

Simple Strategies

to Attract Hundreds of New Donors Each Month



The slide features two logos at the bottom. On the left is the Nonprofit Leadership Center (NLC) logo, which consists of the letters 'n', 'l', and 'c' in a stylized, blocky font. The 'n' is orange, the 'l' is white with an orange outline, and the 'c' is blue with a white outline and an arrow pointing to the right. Below the letters is the text 'NONPROFIT LEADERSHIP CENTER'. On the right is the Beeline logo, which features the word 'beeline' in a bold, lowercase, sans-serif font. The 'be' is orange and the 'eline' is black. To the right of the text is a circular graphic of six bees arranged in a hexagonal pattern.

1

One Common Problem



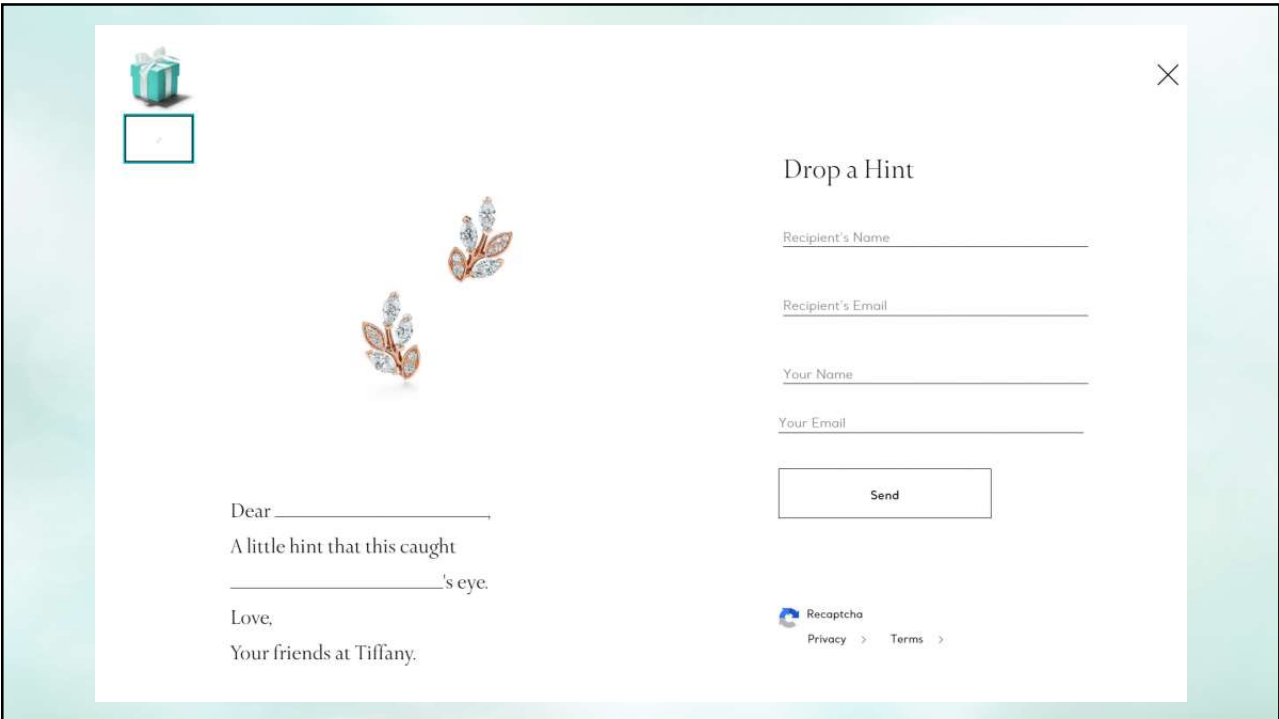
The slide features a photograph of a man in a white shirt standing in a cornfield. The man is shown in profile, looking towards the left. The corn plants are tall and green, and the background is slightly blurred, suggesting a shallow depth of field. The overall lighting is somewhat dim, giving the scene a natural, outdoor feel.

