



# MP

MOORE PHILANTHROPY

Communicating Impact  
November 13, 2025

A photograph of a city skyline at sunset, with a prominent skyscraper in the center. The sky is a mix of orange, pink, and purple. A blue semi-transparent rectangular overlay is positioned in the foreground, containing the text "Our Goal" in white. The background also shows a body of water and a bridge on the right side.

# Our Goal

A Learning Lab focused on crafting compelling end-of-year messages that showcase your project's progress, impact, and vision for the future.

# Agenda

## Today's learning lab will cover:

1. Elements of End of Year Messages
2. Impact Brag-a-thon: Reflect on 2025
3. Year-end communications brainstorm
4. Shape 2026 Together

A young boy and a woman are shown in profile, facing each other. The boy is on the left, wearing a striped shirt and jeans. The woman is on the right, wearing a textured sweater. They appear to be in a conversation. The background is a soft, out-of-focus landscape. The entire image is overlaid with a semi-transparent blue filter.

**Great year-end messages create connection, build trust, and inspire continued support. They balance gratitude with impact storytelling while looking ahead with optimism.**

# Five Essential Elements

## Express Gratitude



Open with authentic appreciation for supporters, partners, and community members who made your work possible.

## Share Impact Updates



Highlight concrete outcomes and progress with specific examples that demonstrate real change.

## Celebrate Core Wins



Reflect on key achievements and milestones that defined your year and advanced your mission.

## Preview the Future



Offer an exciting teaser of planned activities and initiatives for 2026 to maintain momentum.

## Include Clear CTA



End with a specific call to action—whether it's making a donation, sharing your message, or getting involved.

A group of diverse people, including women and men of various ethnicities, are shown in a field. They are wearing white t-shirts and blue gloves, and are actively engaged in planting a young tree. The scene is outdoors with trees in the background. The image has a blue tint overlay.

# Time to Brag!

You've accomplished amazing things this year. Now it's time to share those wins with colleagues who understand the journey.

# Interactive Breakout Session

Break into groups of 2-3 people to create an intimate sharing environment.

## Form Small Groups



## 5-Minute Brag-athon!

Each person shares their proudest moments, biggest wins, and key learnings from 2025.

Reconvene to reflect on what resonated most. What stories stood out? What themes emerged across projects?

## Group Debrief



# Upcoming Occasions



[Resources](#)



# Messaging Examples - Gratitude

## Showcase Behind-the-Scenes Moments

Give supporters a glimpse into the heart of your mission. Share footage of volunteers packing kits, preparing meals, or setting up events. These candid moments humanize your organization and build emotional connection.

Ask volunteers to submit their own photos or videos or document their experience on TikTok or Instagram Reels. This user-generated content (UGC) is gold for social proof.

## Use Before-and-After Visuals

Show transformation in action—whether it's a renovated community space, a restored habitat, or a family helped through your services. Just be sure to get permission before sharing identifiable images.



# Messaging Examples - Tangible Impact of Gifts

What US\$ 30,000 Achieves at Reteti (*I've attached this chart as a screenshot in case it's not coming through clearly via email*)

<u>Category</u>	<u>What It Covers</u>	<u>Tangible Impact</u>
Milk Supply	~6 months of milk for one elephant (42 elephants × 16 L/day @ KSh 180/L)	Keeps calves nourished and healthy through infancy. Directly supports the Milk to Market Program, benefitting 1,300 Samburu women who deliver ~700 litres daily.
Keeper Salaries	One year of wages for 10 keepers	Sustains more than 100 local families through stable livelihoods.
Community Livelihoods	Goat milk purchased from women suppliers	Each litre generates income for pastoral households, supporting food, education, and healthcare.
Vet Unit Operations	Fuel, maintenance, and emergency supplies	Enables faster rescues and rewilding — preventing calves from needing long-term care when possible.

# Messaging Examples - Tangible Impact of Gifts

**Your Donation Could Be Matched for Giving Tuesday!**



Do you remember a time in your life when everything changed? I remember, with the help of God's Love We Deliver.

My name is James Palazza and I am a longtime supporter and a Trustee member of God's Love We Deliver. Our clients, volunteers and friends are all constant reminders that our meals bring love to those in need. If you've ever volunteered here, you know what this work changes lives!

This Giving Tuesday, I want to **share my story of volunteerism**, neighbors living with HIV/AIDS. In the midst of tremendous loss I saw firsthand the healing power of nourishing meals delivered by God's Love We Deliver. And today I continue to help make a difference in the lives of those

vulnerable New Yorkers by volunteering, supporting, and bringing in my friends to join in this important work.

