



United Way
of Greater Mercer County



Messaging and Marketing for Your Nonprofit: What Matters Most NOW

Presented By: David Munshine, President & CEO
 Diana Leighton, Senior Vice President

April 29, 2020

TODAY'S PRESENTERS



DAVID MUNSHINE
President & CEO



DIANA LEIGHTON
Senior Vice President

OUR SERVICES



FUNDRAISING

- Feasibility/Planning Studies
- Capital Campaign Management
- Major Gifts Programs
- Endowment and Planned Giving
- Annual Funds and Multi-channel Approach Appeals
- Corporate Giving
- Grant Research and Writing
- Wealth and Philanthropy Research
- Grateful Patient Program Development



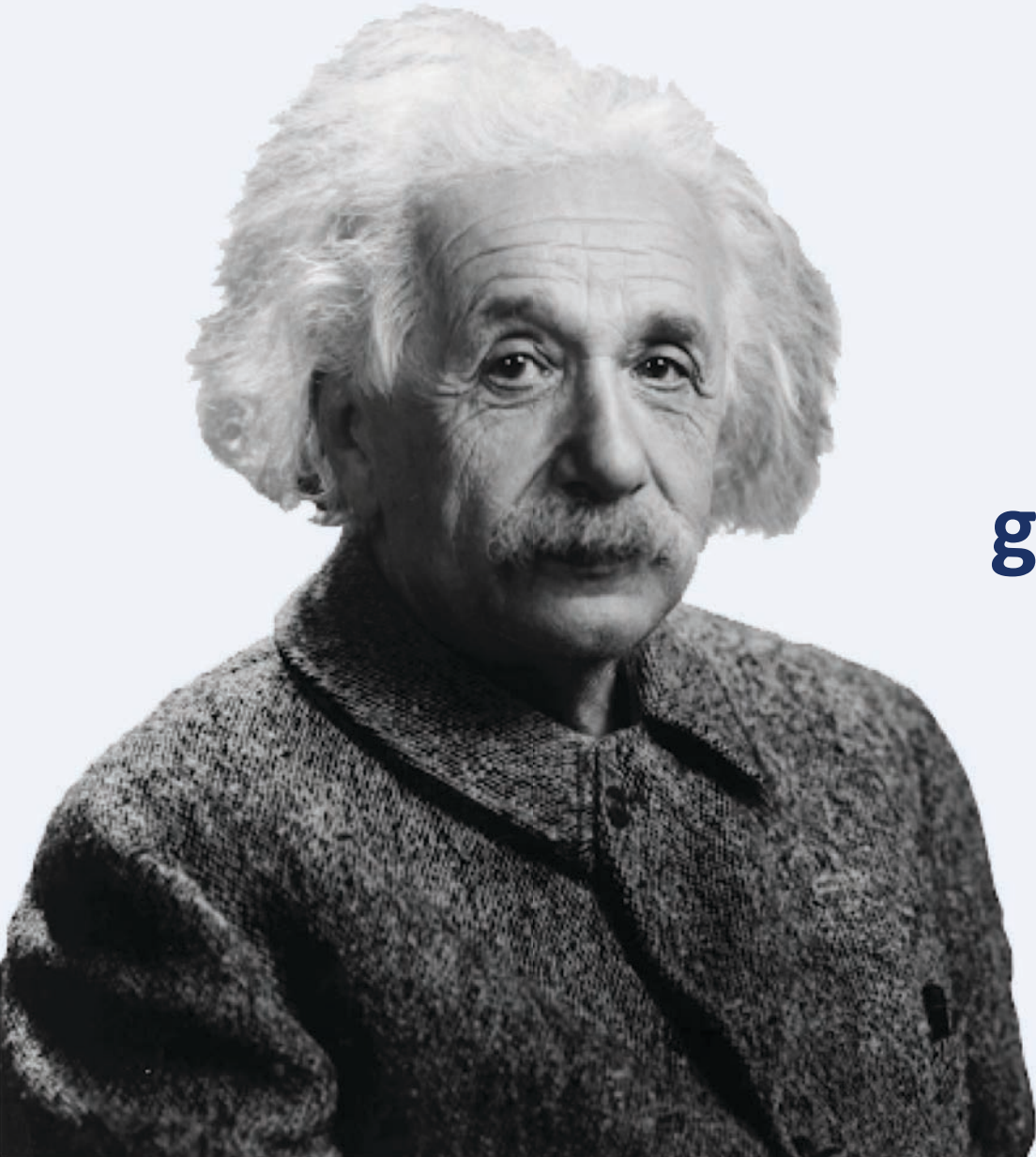
COMMUNICATIONS

- Integrated Fundraising and Communications Plans
- Case for Support Materials
- Donor Impact Reports
- Writing and Editing
- Blogging and Blog Management
- Digital Design
- Web Content Development
- Social Media Management
- Press Releases
- Media Training
- Crisis Communications