2

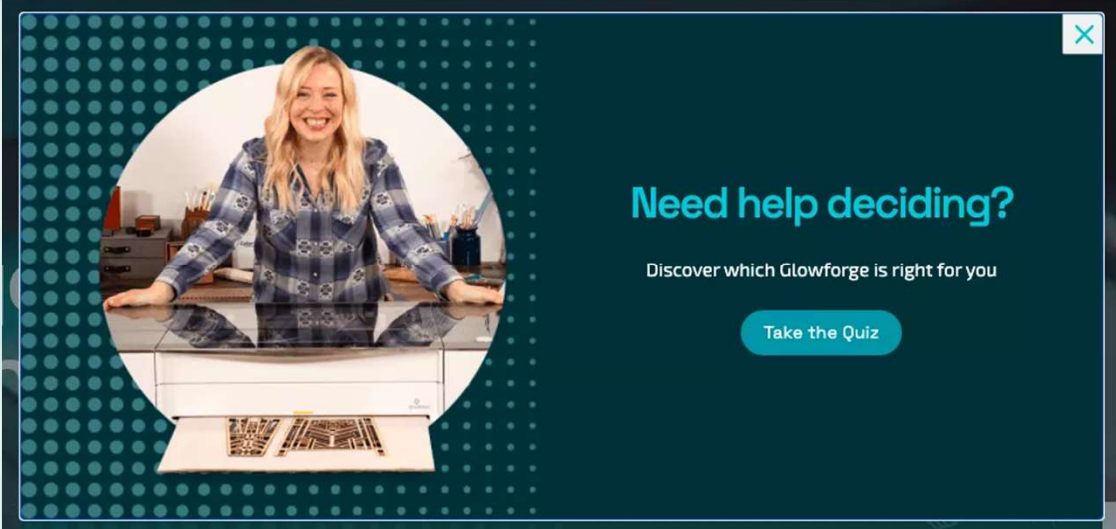
NLC | WEBINAR: Simple Strategies to Attract Hundreds of New Donors Each Month



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Need help deciding?

Discover which Glowforge is right for you

[Take the Quiz](#)

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KETONATURAL™
PET FOODS

Why Ketona? Products Blog Resources Abc

DOGS, DOG FOOD, AND DOGMA

THE SECRET PROVENANCE AND HIDDEN TRUTHS AND THE NEW SCIENCE THAT COULD SAVE YOUR BEST FRIEND'S LIFE

DANIEL SCHULOF

FREE E-BOOK DOWNLOAD WITH CHAPTER SUMMARIES

Learn about the silent epidemic killing America's dogs

Dogs, Dog Food, and Dogma is based on four years of research, 100 interviews, and more than 400 scientific studies.

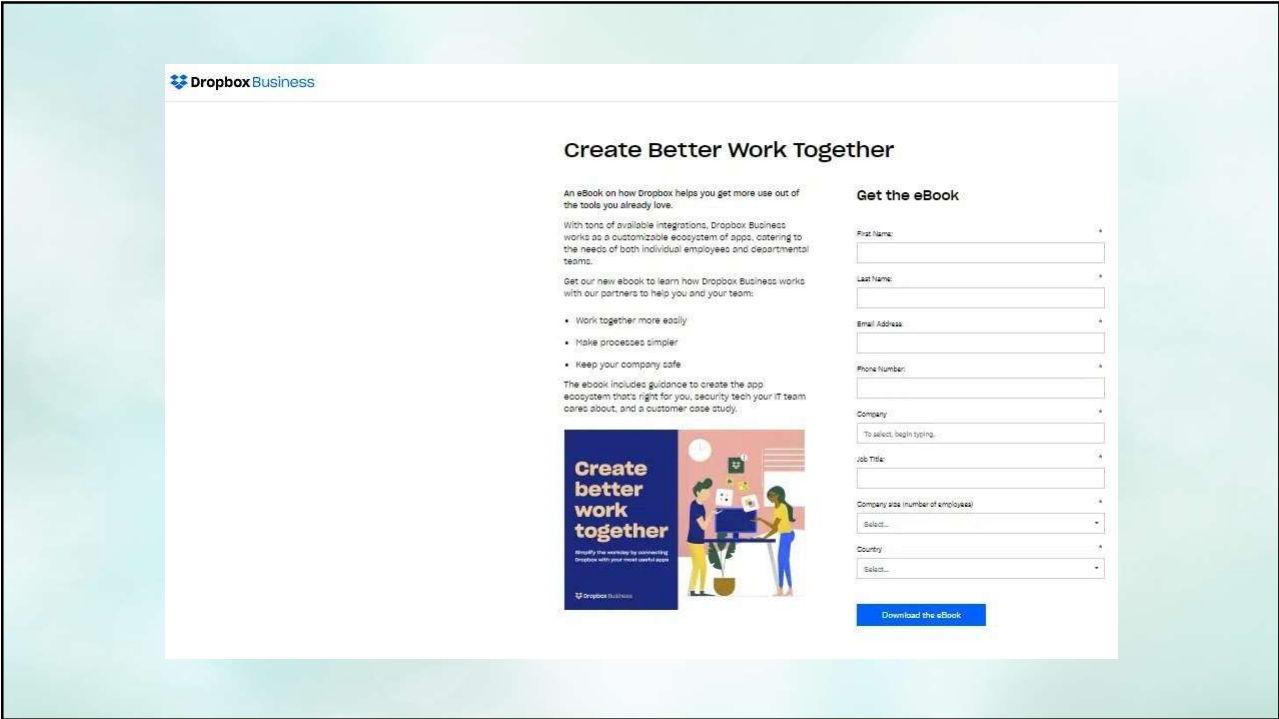
- Includes simple, step-by-step guide to making evidence-based diet and lifestyle decisions for your dog.
- Learn the "dirty tricks" of the pet food industry ... and how to avoid them.
- How to extend your dog's lifespan in just 15 minutes a day.

