

#### 7 TOUCHPOINTS IN 7 WEEKS:

HOW TO GUARANTEE YEAR-END GIFTS



#### VANCE ROUSH

**CEO AND FOUNDER: OVERFLOW** 

FUNDRAISING LEADER: VIVE FOR 9+ YEARS

ADARA, GOOGLE

01 — WHY WE'RE HERE TODAY

02 — THE RULE OF 7

03 — YEAR-END GIVING STARTS NOW

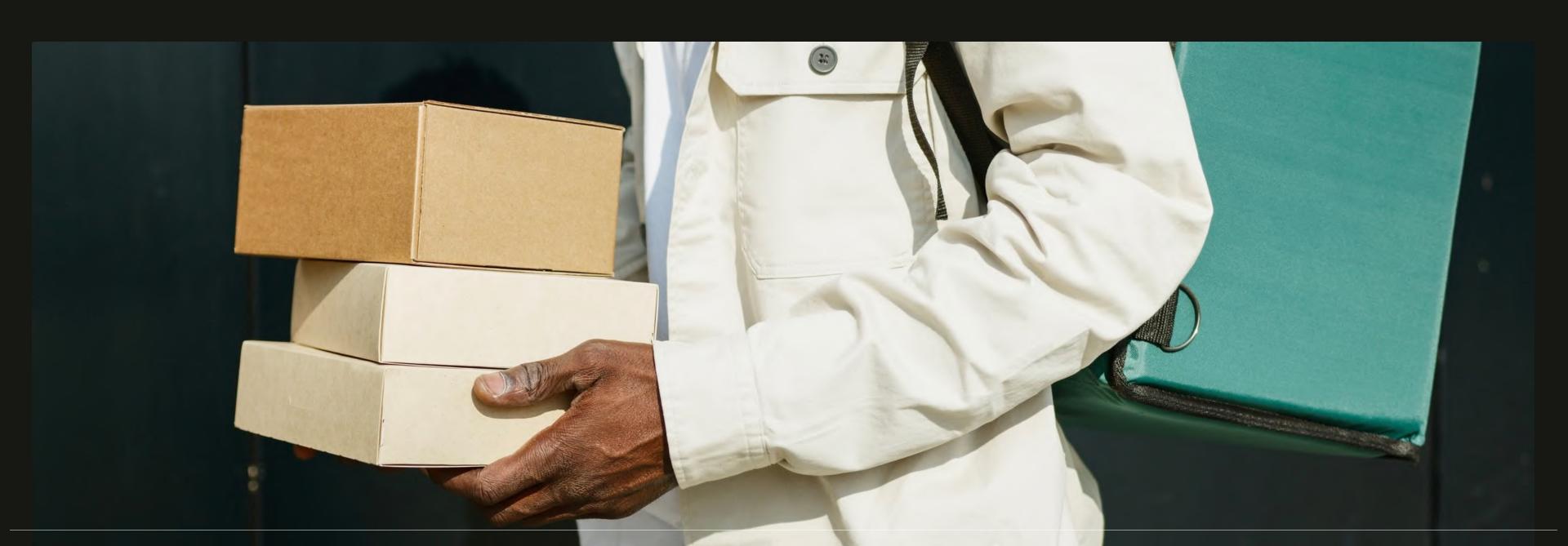
04 — ENGAGEMENT STRATEGIES

05 — QUESTIONS

# DRIVE GENEROSITY THROUGH CREATIVE GIVING



## IT TAKES 7 EXPOSURES BEFORE AN INDIVIDUAL RETAINS INFORMATION.



## THE SOONER YOU BEGIN TO ENGAGE DONORS THIS YEAR, THE BETTER.

Month

### 

30% of giving happens in December.

Week

### DEG 12

most generous week of the year

Day

### LAST 3

12% of annual giving happens the last 3 days of December.

