

Year-end Campaign 2019 Plan

by Emerson Soto Consulting

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Campaign Objectives

- Establish baseline goals to scale both fundraising campaigns in the new year and the year-end campaign at the end of 2020.
- Through multi-channel solicitations, renew, reengage, and acquire new supporters with the goal of raising [REDACTED] between November 20, 2019 to December 31, 2019 until maturity.

Theme

The primary message for the campaign is centered on the theme “[REDACTED]”

By supporting The [REDACTED] ([REDACTED]) individuals invest in critical programs and services that help individuals achieve small victories that make a big impact on the lives of the organization’s participants. From helping young mothers engage in life-changing treatment for substance dependency challenges to connecting individuals experiencing homelessness with housing, [REDACTED] [REDACTED] helps individuals transform their lives, small steps and victories at a time.

We can apply this adaptable theme to the work and efforts of all programs, services, and clients across the organization.

Key Messages

- I. Defining the Problem
 - A. More than 62,000 adults and children currently sleep in [REDACTED] City shelters each night.
 - B. The number of homeless families and single adults staying in NYC shelters rose [REDACTED] since 2011.
 - C. Every seven hours, someone dies of a drug overdose in [REDACTED] City. More [REDACTED] die of drug overdoses than homicides, suicides, and motor vehicle crashes combined.
 - D. National estimates indicate that nearly 1 in 3 single adults in shelters has a severe mental illness and/or chronic substance use disorder with even higher rates for people who live in the street.
 - E. Compared with the general population, adults experiencing homelessness are 3 to 6 times more likely to become ill, their hospitalization rates are 4 times higher, and they are 3 to 4 times more likely to die at a younger age.
 - F. Research has shown that substance use by pregnant women and new mothers increases fetal risk and negatively affects children in the long-term.

- II. Our Solution and Impact
 - A. Because of individuals like you, [REDACTED] has been improving the quality of life for [REDACTED] facing adversity for nearly [REDACTED] years, serving [REDACTED] people at more than 50 facilities throughout [REDACTED] City, [REDACTED] Island, and upstate [REDACTED].
 - B. We are nationally-recognized for our work in specialized programs for veterans, workforce development, transitional housing, permanent supportive housing, and services for seniors.
 - C. Our continuum of services includes health and mental health care, transitional and supportive housing, educational and vocational assistance, peer assisted recovery, and specialized programs for adolescents, families and seniors.
 - D. Our recovery services promote an individual's sobriety through family support, peer-led activities and the provision of recovery coach training for clients, staff and the public.
 - E. The [REDACTED] Program ([REDACTED]) is one of only five state funded programs in [REDACTED] City that admits pregnant women and women with young children for long term residential treatment.
 - F. Your support enables [REDACTED] to help individuals achieve small victories in their lives that have a big impact.

Target Segments

Target Segment	Description	# of Supporters
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Renewing Supporters	Supporters who gave within the last three fiscal years.	[REDACTED]
Lapsed Supporters	Supporters who gave within the last six fiscal years but not the last three fiscal years.	[REDACTED]
Prospective Supporters	Engaged individuals who signed up to volunteer or signed up to the mailing list but have not donated to [REDACTED]	[REDACTED] [REDACTED] [REDACTED]

Multi-Channel Campaign Collateral & Distribution

Campaign Collateral	# of Collateral	Description
Landing page (OneCause)	1 landing page	A landing page that will hold the donation form for the campaign and where we'll drive all traffic.
Landing page pop-up	1 pop-up	A pop-up on the [REDACTED] website that will drive traffic to the landing page.
Email	10 segmented emails (see schedule in the timeline below)	Email will drive this campaign. Appeals will be segmented according to the audiences listed above. Each email will then have it's accompanying multi-channel social and/or blog content.
Direct Mail	3 segmented letters 1 envelope enclosure 1 reply envelope	Print appeal to be sent to the above segments.
Blog/Website	3 blog posts	Content from emails will be repurposed and posted on the website.
Social Media (organic)	10 social media posts for four platforms (Facebook, Twitter, Instagram, and LinkedIn)	<ul style="list-style-type: none"> Social media posts will accompany email and/or blog content on Facebook, Twitter, Instagram, and LinkedIn. Create Facebook Fundraiser to drive traffic to fundraiser. Create Instagram Stories linked to the Facebook Fundraiser
Videos	1 video from the gala	Leverage and repurpose the [REDACTED] video done for the gala