Enter your email [Download E-Book](#)

6



7





8

A: 

\$1 spent = avg \$40 in return

9

**Your most engaged segment:
New subscribers!**

86%	
25%	
0.08%	

10



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What are the natural steps?

Three black icons are arranged horizontally on a light blue background with a bokeh effect. From left to right: two hands with fingers spread, two footprints, and two more footprints. The icons are simple and stylized.

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**If you serve people, they'll be attracted to you . . .
So make it part of your mission to serve your donors, too.**

13



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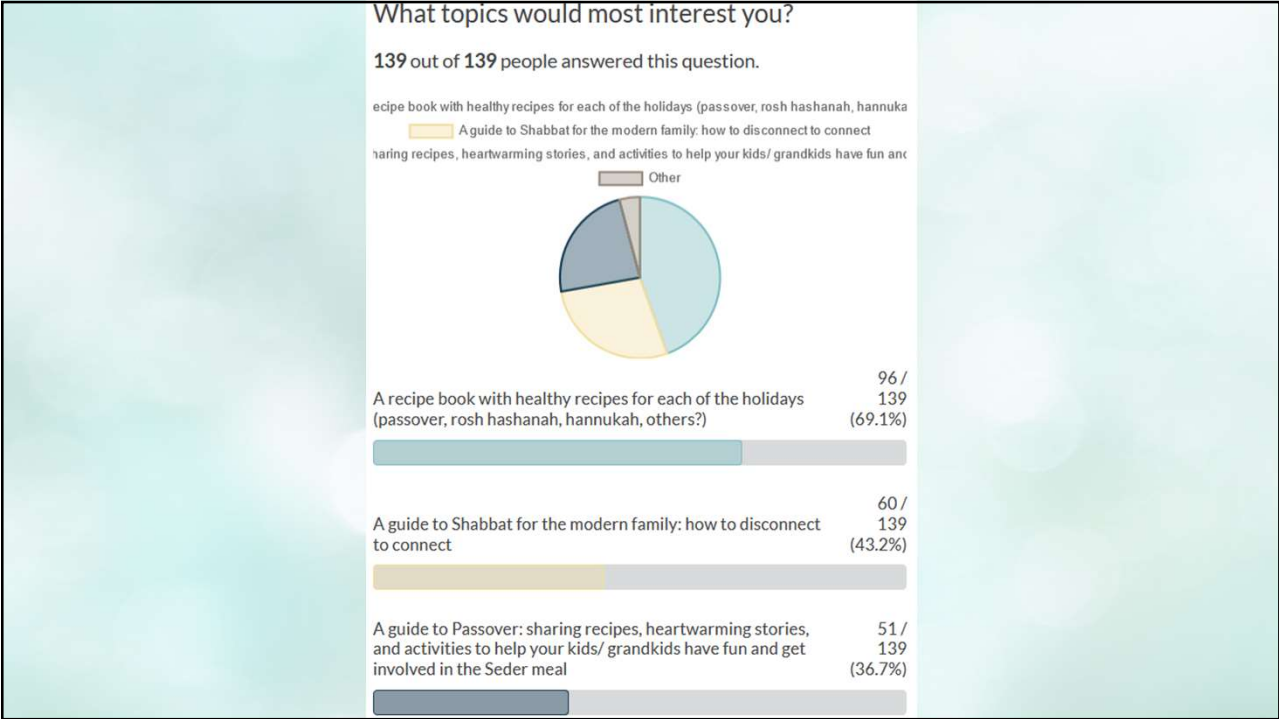