STRATEGY & IMPLEMENTATION

- Assessments and Benchmarking
- Strategic Planning
- Staff Search and Interim Staffing
- Staff and Volunteer Training
- Board Development
- Database/CRM Services
- Workshop and Retreat Facilitation



“

**In the midst of
every crisis, lies
great opportunity.**

ALBERT EINSTEIN

PRESENTATION OVERVIEW

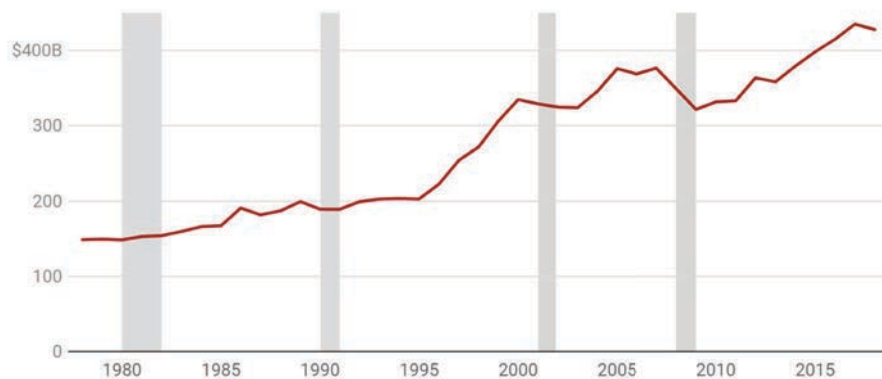
- I. Review of philanthropy in the U.S.
 - a. Recent giving trends
- II. Why every nonprofit should be fundraising right now
- III. Cut through the clutter
 - a. How to make the ask
 - b. Ignite your creative spark
 - c. Collaborations to live by
- IV. Pitfalls
- V. Wrap-up
- VI. Questions & discussion

AMERICANS ARE GENEROUS

Philanthropy is alive and well!

**American charitable giving during downturns:
giving doesn't go to \$0 in a recession.**

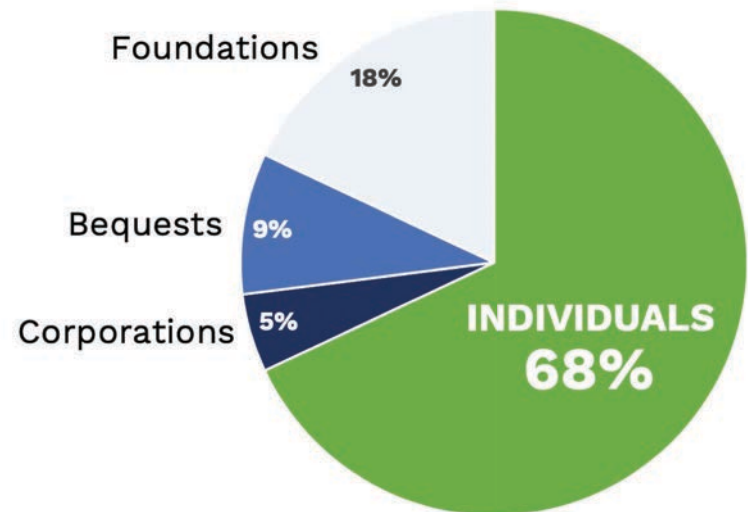
Total giving fell during most of the recessions shown by the shaded lines.



