

# Go Fund Yourself!

## Money in the Mailbox



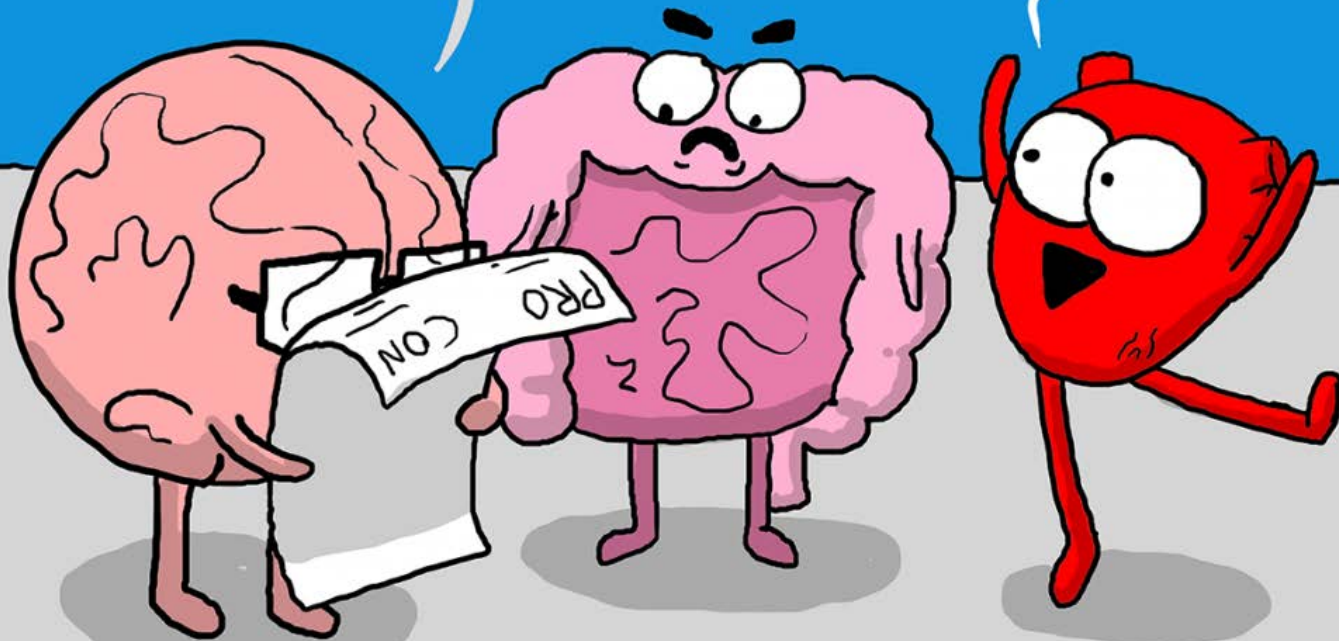
Jenny Burger, LWVC Development Coordinator  
Christina Dragonetti, LWVC Director



I have developed  
a comprehensive  
pro and con list to  
help with our decision.  
I think this is the  
clear choice.

No. Something is  
telling me this one  
is better.

"SOMETHING?!"  
Well I'M SOLD!





