

GIVING TUESDAY & IMPACT STORIES

Showing Donors the
Impact of Donations



CDM+

IMPACT APPEALS AND HOW IT MAKES THE DONOR FEEL

Like most years, this one passed by so quickly. The world has changed in many ways and with every day comes new conflicts, politics, natural disasters and suffering. Each deserving of help and a need for monetary support. If you are not ready to share your donors with other missions, show donors how their donation to your mission is creating impact.

The greatest way to show impact is shared by someone who received it or by someone who has a broad knowledge and experience within the type of mission you serve. CDM+ platform can be used to create a wonderful virtual event. Invite all donors and prospects to a zoom call to hear and feel the experience of someone who was profoundly impacted by your great works and your donor's gift.

This cost effective and efficient way to share impact isn't complicated and can be accomplished a couple different ways. Start to brainstorm people would can tell their personal story. .



INSPIRING STORIES

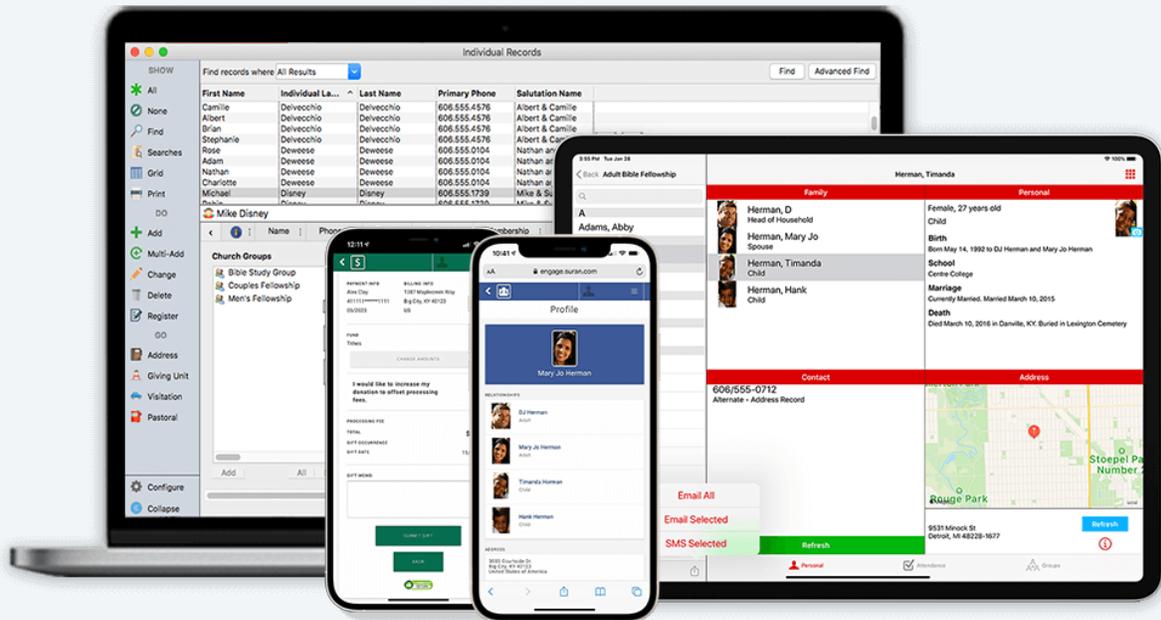


CHANGING LIVES

Personal and real stories are the most heartwarming way for donors to feel the impact of their donations. Engaging with a live recipient of your work is always best, but this impact can be accomplished through other options.

- 1
 - A live beneficiary of your works talking about their experiences and how your mission impacted their life.
 - A live expert with vast knowledge of your mission
 - Mobile phone videos from 2-3 beneficiaries of your work. A live scenario can be intimidating, but with an introduction to the videos from you, the impact still resonates.
- 2
 - Determine the best date and time for donors to log on and for the people telling their impact story.
- 3
 - Create your zoom call and place it in CDM+ to create your Giving Tuesday free event. People can register and even give a donation right inside the event link.
- 4
 - Send an email and post social media post to invite donors, prospects, friends and like minded people to hear how your nonprofit is impacting your community and the lives your mission serves.
- 5
 - Follow up with another email and social media posts prior to your event. The CDM+ system will show you who has registered for a special event.
- 6
 - After your impact event, always thank the people who attended and don't forget to add a call to action for support. Don't forget to record it to send to your entire database.

YOUR STORY. OUR SOLUTION.



Year end appeals don't have to be a mailer stuck in with all the holidays cards, letters, and advertisements. Stand out from the crowd and let impact stories appeal to your donors.

If you don't currently subscribe to the integrated CDM+ event and registration module, please contact us at 877-891-4236 and we can help.



CDM+

web: www.cdmpplus.com
 phone: 877-891-4236
 email: sales@cdmpplus.com