Amounts shown are 2018 dollars. Other factors caused the decline in giving in 2018.

Source: Giving USA Foundation/Indiana University Lilly Family School of Philanthropy

**Americans gave a total of \$428 billion
to charity in 2018.**



Source: Giving USA, Annual Report on Philanthropy for the year 2018

AMERICANS ARE GENEROUS

- In surveys of donors, when asked “How do you feel when you give to an organization?”

Joyous

Proud

Grateful

Part of
something
important

- Traditionally, as many as 2/3 of Americans surveyed feel they should be giving **more than they do**.
- Good fundraising is **never about money**. It is all about the desire to make your community or your world better.
- Large charitable gifts from corporations, foundations and individuals for coronavirus relief reached **\$7.8 billion** worldwide by mid April, with about two-thirds originating in the United States — dwarfing prior disaster relief efforts.
- Charity Navigator saw a **237% increase in gifts** to nonprofits directly through its site compared to this time last year, and a **30% increase in the average donation size**.

TOP 10 REASONS PEOPLE GIVE

- 1** **Because they were asked**
- 2** Relationship to the solicitor/organization
- 3** To feel connected, part of something bigger and joy
- 4** Belief in the mission or interest in the project
- 5** To leave a legacy
- 6** To challenge or inspire others
- 7** Persuasive appeal of communications material
- 8** Financial stability of the nonprofit
- 9** To get recognition
- 10** Tax benefits

THE HEART OF YOUR MISSION

Every nonprofit sector is relevant right now
and should be fundraising!

- **Animals:**

- If large number of pet owners become ill or do not have the financial resources to feed pets they will surrender them to shelters.
- Shelters can become overcrowded if overwhelming number of pet owners become sick.
- Increased need for supplies; increased need for fosters.

- **Arts, Culture and History:**

- FDR and his New Deal administration inaugurated the Works Progress Administration Federal Art Project (WPA/FAP).
- Project focused on the visual arts and included programs for music, theater, and writing, and Historical Records Survey.
- Created to alleviate the plight of Americans, in particular those who were considered ill-housed, ill-clad, and ill-nourished, about a third of the country's population.
- Also today: if you can't perform you don't have earned income.

THE HEART OF YOUR MISSION cont.

- **Environmental & Conservation:**

- Pollution and greenhouse gas emissions have fallen across continents as countries try to contain the spread of the coronavirus.
- Organizations are working to maintain this positive trend while saving land, ensuring we have plentiful, fresh water, protecting wildlife and their natural habitat – all while we social distance, get some fresh air and try to stay sane.

- **Faith-Based:**

- Spiritual connections to others as a source of hope, healing, and mental health

- **Private/Higher Education:**

- Loss of revenue if not collecting tuition or running auxiliary programs.
- Substantial need for increased financial aid dollars as well as technology and tools for students and faculty.
- Even universities with multi-billion dollar endowments are not immune and are freezing spending.

THE HEART OF YOUR MISSION cont.

- **Programming and Services for Children & Adults:**
 - Virtual programming and services can address mental health risks by providing opportunities for children and adults to continue to learn, virtually socialize with others, and develop an overall higher level of happiness.
- **Professional Associations:**
 - Builds and maintains collegiality, networking, opportunities to learn from on another
 - Matches needs with skills and resources
 - Offers volunteer opportunities

CUT THROUGH THE CLUTTER

50th ANNIVERSARY OF EARTH DAY



Earth Day 2020

Willam,

Hopefully, this message finds you well on the 50th anniversary of the first Earth Day. It's ironic that a movement built on "Like it to the streets" activism, must celebrate its half-century mark indoors, because of the coronavirus. This isn't stopping anyone though. As you read this email, millions of people are taking their activism to the screens.