# Why do people donate money?

Emulating  
admired  
figures

Personal  
connection  
to cause

Family or  
faith  
tradition

Combat  
feeling  
powerless

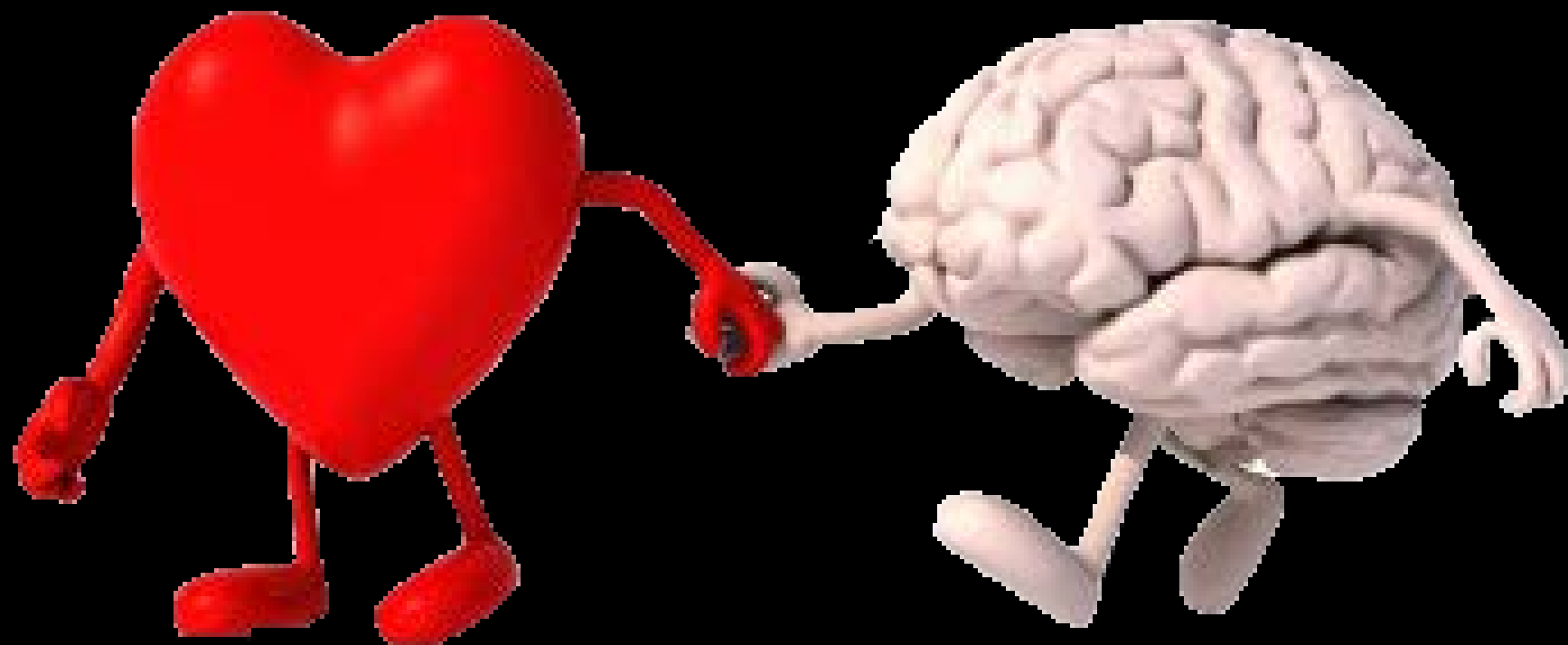
Asked by  
friend or  
family

Connect to  
community  
or group

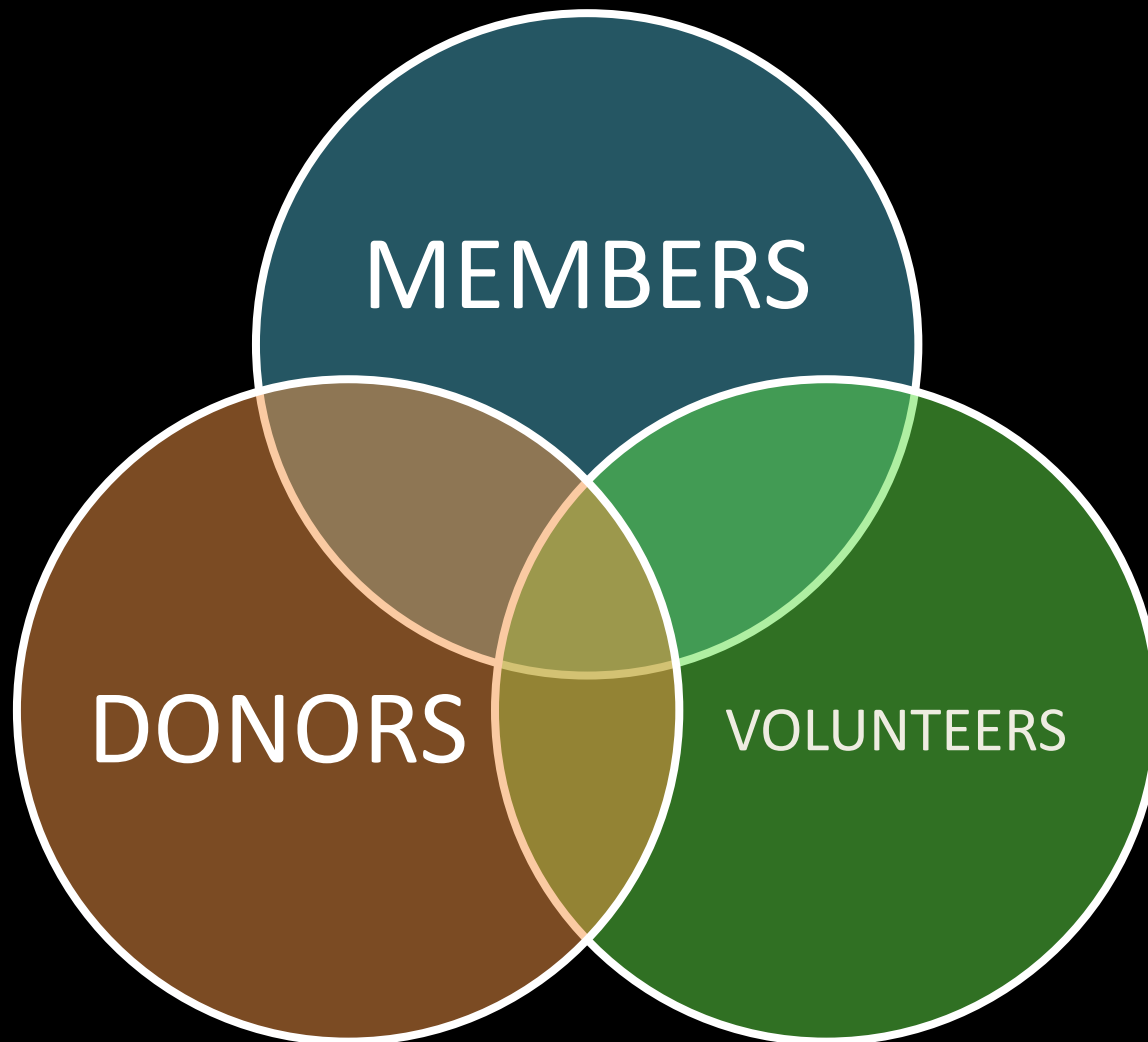
Feel I'm  
making a  
difference

Build my  
social  
standing

Moved by  
someone's  
story



# Fundraising vs Membership



Who are you connecting with?





The most important word is...

**YOU**



# Because of you....

Dear Tom,

Because you are one of our beloved donors....

Because you've chosen to make uncompromised health care a cause you support locally, to the benefit of everyone in the East San Diego County community....

Because you and other local philanthropists have added *so much* to Grossmont's quality of care over the years....

Because your charity helps fund new equipment, new facilities, advanced medical training, research, and community outreach....

Because of all that, I am writing **to thank you again.**

I'm also writing to humbly add: **We cannot do it without you.**

Please make an additional gift today. The quality of our community's health care depends *so much* on you and other generous donors.





# Because of you....



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# What's your story?



# The Power of Personal Quotes



BE A  
POWERFUL  
FORCE  
FOR CHANGE  
IN CA

LEAGUE OF  
WOMEN VOTERS®  
OF CALIFORNIA

"I'm a  
better person  
because of  
the League  
of Women  
Voters."

- Barb Singleton

A circular portrait of Barb Singleton, a woman with blonde hair, smiling. The background is a light blue grid pattern.



BE A  
POWERFUL  
FORCE  
FOR CHANGE  
IN CA

LEAGUE OF  
WOMEN VOTERS®  
OF CALIFORNIA  
EDUCATION FUND

"I felt great about being part of the  
*Easy Voter Guide* review process...

It makes me  
want to vote  
in the  
future."

