



# “Mommy, why do donor newsletters exist?”

Explaining this money-making  
workhorse to your doubting boss

With **TOM AHERN** and host, **CHRISTIANA STERGIUO**



Thank you for considering this course

# Making Money with Your Donor Newsletter

There is some pain involved.

# ASSIGNMENTS CHANGES



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# They changed a handful of things on the cover.



THESE FELLOW VINCENNIANS ARE FRIENDS.  
 G. K. Chesterton once wrote, "We make our friends; we make our enemies; but God makes our next-door neighbor." I believe God truly blessed me in 1995 when I moved in across the street from Jeanne.

Jeanne took the role of neighbor to a whole new level; in fact, she turned "neighbor" into a verb: She brought me and others on our street delicious meals and kept a fully-stocked refrigerator out back just so she could invite the neighbors over for a drink. Every night at least one person dropped by to visit because Jeanne opened her heart and her home.

She bestowed the same blessings upon another man who lived alone down the street and was paralyzed. Home healthcare aides monitored his general care, but his really good meals came from Jeanne.

Did my generous neighbor ask to have two disabled people move into her neighborhood and her life? No. God brought us within shouting distance of Jeanne's kitchen, and she chose to bless us in the way she knew how.

Like Jeanne, our Vincentian volunteers open their eyes and hearts to those who God has brought into their lives, neighboring with those in need, like Orlando and his family.

When Orlando lost his job and the utilities in their home needed major repairs, Vincentian neighbors helped the family avoid the cycle of poverty with aid from the **Bridges Program** (page 2).

These beautiful stories of neighbors helping neighbors would not be possible without your help. Thank you for joining with us in our mission.

Most humbly and gratefully yours,

John P. Feppe, Ph.D. (h.c.)  
 Executive Director



After Orlando lost his job, he and his family were amazed that a neighbor they had never met before could provide the life-saving help they needed to get back on their feet through SVPD's new Bridges Program.

## Neighboring from the Heart Program Provides Bridge to Stability

AS AN EXECUTIVE CHEF, Orlando never had trouble supporting his family of four. But when his congenitive heart disease began to progress, it set off a chain of extenuating circumstances that put his whole family at risk.

It began when he started passing out at work and was forced to give up the job he loved. That same month, the family's air conditioner and water heater broke down, and the furnace needed replacing. Orlando's wife Mary found a job as a caretaker, but that income combined only with disability payments was not enough to keep the family afloat.

continued on page 2

# THE DIFFERENCE YOU'RE MAKING FOR NEIGHBORS IN NEED



GIVING  
 TRIPLED

"I WAS SCARED"

How your gifts gave this family help and hope



SOCIETY OF ST. VINCENT DE PAUL  
 HELPING NEIGHBORS STARTS AT HOME



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# What's “success”?

**You keep your donors longer. You raise more money ...  
now and through bequests. You grow your mission.  
You do more good. PRINT newsletters help with all that.**

# “Kiss 8 out of 10 goodbye.”

~ Tom Belford, commenting on the average (and deplorable) 2014 “first-time donor” retention rate.

Source: Fundraising Effectiveness Project, with 8,000 responding charities. Nothing’s changed since.



“For every 1,000 fundraising [emails] delivered to supporters, groups in our study raised US\$40.”

2015 M+R: new metrics for new channels

SORRY: 2016 was even worse: US\$38 per 1K emails

“Now, not only does the newsletter generate tons of planned giving leads (thanks to an insert/reply form and BRE that surely will result in millions of bequest dollars) but it ALSO generates a lot of revenue for the annual fund. In fact, I just found out that this ... issue distributed to about 15,000 people generated over **\$227,000**. Wow!! Thank you for sharing your knowledge.”

**Greg Warner, founder/CEO, MarketSmart**



“366% uptick in giving  
from the newsletter.”

Major city library system

“Donations linked to the newsletter increased by 150%. With 52 more donors than the previous year.”

Women's shelter

“Our donor newsletter went from making zero to becoming a license to print money. It now outperforms our appeals.”

2017: ED of a \$60 million refugee aid charity

# BASICS



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You aren't publishing a donor newsletter.

You're delivering a reward.

It should gratify. Delight. Surprise. Offer. It should for a little while ease social isolation, if your donor suffers from that.

Your donor  
newsletter goes here

# The virtuous circle...

You ask. You thank. You report.

You ask. You thank. You report.

You ask. You thank. You report.

Appeals, thanks, & newsletters work together.