New Jersey Conservation FOUNDATION



2020 EAR

Dear Friends,

Today, April 22, is the 50th anniversary of Earth Day!

It is a great reminder of how much to be thankful for and the progress we have made towards protecting water, air, land, and nature. But it is also a reminder of the serious threats that still loom over the planet today, and the need for continued action at all levels to address them.

While you won't be able to personally celebrate today, it is an opportunity to reflect on your relationships to the Earth, nature, and the natural parts of your own neighborhoods. In an effort to keep us safe, the Governor made the decision to temporarily close some of the most beautiful natural areas around our state and county parks. But nature is everywhere!

Why not explore nature close to home today? You never know what you might find!

Check to see what local parks are open. Many municipal and nonprofit open spaces are welcoming visitors. If you can't get to a park or preserve, you can still observe the nature in your own backyard or neighborhood. There's so much to see and hear outside – even in your yard or along a sidewalk – if you pay attention! Challenge yourself to identify the trees in your neighborhood! How many species can you find?

Listen for the many songbirds returning to our area, their unique and precious songs filling the morning air as they set up their nesting territories. Listen for amphibians like spring peepers and other frogs sounding off in vernal pools and ponds, attracting mates to create their next generations. Know that while our ability to venture out to some special places may be restricted by this current pandemic, Earth's spring will not be silenced and we hope that you experience it in a mindful and safe way!

Whatever your path today, please follow social distancing and stay at least six feet apart for low-risk friends, and 10 feet apart for high-risk groups (over age 60 and/or with underlying health conditions). Don't go out in large groups. On trails, keep proper distances when passing. Don't congregate in parking lots. And if a parking lot is full, come back later!

New Jersey Conservation Foundation is celebrating its 50th anniversary this year. The organization was founded in 1960 as part of the successful grassroots efforts to stop an international airport from being built in the Great Swamp. Our friends at the Association of New Jersey Environmental Commissions (ANJEC) are sponsoring a special Earth Day screening of the documentary "Shving the Great Swamp" at 7:30 tonight on Facebook. Check it out at <https://www.facebook.com/events/144898207241489>.

Visit New Jersey Conservation Foundation's website at <https://www.njconservation.org/find-nature/> to find a preserve near you. Please note that the Franklin Park Preserve in Burlington County and the Appawash Preserve in Passaic County remain closed due to concerns about overcrowding. We will open these preserves as soon as possible.

Did you know that the **New Jersey Department of Environmental Protection** was founded on the first Earth Day and is marking its 50th anniversary today? Its 50th anniversary celebrations have been postponed but the department has created a website filled with virtual activities, including tours of popular state parks, recreation areas and historic sites like Barnegat Lighthouse, Batsto Village, High Point, Cape May Point, Fort Mott and Stokes State Forest. Visit the state's website at <https://www.nj.gov/dep/dep30/>.

And you can participate in the **City Nature Challenge** beginning this Friday, April 24. This international event challenges people to document as many species as possible during a four-day period. All you need to do is download the iNaturalist smartphone app and snap photos of the birds, insects, plants, trees and animals that you encounter! For more information, go to <https://www.inaturalist.org/>.

Happy Earth Day, and all the best to you and your loved ones!



Michele S. Byers
Executive Director

Donate Today

60 Years, 125,000 Acres, 1 New Jersey

#EARTHDAY2020



HAPPY EARTH DAY FROM HACKENSACK RIVERKEEPER



Reduce.

se. cycl. it

To Celebrate the 50th Earth Day, Behold the New D&R Greenway Virtual Art Gallery!