Campaign Content Outline

Clients Stories and Content	Detail	Channels
█████ Mendez	A ██████ Program participant, thanks to ██████ was connected to housing and employment, found financial stability, and pursued higher education. She and her family are thriving thanks to ██████	Email, Web, Social
█████ ██████ and her son ██████	Also a ██████ Program participant, ██████ used to sleep in parks because she was homeless and had a substance use disorder. Thanks to ██████ she received treatment for her substance use and vital housing. Decades later, she is thriving thanks to the critical services provided by ██████ when she was experiencing adversity.	Email, Web, Social
Ways to Give	A piece on ways to give to ██████ and how to get involved with the organization. Giving opportunities can include online donations, in-kind donations, stock donations, attending events, sharing and engaging with social media content, signing up for the ██████ newsletter, and others.	Email, Web, Social
How Supporters Make a Difference	A piece that defines the challenges that ██████ is tackling through its services and how supporters' investments are positively impacting participants and helping communities thrive.	Email, Social
Looking Back and Ahead	A piece looking back at accomplishments in 2019, defining priorities and initiatives that ██████ will be focused on in 2020, and how supporters were and continue to be essential to ██████ success.	Email, Social

Production Calendar

Date	Description	Channels	Ask	Notes
November 27	Kick off Campaign: Introduce ██████ ██████ and ██████	Email; Social; Web;	Soft Ask	Plans to also launch Facebook Fundraiser as well
December 3	#GivingTuesday/ ██████ Mendez Appeal	Email; Social; Web; Print	Hard Ask	Two emails will go out in the morning and the other as a final push in the evening. Print appeal going out as well.

December 10	Ways to Give	Email (Newsletter); Social; Web;	Soft Ask	
December 17	How Supporters Make A Difference Appeal	Email; Social; Web;	Hard Ask	
December 23	██████████ and ██████████ Appeal	Email; Social; Web;	Hard Ask	
December 30	Looking Back and Ahead Appeal	Email; Social;	Hard Ask	
December 31	End of Year Push	Email; Social; Web;	Hard Ask	Two final-push reminders to go out on the 31st.
January 7, 2020	Thank You	Email; Social; Web;	Thank You	

Help individuals achieve small victories that make a big impact in their lives.
Learn more about [REDACTED] and [REDACTED] story.



[REDACTED]

“It feels amazing to help people that society threw away. To give them a second chance – just like it was given to me,” says [REDACTED] a former [REDACTED] Program [REDACTED] participant at [REDACTED]. [REDACTED] Thanks to supporters like you, [REDACTED] began to thrive. **“I was clean and sober. I was going to school. I participated in groups,”** she says.

Another participant, [REDACTED] also took small steps to achieve a personal transformation that made a big impact on her life path. **“I used to sleep in the park. I used to be homeless,”** she says. **“Now, I have a great job at the NYC Parks Department, a beautiful home, a terrific husband, and a wonderful son,”** she says.

From helping young mothers engage in life-changing treatment for substance dependency to connecting individuals experiencing homelessness with housing, your contributions support individuals achieve small victories that make a big impact in their lives.

We are less than two weeks away from #GivingTuesday, an annual day of giving, on December 3rd. Learn more about [REDACTED] and [REDACTED] story—[watch a video](#) on how you helped make a difference in their lives.

[Watch the Video and Make Difference >>](#)

Together, we can continue to offer inspiration, build connections, and encourage growth for thousands of individuals who walk through our doors each year.

Sincerely,

[REDACTED]
President and CEO
[REDACTED]

Copyright © 2019 [REDACTED] All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

December 8, 2019

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]



Dear [REDACTED]

"It feels amazing to help people that society threw away. To give them a second chance, just like the one that was given to me," says [REDACTED] a former [REDACTED] Program [REDACTED] client who lives in supportive housing, thanks to [REDACTED] [REDACTED] **"When I was 14, I was pregnant. My mom kicked me out of the house, and I lived on the streets and in a shelter,"** she recalls.

[REDACTED] found hope and a new life at [REDACTED] **"Before [REDACTED] I was using and selling drugs. When I had my baby, he was removed from my care because of my substance use disorder. With the help of an [REDACTED] advocate, I started re-engaging with my baby again. They also got my mom to come to family therapy while I was engaged in the program. Everything changed completely,"** [REDACTED] states.

Thanks to supporters like you, [REDACTED] began to thrive. **"I was clean and sober. I was going to school. I participated in groups. [REDACTED] paired me with an advocate to help get my baby back in court. My parental rights were going to be terminated but the judge saw that I had turned my life around. Because of [REDACTED] they reinstated custody of my baby back to me."**

[REDACTED] small victories made a big impact on her life. Her transformation would not be possible without your contributions. Help individuals like [REDACTED] thrive after experiencing homelessness and substance use disorder. Make a donation today.

After graduating from [REDACTED] [REDACTED] moved into affordable housing through [REDACTED] Permanent Supportive Housing program. "Housing opened up so many doors financially. I was able to obtain my high school diploma. I was able to get certified as a Credentialed Alcoholism and Substance Abuse Counselor (CASAC) to help others like me. I'm currently attending college to obtain my Bachelor's Degree in Psychology. I'll be done in February and then I'm getting my Master's. I want to give back what was given to me."