- Cleze Printers

A circular portrait of Cleze Printers, a woman with dark hair wrapped in a headscarf, looking thoughtfully to the side. The background is a light blue grid pattern.



Numbers numb,  
jargon jars...  
and nobody marched  
on Washington  
because of a pie chart!

February 2014



1086642 / AW14Feb  
Mr Sam Sample

011-1

*"My children used to cry and complain but eventually they got used to it.  
They realised there was no food at home."*

Aklima Khatun, Bangladesh.

**WOMEN LIKE AKLIMA HAVE LIMITED OPPORTUNITIES TO EARN AN INCOME OF THEIR OWN.**

**BUT \$0.33 A DAY FROM YOU TO THE BANGLADESH LIVELIHOODS  
APPEAL BEFORE MARCH 31 CAN PROVIDE THEM WITH DAIRY COWS AND TRAINING —  
AND A SUSTAINABLE LIVELIHOOD.**

Dear Mr Sample,

Right now around the world there are many people who are struggling to survive in poverty. And shockingly, 6 in 10 of the world's poor are female (UN, 2013).

In Bangladesh women have limited opportunities, little chance of a livelihood and difficulty earning a decent living. To feed their families women like Aklima are forced to scrape by on whatever work they can find — often being paid next to nothing.

It means a lifetime of poverty for generations of women and girls.

My team here at Oxfam are doing everything we can to end it. But we need your help. Please will you make a regular donation of \$0.33 a day given as a convenient monthly donation to the Bangladesh Livelihoods Appeal, to help provide long-term solutions that empower women and help them to transform their lives?

**Each month, your donation will help pay for essential programs like Oxfam's Bangladesh Resilience Program.**

I'm very grateful for the generous donations you've given us before now, Mr Sample. You've already helped provide life-changing support for men and women in some of the world's poorest places. I realise you haven't been able to help for a while but, the fact is, in times of need, I turn to supporters like you who have shown you don't just understand the importance of our work you're also prepared to take action. That's why I'm writing again now. I really hope you'll be able to set up a regular donation today.

Because, believe me, women like Aklima urgently need your help right now.

For so many women living in a place like Bangladesh is extremely hard. The best way to illustrate this is to tell Aklima's story. She is a 40-year-old mother of four from the village of Panjar Bhanga

OXFAM AUSTRALIA  
132 Leicester Street, Carlton VIC 3053  
FREECALL 1800 088 110 | [www.oxfam.org.au](http://www.oxfam.org.au)  
ABN 18 055 258 636

A - 1 - AW14Feb

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A-1 - AW14Feb

**SHARP** Chula Vista  
Medical Center

XXXX

vvvv

Dear [Salutation],

You came to Sharp Chula Vista as a patient, in need of help.

Thank you for that profound act of trust.

Now I come to you, humbly, to ask for your help in turn.

The cause for excellent health care, here in our community, needs you.

Will you consider becoming its champion... by making a gift to Sharp HealthCare Foundation?

As a patient, you've experienced firsthand Sharp Chula Vista's award-winning health care. I sincerely hope you were satisfied with your outcome.

What patients perhaps don't realize is just how much these good outcomes depend on the generosity of people like you and other residents in our community.

Philanthropy makes a huge contribution here at Sharp Chula Vista.

**Your gift makes a serious difference...**

The truth is this: name *any* top hospital in America and you'll discover that behind its continued success stand thousands of self-sacrificing benefactors. They are our champions.

Great — and ever-improving — health care is no accident. It depends in critical ways on the generous hearts of donors.

(Over please ....)





April 20, 2017

Dear {First Name},

Today we face unprecedented attacks on our democracy. Combatting these extraordinary threats requires extraordinary support. Fortunately, the League of Women Voters of California is filled with extraordinary people. That is how we can act quickly and decisively when the rights and values of Californians are threatened.

Your gift of \$ or more will help us organize and respond to this new normal we're facing.

I promise your gift will be put to good use. We won't let California's values be eroded, and we won't let the League's hard work be undone.

As I write this letter, tens of thousands of lives have been saved and millions of people are still insured because legislators heard our cry to keep the Affordable Care Act in place. This victory, along with California's leadership on climate change, immigration, and election reforms, reminds us that *yes*, our voices and our work matter.