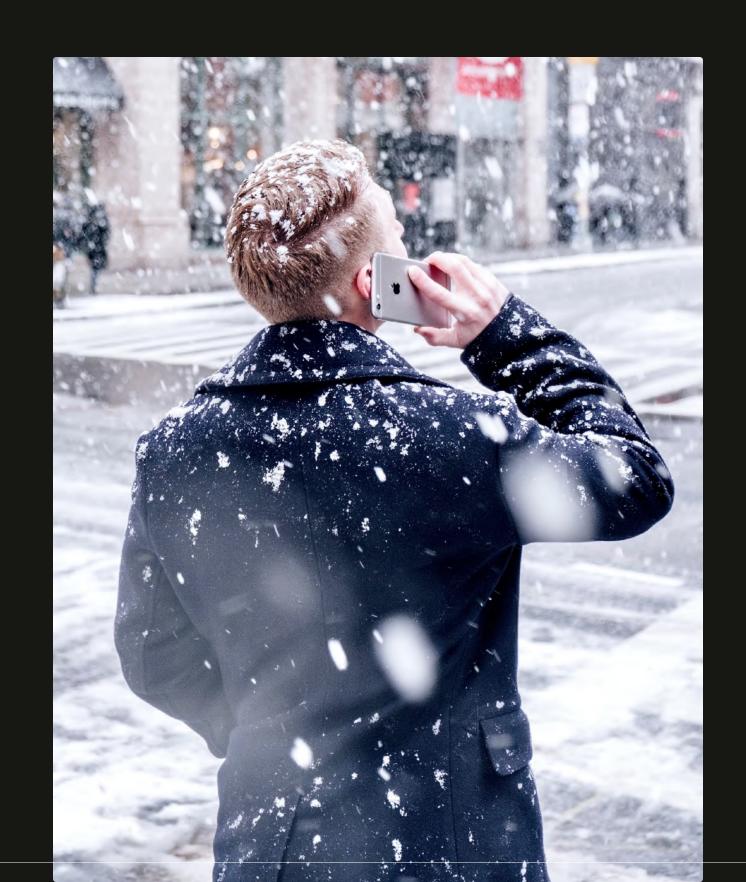
"DONORS ARE 2.5X

MORE LIKELY TO PARTICIPATE IN

FUNDRAISING IF THEY ARE

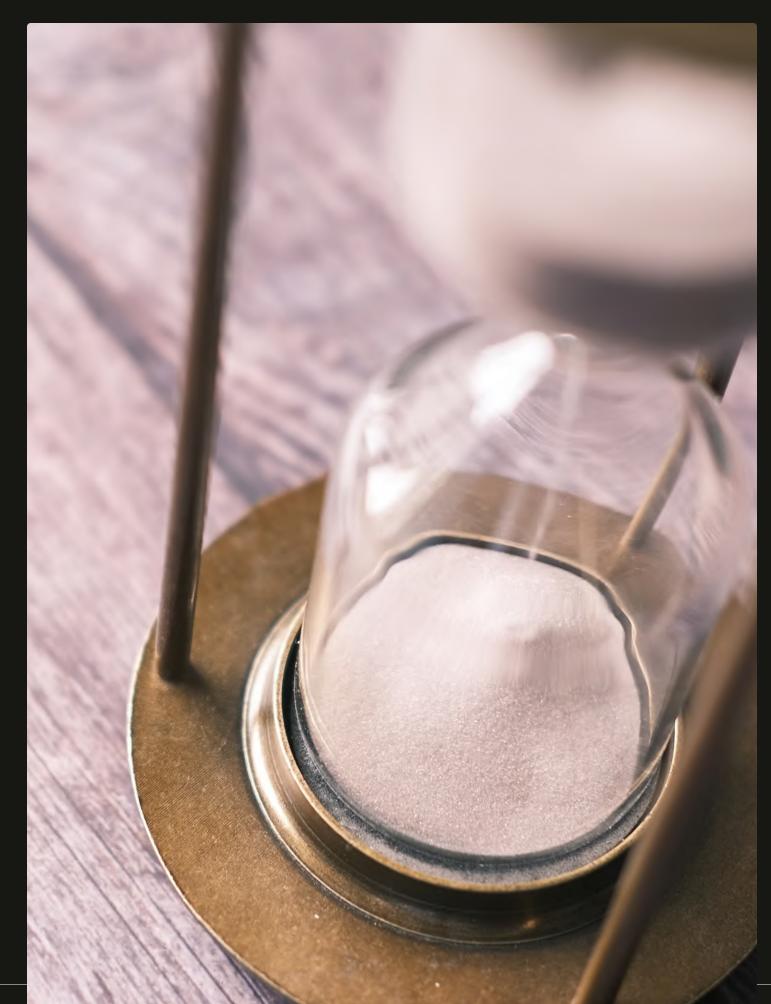
CONSISTENTLY ENGAGED"