CHANI
Connecting Habitat Across New Jersey



Earth Day is an important day. It reminds us of our place within the natural world. It re-inspires us to connect with the land, water, air and ecosystems around us and to care for them, since our own health and well-being are undeniably linked to theirs. It asks us to take a moment to notice the big and small creatures going about their lives in our midst, with places to get to and needs to meet. These neighbors of ours add so much beauty and wonder to the world – and value, too, even if we don't fully understand or appreciate each of their special roles.



A northern gray treefrog in her happy place.

Our First Virtual Exhibit: Trail of Bread-crumbs: Nature in Fairytales

Silver Springs

Barbara DELORENZO

OUR GREENWAY EXHIBIT: TRAIL OF BREAD-CRUMBS: NATURE IN FAIRYTALES

Join us! Try out the interactive CHANI Mapping to see where you fit into New Jersey's connectivity puzzle, and find guidance on how you can support wildlife habitat connectivity in your backyard, in your town, or beyond. While we're all spending more time at some these days, Chapter 4 (page 9) has some fun resources for making a wider yard for pollinators, birds and other fellow Earthlings.

Happy Earth Day!

Watch our video and learn more at: [CHANI.nj.gov](https://www.CHANI.nj.gov)


Email us at CHANI@dep.nj.gov



Fish and Wildlife


Questions? Contact Us

Facebook, Twitter, Instagram, YouTube icons



Stay Strong for Wildlife this Earth Day All Donations Doubled

April 22, 2020. After the 50th anniversary of Earth Day, it's time to look at the progress we've made in the last half-century and how we can continue to make a difference. Stay strong for wildlife this Earth Day. All donations are doubled!



Stay Strong for Wildlife this Earth Day All Donations Doubled

CELEBRATING the 50th ANNIVERSARY of EARTH DAY 1970-2020

TOMORROWS PROMISE

Make Your Pledge NOW

ENVIRONMENTAL GIVING

SUPPORT OUR WORK HERE

UPCOMING EVENTS

FRIDAY, SEPTEMBER 18, 2020
To Be Rescheduled Shortly

SUNDAY, OCTOBER 4, 2020
To Be Rescheduled Shortly

SEPTEMBER 09	SEPTEMBER 16
Earth Day at the Garden	Earth Day at the Garden

SEPTEMBER 23	SEPTEMBER 30
Earth Day at the Garden	Earth Day at the Garden

Join us for this compelling speaker series that provides insight into the environmental education process. The registration is required.

ACTIVITY CORNER

Save Smartest Boy

Fun For Brook Nature Center

FRIDAY, SEPTEMBER 18, 2020

SUNDAY, OCTOBER 4, 2020



Join us for this compelling speaker series that provides insight into the environmental education process. The registration is required.

CUT THROUGH THE CLUTTER



Stand with Monmouth

MCF
MONMOUTH
CONSERVATION
FOUNDATION

Dear friend of MCF,

As we've been hearing lately, we are all in this together. That's true of dealing with the current pandemic. It's also true of our world, the one place where we all live and breathe.

Wednesday, April 22nd is the 50th anniversary of Earth Day, and to mark the date - and to help secure Monmouth Conservation Foundation's work at this difficult time, and going forward, we launched the **Stand with Monmouth Earth Day Campaign**.

We are very pleased to share that Monmouth Conservation Foundation Board of Trustees member Valerie Montecalvo has generously offered to match all gifts to the Stand with Monmouth Earth Day Campaign up to \$5,000. Your gift will be matched dollar for dollar!

\$50 ----->\$100 \$100 ----->\$200 \$250 ----->\$500

OUR WORK CAN'T WAIT.

OUR EARTH CAN'T WAIT.

Please, don't wait to make a donation to the Stand with Monmouth Earth Day Campaign.

Sincerely,

William D. Kastning, AICP
Executive Director

PLEASE
STAND WITH MONMOUTH
GIVE NOW!