# THE SAD-HAPPY STORY CYCLE



**Your donor newsletter goes here**

Source: John Haydon, April 2018



## LOVE STORY GRID

	Week 1	Week 1-2	Week 4	2nd month	3rd month	4th month	5th month	6th month	7th month	8th month	9th month	10th month	11th month	12th month
objective	welcome!	thank you & receipt	getting to know each other	surprise and delight	ask, highly variable	action	surprise and delight	demonstrate impact	action	surprise and delight	how are we doing?	action	surprise and delight	demonstrate impact
what is it?														
feeling	sincere, happy, friendly	transparent, accountable	this is a dialogue, a relationship	wow! Amazing!	I can see how my gift will make a difference	this is great! I can do more than just give	wow! Amazing!	proud to be part of this	this is great! I can do more than just give	wow! Amazing!	they care about what I think	this is great! I can do more than just give	wow! Amazing!	proud to be part of this
metrics														

**Your donor newsletter goes here**

**Your donor newsletter goes here**

**Your donor newsletter goes here**

**Your donor newsletter goes here**

Source: Agents of Good



# Persuasion secret: **EMOTIONAL TRIGGERS**

- Anger
- Duty
- Exclusivity
- Fear
- Flattery
- Greed
- Guilt
- Hope
- Salvation



**Your donor  
newsletter goes here**

**WILL  
FIGHT  
FOR ANIMALS.**

[www.asPCA.org/cruelty](http://www.asPCA.org/cruelty)

**WILL  
FIGHT**

Your donor  
newsletter goes here

FOR ANY CUTE THING IN DISTRESS, basically  
The “cuteness factor” ~ Look it up: [Wikipedia](#)

# Domain Formula content advice

Incl. offers.

## Deeper involvement

- Volunteering
- Events
- Advocacy
- Planned giving
- Prayer



## Stories about donors



Take readers on journeys.

## People saying "Thanks"

### Bridget has a special message just for you

"Dana-Farber is the only hospital that offers a program specifically tailored to the very special needs of young women with breast cancer like me. And you have made that possible. I am living life and living it fully because of the drugs you have made possible. We don't yet have a cure, but we are getting close. I need your help to realize that vision!"

— Bridget Spence



Incl. "social proof."  
(What did others like me do?)

Incl. gratitude.

## Stories ... not statistics



Jan Fehner was an amazing grandma. She helped raise her granddaughter, Mia, and was like a second parent to her. "They loved spending time together, had very similar personalities, and were extremely close," said Megan, Mia's mom and Jan's daughter.

When Jan was diagnosed with cancer at the age of 64, her family was devastated. Then came the news that it was terminal. But Jan didn't let this get her down. Her goal was to live as long and as fully as possible. She didn't stop living her life. She just kept doing. She and her husband even continued to travel together, including a trip to California and Arizona with Mia.

Source: Jeff Brooks, June 2013

In this course, you'll discover how a print donor newsletter, done well, can be a surprising money-machine for your charity ...

- triggering new donations immediately ...
- significantly reducing donor attrition ...
- converting one-time donors into monthly donors ...
- inspiring mid-size donors to give at higher levels ...
- AND leading to lots more charitable bequests and other forms of major giving.



**Offer**



**Offer**



**Offer**

- The BC SPCA has 70,000 monthly donors. Some have been monthly donors for 30 years.  
(data obtained April 2018)
- 75% of charitable bequests now come from monthly donors. A bequest is 7 times more likely from a monthly donor.  
Erica Waasdorp, *The Sleeping Giant*

# OFFER

*def.* anything I can respond to



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**Offer**

**“Hero shot”**

Latest News

Order Your 2018 Magic Mutt Calendar Today!

[Click here](#) to see pictures from the party and to purchase calendars!  
Our calendars feature Hampton Roads hunks and our shelter animals. They make excellent holiday gifts!



2018  
**MAGIC  
MUTT**  
CALENDAR

benefiting  
  
**NORFOLK  
SPCA**  
Society for the Prevention  
of Cruelty to Animals

“Hero shot”

United Way of South Hampton Roads  
Union Mission Ministries  
Virginia Beach Community Development Corp.  
Virginia Supportive Housing  
YWCA of South Hampton Roads  
**Total: \$2,397,166**

Offer



**Free. New.  
And yours for the asking...**

*Just published by the Hampton Roads Community Foundation: our informative — and inspiring — booklet about charitable bequests.*

You'll get straightforward answers to all your questions. And you'll meet some wonderful people here in southeastern Virginia who have already added charity to their estate plans. Discover why charitable bequests are so wonderfully meaningful.

**For your free copy,** simply call us at (757) 622-7981 or email us at [bequests@hamptonroadsrf.org](mailto:bequests@hamptonroadsrf.org).

[www.hamptonroadsrf.org](http://www.hamptonroadsrf.org)





# The Domain Formula

**Developed in the 1990s for print.  
Retested every year since ... still going strong.  
Adapts well to digital.**

# The original Domain Formula:

## What's does a donor newsletter look like?

- Ideal length: 4 to 6 normal-size pages. Four pages with an added half-flap tests well, too.
- Fewer than 4 pages doesn't test well. No need for more than 8 pages.
- One-color, two-color, full-color: all work

# The original Domain Formula: Who receives the donor newsletter?

- Current donors *exclusively*: those who have given a gift in the last 14-18 months
- You can, of course, mail to others ... but the Domain Formula is about making money.