With your help, we'll advocate effectively for election reforms and voting rights. We will oppose efforts to scapegoat immigrants, Muslims, and other communities of



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color. We'll continue to demand environmental protections, fight against the defunding of our public schools, and oppose wholesale deregulation.

While some detractors may scoff at California's ambitions, even going so far as to assert that California isn't part of "real America," we know otherwise. California is not some coastal elite bubble. One out of every eight Americans is a Californian. We are the sixth largest economy in the world—larger than France, Russia, and even India. No, California isn't a bubble. California is a beacon. And with your help we will light the way forward.

Your gift is also a beacon—a bright light that helps people find their place in civic life.

You illuminate injustice and expose the need for real reform, from eliminating the corrosive influence of money in politics to boosting voter turnout.

For 97 years, we've helped millions of people actively participate in our democracy. Today even more people are looking to get involved. Leagues across California are seeing a groundswell of new members ready to channel their energy into action! They are depending on the League's strong analysis of the issues, our capacity to organize people to act, and our ability to cut through the political rhetoric and paralysis so common in these divisive times.

**Give generously to help preserve the League's legacy, expand our ranks, and grow our influence.**

Thank you for standing with us. I look forward to celebrating more victories together in the year ahead.

Sincerely,

*Helen L. Hutchison*

Helen L. Hutchison  
President, LWVC

*P.S. We've ramped up online advocacy work helping Californians lobby their elected officials on issues like health care and immigration. Your donation makes this grassroots impact possible!*



*Be a powerful force for change in California*

November 12, 2014

Dear Friend,

Being the President of the League of Women Voters of California is turning out to be quite an adventure! As you can see from the enclosed to-do list, 2014 was a big success! Next year holds even more promise, and we need your support to continue the legislative victories and expanded voter education that have made this year so remarkable.

**You can help with your generous gift to the League of Women Voters of California.**

**With your donation, we will continue to be a powerful force for change in California and make a meaningful difference in people's lives. People like new Oakland voter, Cleze Printers.**



**LWV** LEAGUE OF WOMEN VOTERS®  
OF CALIFORNIA

## 2014 TO-DO LIST

- ☒ Close "dark money" loophole — pass SB 27!
- ☒ Statewide Forums — Secretary of State and Superintendent of Public Instruction
- ☒ Easy Voter Guide Project — Reach over a quarter million voters in top 5 languages
- ☒ Create animated ballot measure videos w/ new partner SeePolitical
- ☒ Ensure Covered California offers voter reg!
- ☒ Pass SB 1253 — for clearer + simpler initiative process
- ☒ More and better voting info w/ New Voter's Edge pilot — Smart Voter + MapLight
- ☒ Produce revised "Voting is as Easy as 1-2-3" in 5 languages
- ☒ Statewide candidate interviews w/ The California Channel
- ☒ "Talking Taxes for the Common Good" events w/ Northern California Islamic Council

(Turn over for next year's to-do list!)

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## 2015 TO-DO LIST

- ☐ Improve official voter information guides — manual and trainings
- ☐ May 15-17: LWVC Convention in San Diego — *Bigger than ever!*
- ☐ Continue fight for voting rights w/ Scott v. Bowen and more
- ☐ Consensus meetings across the state on Higher Education Study
- ☐ Launch new Leadership Development Academy to train next generation of League leaders
- ☐ Work on political ethics, campaign disclosure, and voting rights bills
- ☐ Push for access to early childhood education for more California children
- ☐ Improve and expand League Easy Web for local LWVs
- ☐ Grow the grassroots advocacy corps!
- ☐ ★ *Building new leaders!*
- ☐
- ☐



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OF CALIFORNIA

*It's quick and easy to donate online!*

*Visit [www.lwvc.org](http://www.lwvc.org)*

★ *Your gift supports the League in protecting and restoring democracy in California!* ★

I would like to contribute in the amount of:

☐ \$1,000\* ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$35 ☐ Other \$ \_\_\_\_\_

\* A gift of \$1,000 or more entitles you to membership in the LWVC Leadership Circle with full associated benefits.