<u>Bloomerang</u>



#### INSPIRED GENEROSITY.

"... DONORS KEEP GOING BACK TO THE CAUSES THAT EMOTIONALLY ENGAGE THEM." - DANIELA YU AND AMY ADKINS, GALLUP EFFECTIVELY ENGAGE DONORS TO BUILD RELATIONSHIPS THAT WILL LAST A LIFETIME.



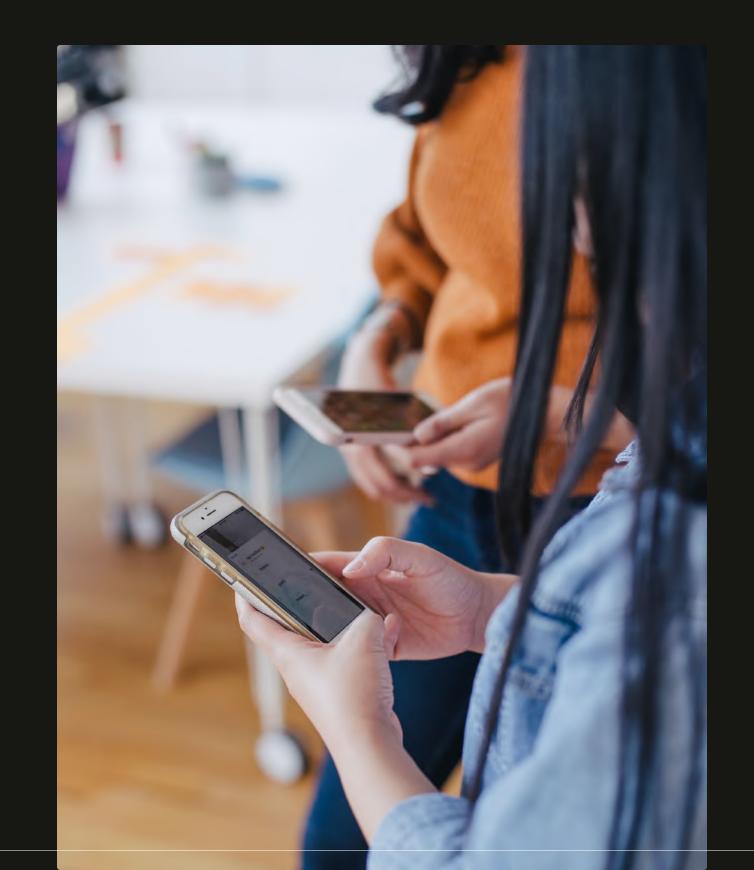
### DRIVE GENEROSITY THROUGH URGENCY.

#### recommended stock submission deadline: DECEMBER 10th

- 1. Market closures and brokerage delays
- 2. 10x donations through non-cash donations
- 3. Partner in philanthropy with your donors

opt-in to receive 7 creative engagement strategies for the next 7 weeks.

## TEXT "STRAT" TO 1 (253) 316-8510



SUPPORT@OVERFLOW.CO OCTOBER 2022