# The original Domain Formula: How often do you mail?

- As often as possible, once it's making money
- One homeless shelter mails monthly; ROI: 7:1
- 13 issues was “too many” – revenue declined
- Quarterly is probably a minimum schedule

# Mails monthly Its ROI is 7:1

Follows Domain Formula  
attracts \$2 million in extra charity



# The original Domain Formula: What's does the newsletter talk about?

- It reports on “the impact of philanthropy” ... how donors’ gifts have already made — and can continue to make — a real difference

# The original Domain Formula: What's the biggest surprise?

- It's mailed in a #10 envelope bearing a teaser:  
“Your newsletter enclosed”
- It's NOT a self-mailer
- Include a reply device (it's a soft ask)



**SOCIETY OF ST. VINCENT DE PAUL**  
HELPING NEIGHBORS STARTS AT HOME

Society of St. Vincent de Paul  
Archdiocesan Council of St. Louis  
1310 Maple Street  
St. Louis, MO 63103

Nonprofit Org.  
U.S. Postage  
**PAID**  
St. Louis, MO  
Permit No. 828



**FEDERAL EMPLOYEES,  
THANK YOU FOR  
YOUR SUPPORT**

If you would like to designate  
the Society as a beneficiary  
for the Combined Federal  
Campaign, please use the  
code **83138**.

name  
address  
address

IN *Charity*  
AND TRUTH

## More Deals for Shoppers, More Hope for the Community

### SVDP Opens New Store, Moves Another

**EVERYBODY LOVES A GREAT DEAL**, and Fenton residents can now find plenty of them at the Society's newest thrift store at 625 Gravois Rd. in Fenton.

The store, which opened last month, offers a variety of new and gently used household goods, furniture, clothing and mattresses for value-conscious shoppers in a 18,000 square-foot facility.

In addition, to better serve customers in West County, SVDP is in the process of moving its Ballwin store to 13986 Manchester Rd. The space boasts increased square footage and better visibility from Manchester Road. The new location will be open by mid-November.

SVDP's thrift stores are different than other area thrift stores in that local parish conferences provide store vouchers to neighbors in need so they can obtain goods at no charge. Each of SVDP's stores provides a low-cost option for a wide variety of quality donated clothing, furniture and household items for people in need. Stores are also open to the general public, and everyone can find bargains and treasures to reuse and upcycle.

All proceeds stay in the community and support SVDP's person-to-person services for St. Louisans in need,



Fenton residents, volunteers and SVDP staff gathered for the ribbon-cutting and blessing of the new thrift store on Oct. 8.

including utility and transportation assistance, prescription medications, food and more. Moreover, the stores operate with significant volunteer labor, allowing additional savings to be passed on to those in need.

To find a thrift store location near you or learn more about volunteering at a thrift store, visit [www.svdpsl.org/thrift-stores](http://www.svdpsl.org/thrift-stores). To schedule a free pick-up of furniture and household goods, call 314.881.6006.

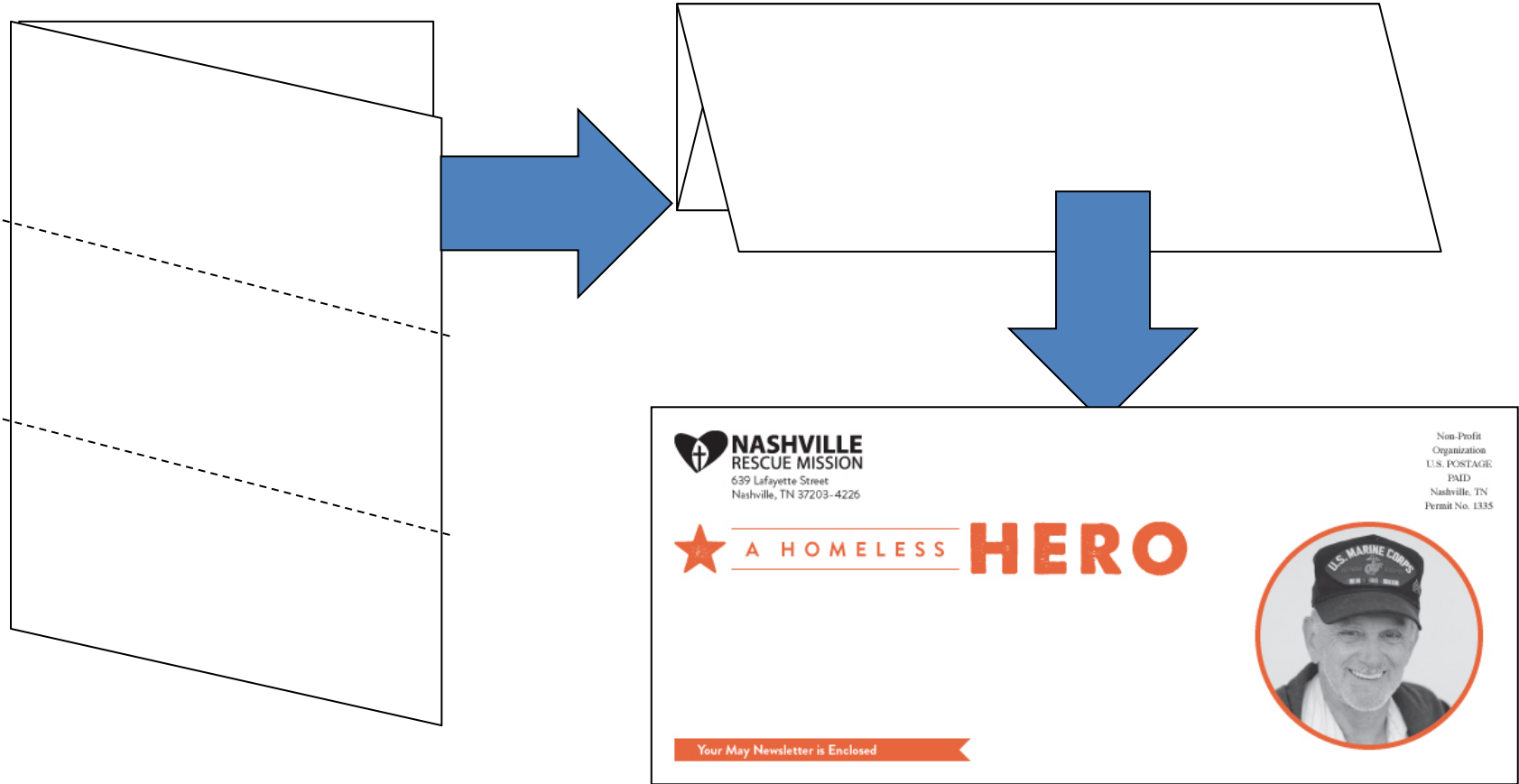
**Self-mailer, name  
and address right on  
the newsletter, no  
envelope**