Your support builds programs and services that make a deep and meaningful impact on the individuals who walk through our doors every single day. **For nearly [REDACTED] years, [REDACTED] [REDACTED] has improved the quality of life for [REDACTED] facing adversity, serving [REDACTED] people annually at more than 50 facilities throughout [REDACTED] City, Long Island, and upstate [REDACTED]**

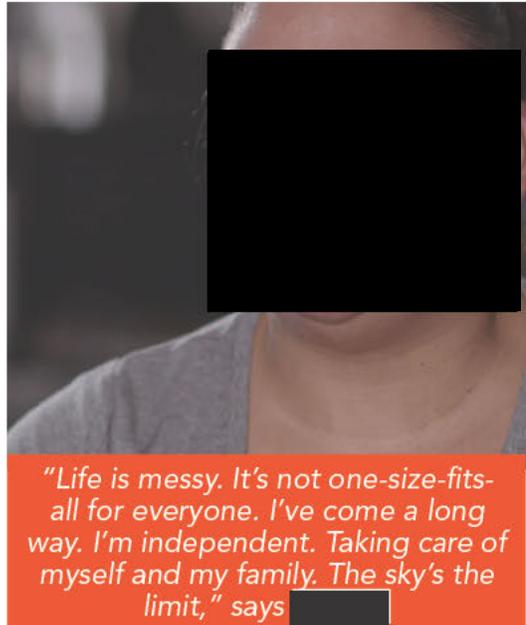


Your support builds programs and services that make a deep and meaningful impact on the individuals who walk through our doors every single day.

turn over →

Your generosity helps us provide a continuum of robust services, which include health and mental health care, transitional and supportive housing, educational and vocational assistance, peer-assisted recovery, and specialized programs for adolescents, families, seniors, and veterans.

While we were able to transform the lives of thousands of [REDACTED] like [REDACTED] we need your help to achieve more. **In fact, every seven hours, someone dies of a drug overdose in NYC.** More [REDACTED] die of drug overdoses than homicides, suicides, and motor vehicle crashes combined. **In addition, more than 60,000 adults and children currently sleep in NYC shelters each night.** The number of homeless families and single adults staying in NYC shelters rose 60% since 2011.



Many more individuals like [REDACTED] urgently need your help. Help thousands of [REDACTED] thrive after facing adversity. Make a contribution today.

"Life is messy. It's not one-size-fits-all for everyone. I've come a long way. I'm independent. Taking care of myself and my family. The sky's the limit," says [REDACTED] Today, [REDACTED] is an **Assistant Director at a mental health clinic where she helps people experiencing the same challenges she once faced, thanks to you.**

From helping young mothers engage in life-changing treatment for substance use disorder to connecting homeless families with housing, [REDACTED] helps individuals achieve small victories that have a big impact.

Please make a donation today.

Sincerely,

[REDACTED] ↗

[REDACTED]
President & CEO

Your support has helped thousands of [REDACTED] overcome adversity. Thank you for all that you do! [REDACTED]

P.S. A contribution to [REDACTED] helps individuals thrive after adversity. Your gift is 100% tax-deductible and is used to help our clients achieve small victories that have a big impact on their lives. Give generously today.

[REDACTED]

YES, I WANT TO HELP [REDACTED] OVERCOME ADVERSITY.

\$2,500	Provides four babies with diapers from birth to their first birthday.
\$1,000	Equips two students with educational Chromebook laptops at a family shelter's Afterschool program.
\$750	Underwrites two "Sleepy Time Libraries" stocked with developmentally appropriate books that mothers can read to their young children.
\$500	Provides a "Move-Out Kit" with basic home essentials for a family moving out of a shelter and into a new apartment.
\$250	Supplements the gifts and toys we collect for our annual Holiday Toy Drive, which brings holiday cheer to children residing in our programs.
\$100	Equips a child or adolescent with some basic warm clothing for the coming cold-weather months.

- Enclosed is a check made out to [REDACTED] in the amount of \$ _____
- Please charge \$ _____ to my credit card: Amex / Visa / Mastercard / Discover
- Make this a monthly recurring gift.
- This gift is in honor/memory of _____ in honor/memory address _____

Card Number _____ Expiration Date _____ Signature _____

Name _____

Address _____

City _____ State _____ ZIP _____

Email _____ Telephone _____

- I want to subscribe to the [REDACTED] email list.
- My employer will match this gift and I have included the matching gift form.
- I am interested in becoming a volunteer.
- I want to receive information about making a bequest to [REDACTED]



Donate online:



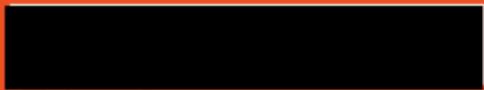
For nearly [redacted] years, [redacted] has been wholly dedicated to improving the quality of life for [redacted] facing adversity.



Return Address: _____

Place your first class stamp here.

[redacted] [redacted]
ATT - [redacted]
Development Department
[redacted]
[redacted]



Big Impact.

Help  thrive after
overcoming adversity.