Land Trust Alliance
Together, conserving the places you love



Earth Day 2020
#MyHappyPlace

Photo by DJ Glisson, II

Dear Bill,

In the face of hardships and unprecedented circumstances, what am I most thankful for on the 50th anniversary of Earth Day? *The great outdoors.*

Connecting to and championing the Earth is so important right now. Local farms and ranches continue to nurture us with the food they provide. And, we are staying physically and mentally healthy thanks to hikes on nearby trails or neighborhood walks where we can enjoy the trees and birds.

Although many Earth Day programs and volunteer opportunities have been canceled or moved online this year, there are still meaningful actions you can take today to demonstrate your appreciation for our planet:

#1 I hope you are able to get outside at least briefly — while following all current federal, state and local rules — to enjoy the places we are protecting together and welcome a new season of hope and renewal.

#2 I invite you to join the Land Trust Alliance's social media push to celebrate Earth Day today by raising awareness of land trusts and their important role in saving land. At 1 p.m. Eastern, join our social media thunderclap by posting a beautiful picture of your favorite open space to your personal social media accounts with this caption:

- Land is #MyHappyPlace. On this #EarthDay, we need #Land4All more than ever. Land trusts save the special places we need and love. Find one near you at findalandtrust.org

#3 Finally, if you're in a position to consider giving during this time, will you please make a gift to the Land Trust Alliance to support land conservation and 1,000 land trusts nationwide?

- Consider joining our [monthly giving society](#) — a special group of committed supporters who have stepped up to protect our priceless land every month of the year. A monthly gift that fits your budget could make a big difference to land trusts who, more than ever, need sustainable support.
- Or, consider contributing a special one-time gift of \$50 or more to celebrate the 50th anniversary of Earth Day. Your support helps the Alliance provide the extra care land trusts need today to persevere through unforeseen hardships.

In honor of Earth Day and the places you treasure, please consider being a champion for our natural world by making a gift to the Land Trust Alliance today.

DONATE

There's much to be done — and much we all can do to help protect and restore our planet. No matter where you live, we are united by the great outdoors. And now, more than ever, conserved lands are what we need to protect.

I hope you'll do your part today to celebrate Earth Day and honor the land we all need and love.



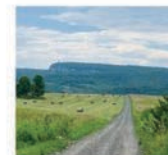
With many thanks,
Rashida
Rashida Moore
Manager of Annual Giving
202-800-2249 | [Email](#)

OPEN SPACE
INSTITUTE
FOCUS ON ACCESS



FROM KIM ELLIMAN: CELEBRATING LAND FOR ACCESS

This year, we commemorate Earth Day with a renewed commitment to public access. The public's yearning for parks and protected land in times of human crisis has become a national story over the past two months. This need to reconnect with the outdoors reminds all of us in the conservation community that much more needs to be done to ensure that all people can access nature for the respite it provides our bodies, minds, and souls. Based on feedback on some of OSI's recent projects that demonstrated this ongoing commitment to building the connection between people and the land, we at the Open Space Institute wish you well and a happy Earth Day.



RECREATION & REFUGE AT
RIVER-TO-RIDGE TRAIL

OSI's popular River-to-Ridge Trail is proving to be a much-needed resource for recreation and refuge for the people of New Port. "Always an amazing public amenity, the River-to-Ridge Trail has proved to be even more of an irreplaceable resource during the pandemic," said Tim Rogers, mayor of the Village of New Port.

READ MORE



GEORGIA OPENS CEYLON
WMA TO PUBLIC

Just months after OSI and The Conservation Fund protected the 15,000-acre Ceylon property along the Georgia coast, the state's Department of Natural Resources has opened this remarkable place to the public for hiking, birding, hunting, and fishing.