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**BOYS & GIRLS CLUB**  
OF PAWTUCKET

One Moeller Place  
Pawtucket, RI 02860

*Dear believer in the kids of  
Pawtucket...*  
**Your newsletter is inside.**

Non Profit  
Organization  
U.S. Postage  
PAID  
Permit #43



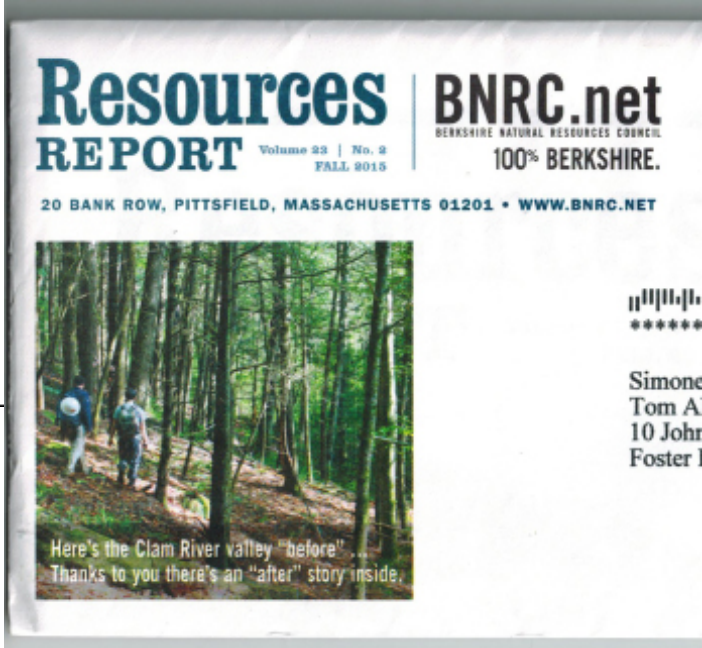
American School of Rhode Island  
Street  
Pawtucket, RI 02906



MR. TOM AHERN AND MS. SIMONE P. JOYLAUX-ACFRE  
10 JOHNSON ROAD  
FOSTER, RI 02825

Here's your very own copy of  
La Gazette de l'École.  
A bientôt!

02825+1230



**Resources**  
**REPORT** Volume 23 | No. 2  
FALL 2015

**BNRC.net**  
BERKSHIRE NATURAL RESOURCES COUNCIL  
100% BERKSHIRE.

20 BANK ROW, PITTSFIELD, MASSACHUSETTS 01201 • WWW.BNRC.NET



Here's the Clam River valley "before" ...  
Thanks to you there's an "after" story inside.



Simone  
Tom A  
10 Joh  
Foster

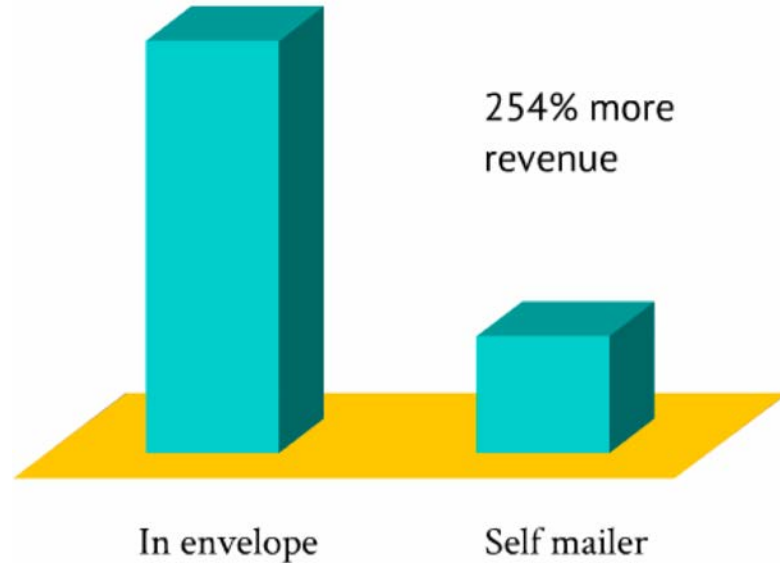


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## Average gift



## Revenue



Source: Jeff Brooks, June 2013

# Opinions are costly

True story...

