support and execution; caging services; and customer engagement management strategy, tools and technology.**

Summer will bring some branding transitions, but as we assured you before, the reliable, successful way we've done business for years is how we will continue to serve you and **your organization**. As we embrace this next step, we hope you'll continue with us on our journey!

Onward,

*Alicia*  
Alicia Lifrak, CFRE

## EWTN Invests in Legacy Donors

**LOOKING FOR A WAY TO REACH** potential planned giving leads and to ensure the future of providing quality programming faithful to the teachings of the Catholic Church, Eternal Word Television Network (EWTN) turned to Gabriel Group to put a plan into place.

Gabriel Group first completed analytics on EWTN's data file in 2019 and then developed and deployed its Donor Insight Survey to a select donor audience in an effort to uncover planned giving leads in 2020.

Several key questions on the Survey indicated respondents' knowledge of and interest in various estate planning vehicles to provide gift planners with a robust pipeline of qualified planned giving prospects. **The Survey was sent to 24,689 recipients and generated 4,118 responses (16.68%), identified 905 highly qualified leads (3.67%), and uncovered 217 existing expectancies, plus 455 responders with no heirs.**

The response originally delighted but soon overwhelmed the EWTN team. With the addition of two new gift officers to cultivate the increased volume of planned giving leads, EWTN has received an additional 150 new bequest expectancies which could have tremendous potential for future gift realizations. EWTN is grateful for the partnership and professional guidance from Gabriel Group on this successful undertaking.

Reach out to us today if you're ready to take the next step with **your organization's** Planned Giving Lead Generation strategy! ▶

**EWTN FAMILY INSIGHT SURVEY**  
FOR  
John Q. Sample  
Gabriel Group  
3700 Shaw Road South  
Earth City, MO 63045-1518

**IMPORTANT NOTE:**  
We respect your privacy.  
The information you provide will be for EWTN use only.

January 26, 2020  
Mr. Sample  
3700 Shaw Road South  
Earth City, MO 63045-1518

Thank you for your faithful support of EWTN! Over the years you have shown your willingness to help us spread the truth of Jesus Christ through the teachings of the Catholic Church, every hour of every day. Our work continues to flourish, and we are grateful for your support. We are now seeking your help in a different way. We are asking for about 10 minutes of your time to complete the enclosed survey and share your thoughts on giving and why you support EWTN.

Your participation is very important. Since this questionnaire has been only sent to a select number of respondents, every response matters.

Please complete and return your survey within 10 days using the enclosed postage-paid envelope. We cannot give feedback to the EWTN use only.

Thank you for your time. It is deeply appreciated.

Sincerely,  
Scott Brown  
EVP, Your Feedback is Important. Please take 10 minutes to share your thoughts with us.

## Forging Ahead with Fundraising!

**WITH THE ONE-YEAR ANNIVERSARY** of the Covid-19 lockdowns coming and going in March, we and our Pay-It-Forward organization, Pink Ribbon Girls (PRG) are thrilled to have started to resume a little bit of normalcy with our events.

For PRG, this meant the return of Rosè Day, a walking wine festival celebrating everyone's favorite pink drink and raising awareness for nonprofits empowering women and girls in STL, on May 1!

**PINK  
RIBBON  
GIRLS**  
*No One Travels This Road Alone...*

Gabriel Group kicked off our fundraising for PRG this year by selling a T-shirt that shows off our 2020 and 2021 partnership. The shirt, designed by one of our amazing graphic designers, Karen Williams, was made available to associates and friends to purchase with all proceeds going directly to PRG.

Additional events to raise monies for PRG this Spring have included: Super Bowl Squares, a St. Patrick's Day Raffle Basket and NCAA Tournament Brackets and Squares. To date, \$1,762.50 has been generated from these fun-filled activities. As the year continues, we are excited to reintroduce more and more of our traditional Pay-It-Forward events that we have missed so much!

As our momentum grew, we decided that we wanted to 'Spread the Love' further, so we organized a donation drive for past Pay-It-Forward recipients. It warms our hearts to have donated a number of items including detergents, clothes, wipes, diapers, toiletries, paper products, cleaning supplies, as well as cash and gift cards to some well-deserved charities that are near and dear to us.

The dedication and commitment of nonprofits like these and **your organization** spreading love to others does not go unnoticed. Thank you for all you do! ▶



Top left: Deb Thompson, Account Manager, proved to have the luck of the Irish as the St. Patrick's Raffle Basket winner!

Top right: Mother-Daughter Duo, Angela Most and April Brewer from our Data Production department posed for a quick selfie in their new Pink Ribbon Girl swag.



Thank you to our Gabriel Group associates who contributed requested items to make our donation drive possible. Pictured associates (listed from left to right) include: Alex Gunkel-Warehouse; Zach Youngblood-Digital; Tim Oehlert-Digital; Chapell Hertel-Account Management; Selvira Suljic-Account Management; Denise Wall-Account Management; Deb Thompson-Account Management and Mark Kayser-Digital.

Connect with us!

@GabrielGroup



# The Supreme Court to Consider Threats to Donor Privacy

**WE REACHED OUT** via email and on social media in February to ask you to join an amicus brief — a friend of the court brief that helps judges understand the impact of their decisions — to the Supreme Court to save donor privacy. Thank you to those that joined the brief spearheaded by our partner The Nonprofit Alliance and cosigned by AFP and 124 other charities.



*The NonProfit Times* has reported that a total of 275 nonprofits signed onto 35 amicus briefs challenging donor disclosure requirements being promulgated by the California Attorney General's Office. In addition to those briefs, 22 state attorneys general, Senate Minority Leader Mitch McConnell (R-Ky.) and

the U.S. Solicitor General filed additional briefs in support of the petitioners.

We are thrilled to relay that your voices were heard, and the U.S. Supreme Court held an oral argument on Monday, April 26, at 10am. For the most up-to-date information, **visit The Nonprofit Alliance website at [tnpa.org](http://tnpa.org) and search amicus brief.**

We know you work tirelessly to cultivate and steward your donors moving them up the donor pyramid. And we want you to know we will continue to support you in the fight for your major donor's privacy and consequent gifts to **your organization** that are at risk. ▶

## Practicing Democracy on Behalf of Nonprofits Continued from page 1

quilt of varying state privacy statutes is a significant concern. In fact, we will continue to face efforts to enact varying, and often contradictory, privacy bills in numerous states. Accordingly, we need to drive home the point as to how vital data is to nonprofits for BOTH finding donors and carrying out our important missions.

TNPA continues to press for expansion of the Universal Charitable Deduction. The deduction for 2020 was a flat \$300 and was raised by Congress late last year for 2021 to \$600 for married couples filing jointly and \$300 for individuals. Since the enactment of the 2017 Tax Reform Act,

only 12% of taxpayers itemize their deductions. Thus, there is no tax benefit for the 88% of Americans who do not itemize their taxes and thus may not claim a deduction when they support charitable causes.

**Our very own Alicia Lifrak was honored to participate and advocate on behalf of the nonprofit industry, and all of us at Gabriel Group invite you to add your voice to these important issues — for your organization and your constituents. Our elected officials are listening, so we need to make our voices heard!** ▶

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## We look forward to hearing from you! Please update any of your information that may have changed.

John Q. Sample  
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 Kelsey at 314.743.5736 or email [kelsey.wuertz@gabrielgroup.com](mailto:kelsey.wuertz@gabrielgroup.com) to talk to us about how we can help your nonprofit thrive.

NAME	ORGANIZATION		
POSITION	ADDRESS		
CITY	STATE	ZIP	
PHONE			
EMAIL			