READ MORE



A GIFT TO PENNSYLVANIA
NATURE-LOVERS

A return to Cherry Valley National Wildlife Refuge, where OSI and its partners last year secured a hard won victory, 4,300 additional acres for recreation within the refuge, and forest lands that protect drinking water within the greater Delaware River Watershed.

WATCH VIDEO



COMMUNITY FORESTS
STRENGTHEN TOWNS

Since 2010, OSI's Community Forest Fund has helped to support the creation and expansion of 26 community forests, providing nearby recreational access and bolstering local economies throughout Northern New England. OSI's support for community forests continues, with two more slated to close this summer in New Hampshire.

READ MORE

CUT THROUGH THE CLUTTER

Ramsey Cares We Are Here For You



Ramsey Subaru

Sales
905 Route 17 South
Ramsey, NJ 07446

Service
27 McKee Drive
Mahwah, NJ 07430

[Schedule Service](#)

Sales 888-703-9912

Service 855-890-5675

Parts 855-890-5676

Select Language ▼

Search Inventory



[NEW VEHICLES](#)

[USED VEHICLES](#)

[SPECIALS & FINANCE](#)

[SERVICE & PARTS](#)

[ABOUT US](#)



LOG IN

WE ARE OPEN: Our Virtual Sales & Physical Service Departments are OPEN • [Read how we are serving our customers](#)

