

# Launch to your Supporters



Overflow



# Let's Get Started

This training series is designed to inspire and equip you to go out and share the message of giving via non-cash assets with your supporters. We'll walk you through WHY you should ask for these types of gifts (punch line: tax benefits and higher-value donations!) and HOW to word the ask for maximum impact. Follow along in this four-part video series to increase your fundraising revenue.

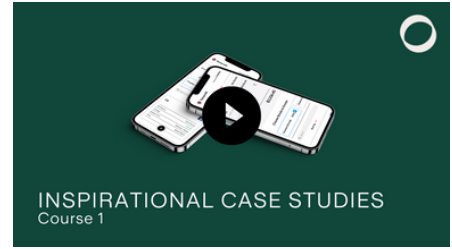


# Launch Video Trainings

## ● INSPIRATIONAL CASE STUDIES course 1

Course Length: 3 minutes

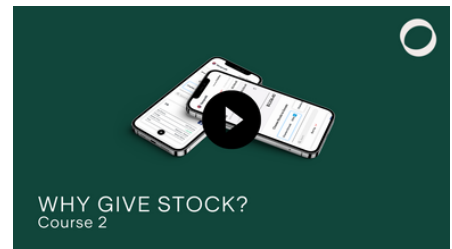
Description: Get inspired by two nonprofits, RIP Medical Debt and CityTeam that successfully launched Overflow and learn how they did it.



## ● WHY GIVE STOCK OR CRYPTO? course 2

Course Length: 6 minutes

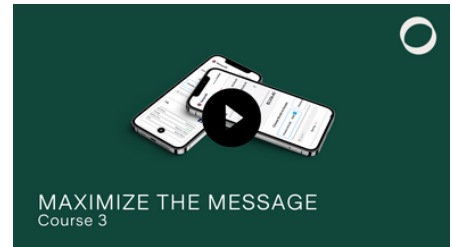
Description: Learn about the tax benefits of giving non-cash assets such as stock or crypto and why it's a win-win to ask for these types of gifts.



## ● MAXIMIZE THE MESSAGE course 3

Course Length: 4 minutes

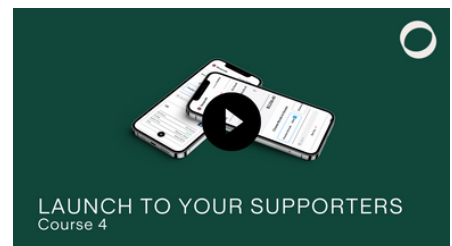
Description: Learn about how segmenting your supporters can help you maximize your promotion efforts around giving via stock and crypto.



## ● WAYS TO LAUNCH course 4

Course Length: 4 minutes

Description: This course will walk you through various strategies to announce and continue to promote giving via stock and crypto to your supporters.





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Let's work together to  
inspire the world to give!

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