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Google Keyword Planner

The screenshot shows the Google Keyword Planner interface. A green arrow labeled "1" points to the "TOOLS & SETTINGS" icon in the top right navigation bar. A second green arrow labeled "2" points to the "Keyword Planner" option in the left-hand menu under the "PLANNING" section.

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Bright Spot Network

[About](#)
[Programs & Services](#)
[Resources](#)
[Events](#)
[Connection for Kids](#)
[Blog](#)
[Contact](#)

Your Customizable Coloring Book (About Your Family!)

A Coloring Book To Help Your Kids Understand Your Surgery And Recovery

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UP for LEARNING
Unleashing the Power of Partnership for Learning

Transform Your School with Restorative Practices

Unlock the Power of Positive Relationships and Resilience

[Free online course](#) [Read more](#)

Hi, we're the UP for Learning team!

[Take the Free Online Course](#)

Challenges

Here are some of the common challenges that schools face:

- Lack of engagement
- Inequity
- Unhealthy relationships between students, students

*Email

*First Name

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Nonprofit Growth Assessment:

ASSESS YOUR READINESS FOR GROWTH AS A STARTUP NONPROFIT.

At the end of this quiz you will find additional resources and steps we recommend you take depending on the stage your organization is currently at to help you grow. Explore [here](#) our nonprofit incubator program.

Participant organizations can apply for a \$3,000 at the end of the program

DO YOU HAVE ANY QUESTIONS? EMAIL US AT INFO@MOCKINGBIRDINCUBATOR.ORG

1/8

How long has your organization been around?*

- We are just in the idea stage
- We are waiting for 501c3 status
- 0-2 years
- > 3 years

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Jewish Holidays Digital Recipe Book

30+ hand-picked recipes for every Jewish holiday from top Jewish chefs

Not Your Bubbe's Recipe Book

your email first name **Get the Free Recipe Book**

(Your info. is confidential! Unsubscribe anytime.)

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Choose your format:

Petition eBook Online course

22



23



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DON'T MISS A LIFE-CHANGING TRAVEL EXPERIENCE!

Want to book at the best times? (Avoid wasting money on flights and travel!)
 Need vacation ideas and things to do when you get there?
 Want to know what to pack and how to decide about carry-on luggage?

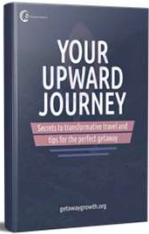
Free yourself from the stress of planning and packing!

[Get the free eBook!](#)

YOU WANT TO TRAVEL . . .

EXPERIENCE AMAZING DESTINATIONS, FOODS, CULTURES, AND CREATE UNFORGETTABLE MEMORIES, BUT . . .

The stress of trying to find the best deals, decide where to go, plan your trip, and pack is overwhelming.

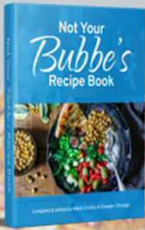


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Affirm and confirm

Congrats - Your recipe book is on its way!

**Not Your Bubbe's
Recipe Book!**



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Transition

Before you dive into planning your next travel experience (the eBook is probably in your inbox right now), there are a few things we'd like you to know ...

This quiz and eBook is made possible (and free) because of people who believe in and support our mission. We're so thankful for them!

Our nonprofit Getaway Growth is supported by donors. This means we rely on people like you to help us make resources like **Your Upward Journey** free, and to remove barriers and facilitate access to international travel for under-served youth in the United States.