# “People don’t open envelopes.”

The firm opinion of a graphic designer in VA who talked a charity into mailing its donor newsletter as a self-mailer.

# Documentary photo



**Documentary photo**



**Attempt unsuccessful**

“People don’t open envelopes.”

Revenue dropped by half *immediately*. You can’t guess at stuff and succeed. When you know research and tests, you obey the research and tests.



# **Who is your newsletter REALLY about?**

**Not you. The donor ... and her values.**

ever-loving  
shockingly generous  
compassionate  
thoughtful  
caring  
empathetic  
dutiful  
right-thinking  
angry/fearful  
yet hopeful  
donor = agent of change

# THE DONOR



“The reason so many nonprofit newsletters are just **big money-sinks** is this: Their purpose is to educate their donors about how effective the organization is.”

**Jeff Brooks, a member of the original Domain team**

“The *money-making* donor-focused newsletter has a different purpose: *To remind the donor what an incredible difference she makes.*”

**Jeff Brooks**, a member of the original Domain team

# Persuasion secret: **ANCHORING**

Whatever comes FIRST is most important. Will it be “we, the organization” or “you, the donor”?

## **Anchored to the organization**

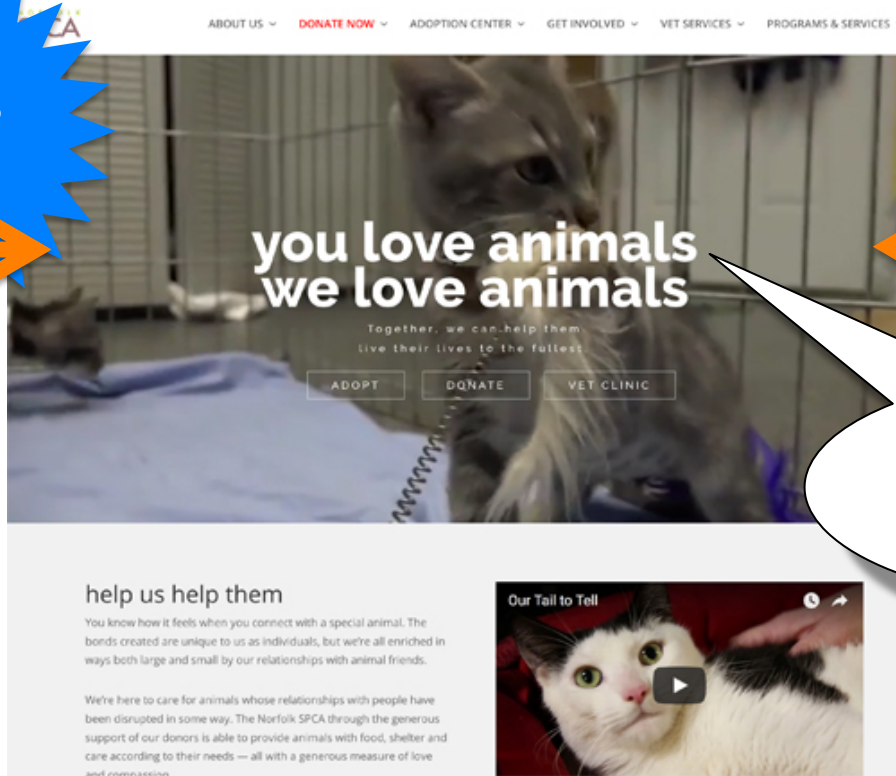
We gave this hungry child all the meals she needed, thanks to you and other generous donors.

## **DONOR-anchored**

Thanks to you and other generous donors, this hungry child got all the meals she needed.



Values  
match



Supporter-  
anchored



# Your newsletter is also a mirror



Source: psychologist Jen Shang, quoted in the NY Times 2012

“When you refer to donors as ‘kind’ or ‘compassionate,’ giving goes up 10%.”

Source: Agents of Good, John Lepp, 2017

A good *donor* headline:

(1) captures the gist of the story

(2) has a hook (anything new)

(3) applauds the donor (“you”)

## NOT donor-centered

**Crowdsourced drug promotes “memory loss” in cancer cells**  
Revolutionary research leads to revolutionary discoveries


**W**hat if it were possible to make cancer cells “forget” their deadly mission and instead turn into white blood cells or other harmless structures?

That is the innovative idea behind some amazing research you’re helping make possible at Dana-Farber.