☐ I would like to become a Consensus Builder!

Please have the amount above deducted every month\*\* from my credit card. (please provide credit card info below)

\*\*You decide the amount of your monthly gift and provide a credit card. We charge it on/around the same date each month and send you an email confirmation when charged. Each January, you'll receive an annual giving statement, for your records or tax purposes. You can change or stop your gift at any time by contacting us.

Please use my gift to:

☐ Support Advocacy Efforts ☐ Support Educational Activities

NOTE: Donations to support our advocacy efforts are not tax deductible and checks should be made payable to LWVC, while donations for Educational purposes are tax deductible and checks should be made payable to LWVCEF. If supporting both LWVC and LWVCEF please include separate checks.

#### PAYMENT INFORMATION

☐ My check is enclosed. Please charge my credit card: ☐ Visa ☐ MasterCard ☐ AMEX

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name As It Appears On Card \_\_\_\_\_ Signature \_\_\_\_\_

#### DONOR INFORMATION

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

When acknowledging this gift please list my name as follows: \_\_\_\_\_

☐ I prefer my gift to be anonymous

☐ I would like to donate stock. Please contact me.

☐ Sign me up for the e-newsletter!



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**Yes, I want to defend California values with my gift of:**

☐ \$25 ☐ \$75 ☐ \$150 ☐ \$300 ☐ \$500 ☐ Other \$ \_\_\_\_\_

☐ I want to support the League year-round! Please make my gift a monthly pledge.

☐ I prefer to make a tax-deductible gift to support educational activities.

☐ Please send me a  
FREE "Vote with the  
League" bumper sticker!

Please provide payment information on reverse — or donate online at [lwvc.org](http://lwvc.org)!

#### DONOR INFORMATION:

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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#### PAYMENT INFORMATION:

☐ I have enclosed a check to "LWVC" (For monthly pledges, please provide card information below)

☐ Please charge my credit card (Visa, MC, or AMEX)

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name As It Appears On Card \_\_\_\_\_ Signature \_\_\_\_\_

Call the LWVC office at (916) 442-7215 to make a gift of stock.

☐ I prefer my gift to be anonymous.

☐ We'll sign you up for our newsletter and action alerts. Check here if you'd prefer not to.

Gifts to the League of Women Voters® of California, a 501(c)4 organization, support advocacy and lobbying and are not tax deductible. Gifts to the LWVC Education Fund, a 501(c)3 organization, are tax deductible.



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WOMEN VOTERS®  
OF CALIFORNIA

1107 9<sup>th</sup> Street • Suite 300  
Sacramento, CA 95814-3608

**BE A POWERFUL FORCE FOR CHANGE IN CALIFORNIA**

Address line 1

Address line 1

Address line 1

Address line 1



LEAGUE OF WOMEN VOTERS®  
OF LOS ANGELES

*Trusted, Nonpartisan Grassroots Leadership Since 1920*

DATE \_\_\_\_\_

Dear \_\_\_\_\_:

**Thanks to you**, over 158,000 men, women and youth registered to vote, received nonpartisan Voter Guides, attended ballot measure *Pros & Cons* events, were part of issue and candidate forums, and attended *Voting Basics* workshops this past year. On behalf of everyone, **thank you** for ensuring them the opportunity and information to exercise their right to vote.

I recently met Dorothy at a *Speakers Bureau* presentation in Compton. As we walked out of the Community Center, she grabbed my hand and said *"I've lived in Compton for more than 35 years, and I'm involved with my community. We don't get many organizations to come talk with us, so I can't thank you and the League of Women Voters of LA enough for spending time with us and explaining these 17 ballot measures, so we can understand them. You know, I vote in every election, but I'm always uncertain about the measures. This time, I'm prepared and ready to vote for what I want! And you can believe I'm going to tell my friends and help them get ready, too"*. Your help ensures voters like Dorothy feel informed, engaged and empowered.

**Every day, your support** allows us to help more people like Dorothy and her friends, and reach more underrepresented communities.