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Invite / Ask

Now, hundreds of people can access this eBook to:

- Create priceless and unique memories abroad
- Meet people from different cultures and diverse traditions
- Plan trips, pack, and travel with far less stress while also saving money

In order to reach these people, they have to hear about this resource first. We need financial support to help us share it with more people.

Will you consider donating?

Each gift of \$25 will enable us to share this book with 100 new people - so \$50 helps us reach 200 people and \$250 helps us reach 1,000 new people!

Choose amount →

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The 4-step process



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Welcome: Use an email series

Deliver
Resource






Trust
(and expectations)




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Deliver Resource	Introduce yourself
	
Trust	Connection, open your emails

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Deliver Resource	Introduce yourself	Share helpful ideas in the email itself
		
Trust	Connection, open your emails	Reinforce previous two

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Deliver Resource	Introduce yourself	Share helpful ideas in the email itself	Ask a question/ask for a reply
			
Trust	Connection, open your emails	Reinforce previous two	Soft ask that may want to give anyway

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Deliver Resource	Introduce yourself	Share helpful ideas in the email itself	Ask a question/ask for a reply	Tell a story of fulfilling your mission
				
Trust	Connection, open your emails	Reinforce previous two	Soft ask that may want to give anyway	Connect to your mission

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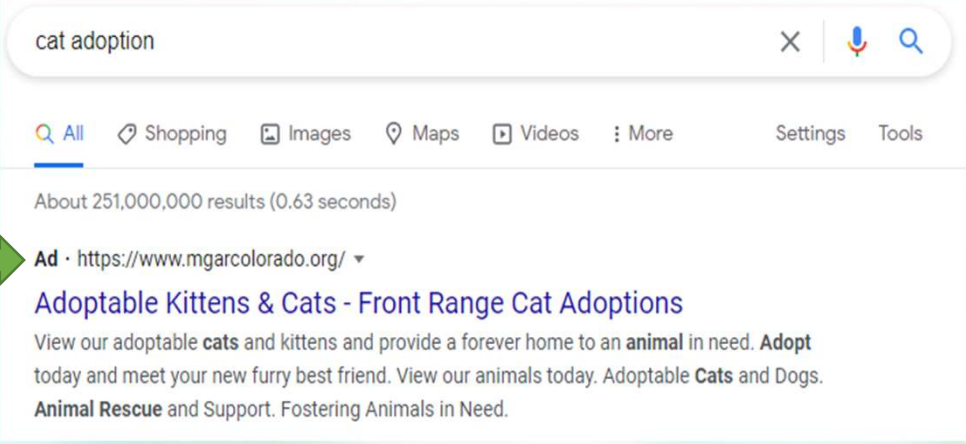
Deliver Resource	Introduce yourself	Share helpful ideas in the email itself	Ask a question/ask for a reply	Tell a story of fulfilling your mission	Call to action
					
Trust	Connection, open your emails	Reinforce previous two	Soft ask that may want to give anyway	Connect to your mission	Take next step

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Google & Microsoft Ad Grants



The screenshot shows a Google search for "cat adoption". The search bar contains "cat adoption" with a clear button (X), a voice search icon, and a search icon. Below the search bar are navigation options: All, Shopping, Images, Maps, Videos, More, Settings, and Tools. The search results show "About 251,000,000 results (0.63 seconds)". A green arrow points to an advertisement for "Adoptable Kittens & Cats - Front Range Cat Adoptions" from the URL "https://www.mgarcolorado.org/". The ad text reads: "View our adoptable cats and kittens and provide a forever home to an animal in need. Adopt today and meet your new furry best friend. View our animals today. Adoptable Cats and Dogs. Animal Rescue and Support. Fostering Animals in Need."

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Average monthly results

Icon	1k-4k	4k - 10k	10k
			
\$	\$ 1k-4k	\$ 4k - 10k	\$ 10k
	250 – 1,500	500 – 3,500	750 – 5,500
	10 - 80	30 - 150	50 – 300+

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Attract & Retain!



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Your next steps:

Get the free eBook:

yourbeeline.com

Take the quiz

yourbeeline.com/ad-grants-quiz



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