Jay Bradner, MD, an attending physician in our hematology-oncology department and leader of the team doing this work, described his breakthrough at



## DONOR-centered

 Breakthroughs you’ve helped make happen


---

**Crowdsourced drug promotes “memory loss” in cancer cells**  
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← Eyebrow

← Headline

← Deck

**Here, the eyebrow makes all the difference**

# Planned Parenthood launches chic new condom brand

Released for Valentine's Day under the trade name Proper Attire™

- New "fashion statement" condoms come in choice of styles
- Waiting for a man to provide the condom? That's so "last season," says PPFA

PLANNED PARENTHOOD HAS SOMETHING NEW to offer women who are sexually active, stylish, and want to protect their health: a line of attractively packaged condoms called *Proper Attire*,™ FDA-approved and rigorously tested for quality assurance. The new condom brand has a remind-your-man subtitle: *Required for Entry*.™



"From the chic packaging to the playful brand

← Headline

← Deck (comprised of all 3 bullets)

← Photo (eye magnet)



## Flaw #1: Your newsletter doesn't use the word "you" enough/at all

A good donor newsletter is friendly, even intimate, in tone. It embraces the reader in a very obvious way by generously using the word "you," especially in the headlines.

A corporate voice (a lot of "we did this, we did that") keeps readers at arm's length ... which is NOT what you want when you're asking them for continued support.

No "YOU"

FAIL

No "YOU"

FAIL

girl scouts of ne kansas nw missouri

Connections SPRING 2014  
DONORS • ALUMNAE • FRIENDS

**Girl Scout alumna brings Daisy's promise to life**

BUILDING TOMORROW'S LEADERS ONE MONTH AT A TIME

Once a troop leader in her native Atlanta, Georgia council, Virginia Johnson is a long-time supporter of Girl Scouts. And as a monthly donor, Virginia recently became a Founding Member of Daisy's Circle—the new monthly giving program for supporters of Girl Scouts of NE Kansas & NW Missouri.

**"Girl Scouts gives girls a place to belong, a place to build their confidence and learn values," says Virginia. "My granddaughter Emma is a big reason why I give. She was so involved in Girl Scouts and she loved it... Girl Scouts contributed to her outstanding character and a desire to 'give back.'"**

While Virginia has her own legacy of three generations of Girl Scouts, she values the legacy started by Juliette Gordon Low. Nicknamed "Daisy," she believed that all girls should have the opportunity to develop life and leadership skills. Daisy founded Girl Scouts in 1912 and challenged traditional thinking about what a girl should do.

Today, Daisy's vision continues through Girl Scouts programs that are provided by the vital support from monthly donors like Virginia. "I like Daisy's Circle because it's an easy way to make a big impact," says Virginia. "I'm able to make a larger gift because I can break it down into smaller manageable bits. And I don't have to remember to send a check!"

Virginia especially appreciates the lasting impact of her investment. Since Girl Scouts learn to take action and make the world a better place, she knows her gift will go farther. "I like knowing that when I donate, the girls will 'pay it forward' through their service projects that focus on helping others."

Virginia Johnson (right) values the impact of Girl Scouts on her granddaughter Emma Mann (center) and daughter Anna Mann (left), both alumnae.

**Daisy's Circle**  
Bring her promise to life

Join Daisy's Circle and begin making your monthly impact. Visit [DaisysCircle.org](http://DaisysCircle.org) or call (816) 759-3038.

FAIL

No "YOU"



**Why do I ALWAYS  
open their emails?**

**Because they love  
me silly ... up one  
side and down the  
other.**

Look Back at YOUR First Primary School

Nyaka AIDS Orphans Project

1 min ago



Dear Nyaka Family,

YOU have done so much for the children and grandmothers of Nyaka. Before YOU built the clinic, libraries, gravity fed water systems, farm, Kutamba Primary School, and Nyaka Vocational Secondary School- **there was just a dream and a small, empty plot of land.**

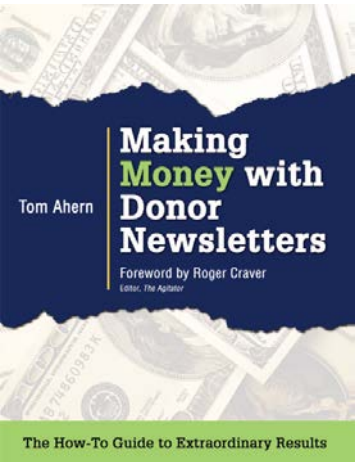
Because of YOUR generous love and support, **that empty plot of land turned into a beacon of hope called Nyaka Primary School.** The two classroom school officially opened in 2003 to 55 students, all who were orphaned.

Today, Nyaka Primary School is much larger and has educated hundreds of students- **there are 234 students this year alone at Nyaka Primary School!** Not only do you give these students an education, but YOU also provide them with uniforms, shoes, meals, clean water, and medicine!

Whether you have been a supporter from the very beginning or you just since yesterday, **YOU are changing lives and breaking the cycle of poverty!** We can't wait to see what YOU do over the next 15 years!