We have set an ambitious goal for our 2016 Year-End Campaign: to expand our engagement programs for first-time voters, non-college youth, and new citizens. Even though we reached over 158,000 people this past year, there are still more underrepresented voting communities to inform, engage and empower, and issues to advocate. We hope you consider joining us on our journey!

Our year-end goal is to raise \$10,000 by December 31st. These funds will enable us to grow our engagement programs and continue to produce voter resources. We need your help to make it happen.

**Would you be willing to make a special year-end donation of \$50, \$100 or any amount you can, to help us meet our goal of building an informed citizenry and engaged communities?**

We simply cannot do it without you. Your support will make a real, lasting impact in the voting communities, like Dorothy's, who are still in need.

Thank you for your continued support to *Make Democracy Work for All*.

With gratitude,

**Maria Montero**, Co-President

**Martha Sklar**, Co-President

Date

Prefix First Middle Last

Address

City, State ZIP

Salutation

During the recent November 2016 Election Cycle, your local League was busier than ever in recent memory. The California Secretary of State reported that there were more registered voters in California than ever before in State history. Voter participation in Berkeley was 78.1% and in Albany 82% of total registered voters while Alameda County was over 75%.

- ❖ **Your Membership Team** moved into high gear by recruiting over 76 new members through the summer and into the fall. This action was lead by Membership Chair Jinky Gardner and Membership Growth Coordinator Adena Ishi.
- ❖ **Your Action Team** started the November 2016 Election Cycle in early summer by tracking and reviewing 39 ballot measures: State (17), county/regional (3) and local (19).
  - They read the ballot measures and analyzed them.
  - They met and interviewed authors, proponents and opponents
  - They wrote Pro and Con Positions and took positions to support, be neutral, or not support ballot measures.
  - They worked for supported Ballot Measures.
  - They wrote the County/Regional and Local "Vote with the League" flyers and provided them to the public.
- ❖ **Your Voter/Elections Services Team** covered every race that affected Berkeley, Albany and Emeryville. They also provided over 25 Ballot Measure workshops to various groups and at the local libraries.
  - By the numbers: that were 17 races (local, state and regional), over 65 candidates, and over a dozen candidates' forums that were produced.
  - All the candidates forums were filmed, uploaded to our website and YouTube.com, and most were streamed on the local access/government cable stations in Berkeley, Albany, and Emeryville.
  - We provided "pros and cons" for all 39 Ballot Measures through the distribution of the LWVCalifornia Easyvoter along with our local League produced "busy" voters for Alameda County/Regional, Berkeley and Albany Ballot Measures.
  - We educated the people who wanted Ballot Measure information through meetings at churches, organizations, and the local libraries. We provided "slide" shows, handouts and presentations. Our President was on two KPFA radio shows (including drive time) answering voters' questions.

And we have many other committees working on Climate Change, Environmental Concerns, Affordable Housing, and other topics. We could not have done this work without your support. As you can see by our most recent work that we were able to do, you have been a generous partner in "Making Democracy Work." I hope we can count on you for support of our local League's vital work in the months ahead.

I hope you will support our League and make a contribution. Your gift\* at any level will make us more effective in accomplishing the critical work that lies ahead. Past contributions to our League from members and friends were so critical to our successes.

We wish you and yours a very Happy New Year and look forward to our continued work together in support of the League of Women Voters Berkeley Albany Emeryville in 2017.

Sincerely,

Deborah Malbec, President  
LWV Berkeley Albany and Emeryville

PS. \*Your gift can be made either through our website at [lwvbae.org/get-involved/contributions](http://lwvbae.org/get-involved/contributions) or by making your check payable to the LWVBAE and signifying "gift" in the memo line.

The League of Women Voters Berkeley Albany Emeryville is a 510(c)(3) designated nonprofit, therefore your donation is tax deductible to the extent allowed by law.

# Pair and Share

What suggestions would you make for a second draft? Keep in mind:

- Story that reaches/inspires emotion
- “YOU”
- Short sentences/paragraphs, lots of white space
- Simple, plain language
- The whole package (reply card, envelope, insert)
- Graphics and visuals



# Questions?