



ENGAGING MEMBERS & DONORS IN YOUR MISSION

There has never been a better opportunity to tell your Y's story. When your doors closed, your mission continued. Members stayed with you while you served your community in new ways.

As you re-emerge and work to finish the year strong, it is important to share your impact, show donors and members how their gifts made it possible, and invite them to continue to support your work.

DBD Group has developed a consistent, timely, multi-channel donor engagement program to steward, inform, and ask your members and donors for support.



When members stayed, you gained thousands of new donors!

This Donor Engagement Program will help you stay close to these new member donors, as well as existing donors, so you can continue to count on them to support your critical community work.

DONOR ENGAGEMENT PROGRAM: DIGITAL DIRECT RESPONSE

Our Donor Engagement Program offers four total appeals, each with several components including email, social media, and letter templates. We will also provide a how-to kit and recommendations on target audience and timing. Everything you need to stay in touch with your donors.

Appeal topics include:

- Re-opening your Programs/Facilities
- Emerging Case
- Fall Stewardship
- Year End

Appeals are customizable to the work you are doing locally and can be executed by your team. For an additional fee you can also hire us to customize and distribute to your list.

Pricing:

- Two appeals: \$2,000
- All four appeals: \$3,600

Let's get started today!
dbd.group/engage
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