**We would love to hear about how you got involved with Nyaka!**  
Email your story to [sarah@nyaka.school.org](mailto:sarah@nyaka.school.org)





## Flaw #2: A tribe needs an enemy

Seth Godin: “...build a tribe, [people] who want to hear from [you] because it helps them connect, it helps them find each other, it gives them a story to tell and something to talk about...”

Give “us” [the tribe] an enemy to defeat, as Stephen Pidgeon’s formula advises.

# Give me a story to tell

*I save a polar bear every month!*

*I'm a decent person.*



*I sent thousands of dollars worth of medicine to sick people!*

*I'm following the Scriptures.*

Sources: Jeff Brooks, Mark Phillips

ever-loving  
shockingly generous  
compassionate  
thoughtful  
caring  
empathetic  
dutiful  
right-thinking  
angry/fearful  
yet hopeful

# COMMITMENT IS THE GRAIL

donor = agent of change



“88% of dollars raised comes  
from 12% of the donors”

~ Jay Love, Bloomerang, quoting the Fundraising Effectiveness Project;  
April 2017, via Pam Grow

You're in my brain, in my face, in my home:

**“Why are you here?”**

*Will you be the BAD guest or the GOOD one?*

**Entertained!** **Wanted!** **Proud of myself!**  
**To make ME**  
**Pleased!** **Surprised!** **Hopeful!**  
**feel good!!!**  
**Happier!** **Important!** **Needed!**



**Your Donor's Never-Ending  
PERSONAL Story**

I only pay attention to what interests me.

And what interests me *most* is **me**. Ask anyone.

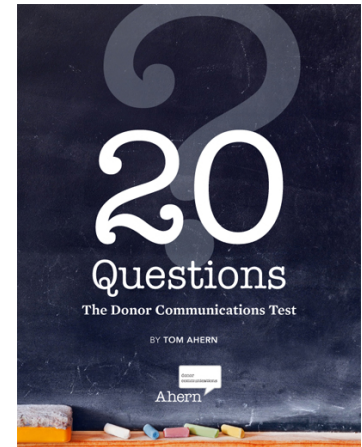


# WHO IS “ME”?

ever-loving  
stunningly generous  
compassionate  
thoughtful  
caring  
empathetic  
dutiful  
right-thinking  
angry/fearful  
yet hopeful  
donor = agent of change

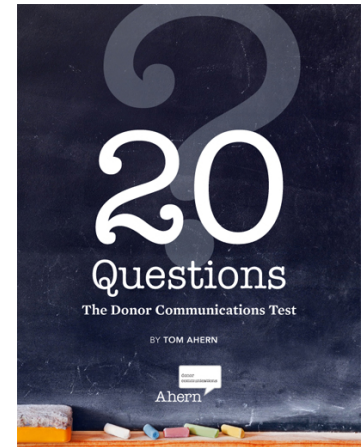
# How old is the typical Australian/Canadian/Irish/NZ/UK/US donor?

- [ ] 20-35 years of age
- [ ] 35-55 years of age
- [ ] 55+ years of age



How old is the typical  
Australian/Canadian/Irish/NZ/UK/US  
donor?

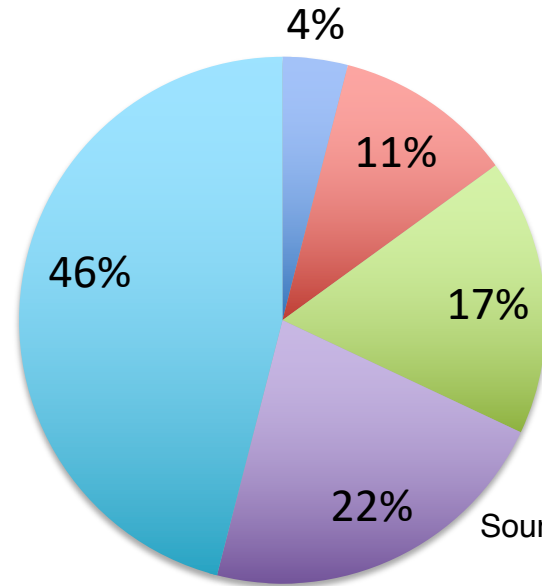
- [ ] 20-35 years of age
- [ ] 35-55 years of age
- [ **X** ] 55+ years of age





## Donors by age (US DM)

■ <35 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+ ■



Source: TrueSense Marketing

75  
exactly

Calendar 2007 = 21,107 donors

Calendar 2008 = 21,994

Calendar 2009 = 21,261

Calendar 2010 = 21,887

Calendar 2011 = 21,846

Calendar 2012 = 21,017

Calendar 2013 = 19,872

Calendar 2014 = 17,508

Calendar 2015 = 16,893

Calendar 2016 = 15,484

Calendar 2017 = 16,549



**Donor newsletter  
completely  
overhauled**

**ARE YOU  
READY?**



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Moceanic 2018

# What now?

So you might be asking yourself...

“How do I make this all work  
so I can get it up and running quickly?”