Today is Giving Tuesday, a day dedicated to generosity and making a positive impact, and I wanted to reach out and tell everyone I can that God's Love cooks and home-delivers nutritious meals to those too ill to shop or cook for themselves. No one should face the dual crises of hunger and illness alone.

This Giving Tuesday, you and I have the chance to make a difference in the lives of those who need it most. I invite you to join me in **supporting God's Love We Deliver** to bring love and nourishment to people facing serious illness.



This work is so important. I know, I've seen it! You can read my story [here](#). And, I hope you will **please make a gift today, this Giving Tuesday**, in support of **medically tailored meals, made with love**.

**Your gift will be matched**, thanks to a generous donor who is matching all gifts up to \$250,000, from now through December 9th! Your donation will make a lasting impact on the well-being of others. Thank you!

Love, James

James Palazza in the 1980s.

Donate Today



**Sponsor Two Meals**  
for \$10

**Sponsor Four Meals**  
for \$20

**Sponsor Ten Meals**  
for \$50

# Messaging Examples - Tangible Impact of Gifts



 twloha • Follow

 twloha 102w  
There is no gift or no action too small to make a change this #GivingTuesday. Just \$5 can be the difference between hopelessness and a path to healing.

Give now by donating to this post or head to the link in our profile for more information on how you can take action.

[#Giveback](#) [#MentalHealthMatters](#) [#SeasonOfGiving](#)

 dresden.design 102w

❤❤❤  
1 like Reply

View all 1 replies



318 likes

November 28, 2023

 Add a comment...

# Messaging Examples - Hope

## **Promote Your Monthly Giving Program**

Encourage one-time donors to become sustaining supporters. Highlight the benefits of monthly giving—such as exclusive updates, branded swag, or special recognition—and emphasize how consistent support fuels year-round impact.

Consider naming your monthly donor program to make it feel like a special club (e.g., “The Impact Circle” or “Hope Builders”).

## **Host a Q&A with Your Team**

Feature a short interview with a founder, staff member, volunteer, or board member. Use it to share your mission, reflect on the year’s impact, and preview what’s ahead. This adds a personal touch and builds transparency into the vision.

# Messaging Examples - Urgency

## **Create a Giving Countdown**

Build excitement with a daily giving prompt or story leading up to December 31. Each day can spotlight a different program, donor testimonial, or impact stat. This keeps your audience engaged and gives them multiple reasons to give.

# Formats - Examples

## Video & Social Graphics

Visual storytelling that brings impact to life through dynamic content. [Watch example](#)

**Latinas Represent Mid-Year Impact Report:** [LR Mid-Year Impact Report - Google Docs](#)

An engaging email campaign that balances storytelling, data, and emotional connection with supporters.

KOOL Fund Letter (review and outlook for 2026) [KOOL Fund Fundraising Banquet - fs@moorephilanthropy.com - Moore Philanthropy Mail](#)

# Formats - Reflection

## Reflection Questions

- What formats will best reach your audience? (video, social media, email, print)
- Which stories from today's brag-athon should be featured?
- What message do you want donors and partners to walk away with?
- How can you authentically convey both challenges and triumphs?

*Take a moment to jot down initial ideas for your own end-of-year message. Consider your unique audience and what they need to hear.*

# Thank You & Next Steps

You're now equipped with frameworks, examples, and inspiration to create compelling end-of-year communications that honor your work and inspire continued support.

## **Your Action Items:**

- Complete your end-of-year message outline this month
- Share examples and drafts with the FS team for feedback
- Submit your 2026 Learning Lab topic suggestions

**Questions? Reach out to us anytime.**

# Shaping the 2026 Learning Labs

Your feedback shapes what we cover next year. Let's discuss what would be most valuable for your day-to-day work.

- What challenges are you facing?
- How can we better support you?
- What topics matter most?

Open the Whiteboard: [11/13 Learning Lab](#)

# Additional Resources

[15 Creative Year-End Giving Campaign Ideas for Nonprofits](#)

[5 free end-of-year email appeal templates for your nonprofit](#)

[9 Ideas for a Compelling Year-End Fundraising Email | CauseVox](#)

[Message from GoFundMe Pro](#)



# Thanks!

Do you have any questions?  
[@moorephilanthropy.com](mailto:@moorephilanthropy.com)  
[moorephilanthropy.com](http://moorephilanthropy.com)

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

**Please keep this slide for attribution**