# You've got two options

- Don't take the course. Keep guessing. Retention remains a problem. Lifetime Value stays low. Newsletter doesn't pay for itself.
- Do complete the course. Stop guessing. Retention improves. Lifetime Value rises. Newsletter pays for itself ... and more.



**JOIN US...**  
**MAKING MONEY WITH YOUR**  
**DONOR NEWSLETTER**

*with Tom Ahern*



**YOU WILL LEARN TO CREATE  
A DONOR NEWSLETTER  
YOUR DONORS WILL WELCOME,  
ENJOY AND RESPOND TO  
GENEROUSLY**





# Your course in a nutshell

Introduction (you've already gotten started! You're watching this now!)

Module 1: **Building For Success**

Module 2: **Donor-Centricity: The Secret Sauce**

Module 3: **Are You Telling All Your Stories?**

Module 4: **Making Your Next Issue Great**

# WHAT YOU WILL GET



- ✓ Complete donor newsletter step-by-step course
- ✓ All the training is available now
- ✓ 100% online convenience
- ✓ 12+ checklists, cheat-sheets, and guides all designed to make it easy for YOU
- ✓ Great interviews with the experts
- ✓ Unlimited access to the course for 1 full year
- ✓ 12 months access to Moceanic Office Hours live video calls
- ✓ 12 months access to the Moceanic Online Course Community
- ✓ 10 CFRE Credits



# ARE YOU READY?

YOUR INVESTMENT  
EARLYBIRD SPECIAL OFFER

**US\$297**

Offer ends Thursday May 24  
(midnight US Eastern)

[www.moceanic.info/newsletter](http://www.moceanic.info/newsletter)



# Even better when you join the course now

- [www.moceanic.info/newsletter](http://www.moceanic.info/newsletter)
- Special live webinar offer!
  - FREE 30-minute newsletter review with Tom Ahern (newsletter you produce during the course).
  - This is limited to the first two people to sign up! Go for it!

[www.moceanic.info/newsletter](http://www.moceanic.info/newsletter)

# Sign up



If within 30 days you decide this course is not for you, we'll give you your money back!

**Here's what you get with your course:**

- ✓ Get started straight away with Tom's introductory video and then four x 60-minute video lessons
- ✓ Take the course at any time of day (or night) that suits you
- ✓ Checklists, cheat-sheets, and guides all designed to make it easy for YOU
- ✓ Great interviews with the experts
- ✓ Unlimited access to the online course for one full year!
- ✓ 12 months access to Moceanic Office Hours live video calls where you can ask our experts anything about your course
- ✓ 12 months access to the Moceanic Online Course Community - meet other students and post your questions and projects!

### BILLING INFORMATION

First Name
Last Name
Email
Company
Are You Purchasing As: ▾
VAT/ABN/EIN/Tax ID Number
Street Address
Street Address Line 2 (optional)
City
United States ▾
State
Zip/Postal Code
Phone

### PAYMENT INFO



Credit Card Number	Month ▾	Year ▾	CVI
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### ORDER SUMMARY

How to Raise Money with Your Donor Newsletter ~~\$397.00~~ 1  \$297.00

Final step

The screenshot shows the Moceanic website interface for a course. At the top, the Moceanic logo is on the left, and navigation links for HOME, COURSES, ABOUT, FAQs, and MY COURSES | LOGIN are on the right. The main heading is "Module 1 – Building For Success". Below it is a link "Back to: Private: Newsletter Course". The central content area features a video player with a thumbnail titled "Making Money With Your Donor Newsletter Module 1 from Moceanic". The video player shows a progress bar at 1:05:30 and the Vimeo logo. Below the video is a link for "Module 1 – Presentation PDF Download". A section titled "Here's what we'll cover in this module:" contains a list of bullet points: "Newsletters are part of a 'virtuous circle' of donor communications: ask, thank, report. And repeat, as Screen/Shapiro said.", "Richard Radcliffe: 'Donors are staggeringly ignorant of the causes they support.' That's a good thing, not a bad thing. They are expressing themselves. They don't need to be educated. Focus on making a 'values match.' Stop talking in detail". On the right side, there are sections for "Get Started Here" (with links for "Welcome to Your Course" and "Moceanic Community and Q & A"), "Your Course" (with links for "Module 1 - Building For Success", "Module 2 - Donor-Centricity: The Secret Sauce", "Module 3 - Are You Telling All Your Stories?", and "Module 4 - Making Your Next Issue Great"), "Bonuses and More" (with a link for "Bonuses"), and "Progress" (with a progress bar at 0%).



[www.moceanic.info/newsletter](http://www.moceanic.info/newsletter)

*Have questions?*



**SIGNUP NOW [www.moceanic.info/newsletter](http://www.moceanic.info/newsletter)**

**QUESTIONS ABOUT PLACING AN ORDER?**

**email [hq@moceanic.com](mailto:hq@moceanic.com)**

**GET TOM'S BONUS [www.moceanic.info/20questions](http://www.moceanic.info/20questions)**

# THE END

ever-loving  
shockingly generous  
compassionate  
thoughtful  
caring  
empathetic  
dutiful  
right-thinking  
angry/fearful  
yet hopeful  
donor = agent of change