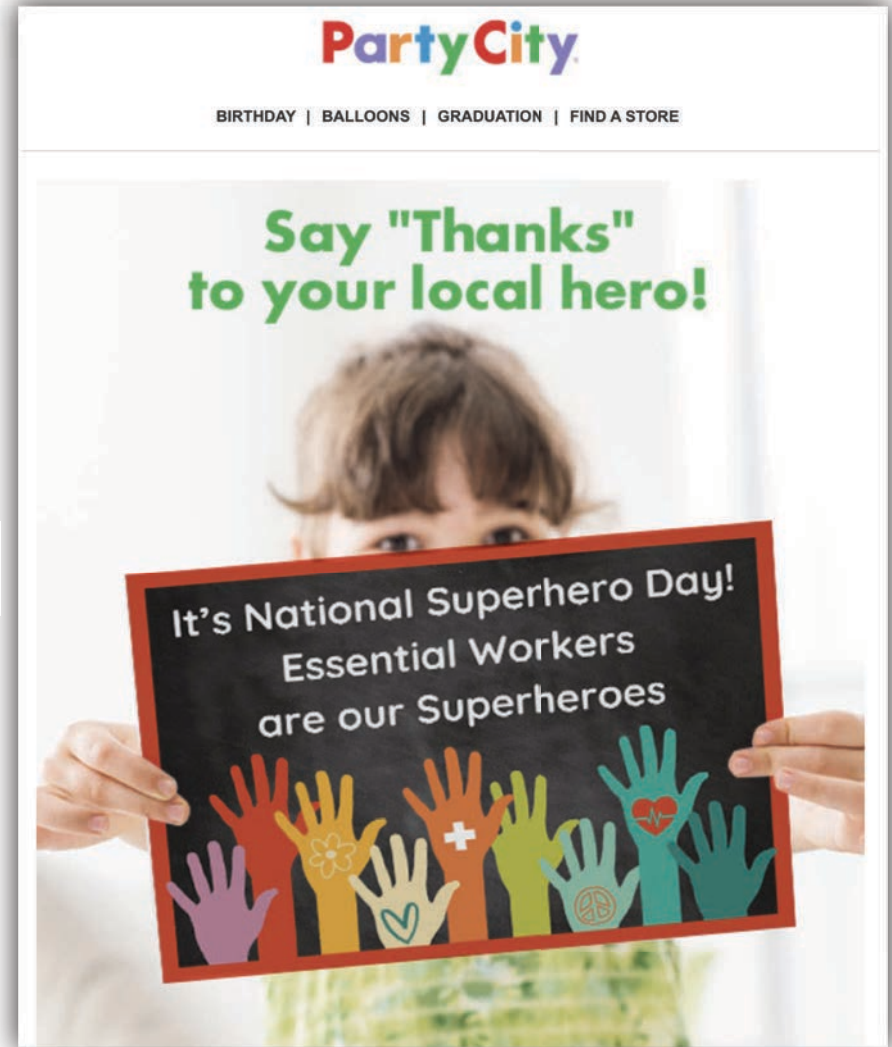
Current Business Info

Ramsey Cares
We Are Here For You
For all your Sales and Service needs



CUT THROUGH THE CLUTTER

Essential Workers are Every Day Heroes!
Honor those Showing Up on the Front Lines.



HOW TO MAKE THE ASK

- What did you learn from checking in
 - If you haven't yet checked in - do this first!
- If you don't ask, you don't get.
- Why should I be asking?
- Who should I be asking?
 - Focus on your most loyal and generous donors.
 - Focus on recent lapsed donors.
 - Don't only search for new donors.
 - For every 100 new donors, you lose 99.
- Let the donor decide if it's the right time for them to give.

HOW TO MAKE THE ASK: SAMPLE

Please contribute today to ensure our tomorrow

And if you're unable to donate at this time, you can still support us.
Advocate for us by sharing our mission with family members, friends and neighbors.
Even a quick mention on your social media means the world to us.




With you. For you. Every Day.

THANK
you

HOW TO MAKE THE ASK: SAMPLE

Princeton-Mercer-Bucks JEWISH COMMUNITY



Please support
The Jewish Community COVID-19 Emergency Response Fund of Greater Mercer

Jewish Federation of Princeton Mercer Bucks will match all gifts up to \$50,000

DONATE NOW

Jewish Federation of Princeton Mercer Bucks is mobilizing to help our partner agencies and synagogues to meet urgent needs in our community. The Jewish Community COVID-19 Emergency Response Fund of Greater Mercer is a comprehensive, collaborative community response to help our partner agencies and synagogues and the constituents they serve during these unprecedented times. The fund will provide financial support to Federation's partner agencies who are on the front lines serving our most vulnerable community members.

100% of your donations will directly fund needs created by the COVID-19 pandemic.

IGNITE YOUR CREATIVE SPARK

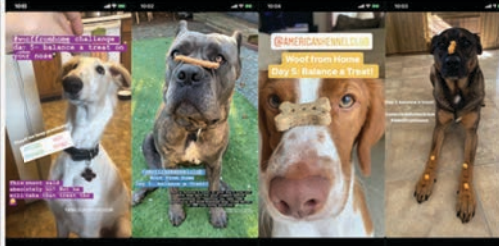
Join us on the Histo Open Stage!

HISTIOCYTOSIS ASSOCIATION™
A Rare Community



Histo Open Stage
YOUR AUDIENCE AWAITS!

TRY THIS



The AKC Invites You To #WoofFromHome!

You're not the only one who needs something to do! Join the AKC on [Instagram](#), [Twitter](#), or [Facebook](#) every day to see what new challenges we have in store for you and your dog! Don't forget to use the hashtag #WoofFromHome as you show us how your dog did!

CITYSQUASHNEWS



CitySquash is currently leading over 20 virtual sessions each week to support our students' academic progress, physical fitness, and mental health.

**INSPIRED
LEARNING
THAT LASTS
A LIFETIME**

Virtual Open Mic Events
Thursdays at 7pm

Virtual Open House Events
Sunday, April 26 from 4-5pm
Tuesday, May 5 at 4:00pm
Saturday, May 9 at 11:00am
Tuesday, May 12 at 5:00pm
Sunday, May 17 at 2:00pm

Register online at
www.princetonfriendschool.org



**PRINCETON
FRIENDS
SCHOOL**



**Thank You
Valley Heroes!**
#ValleyStrong

**VIRTUAL
EVENT!**

HUNGER
#SCHNUR



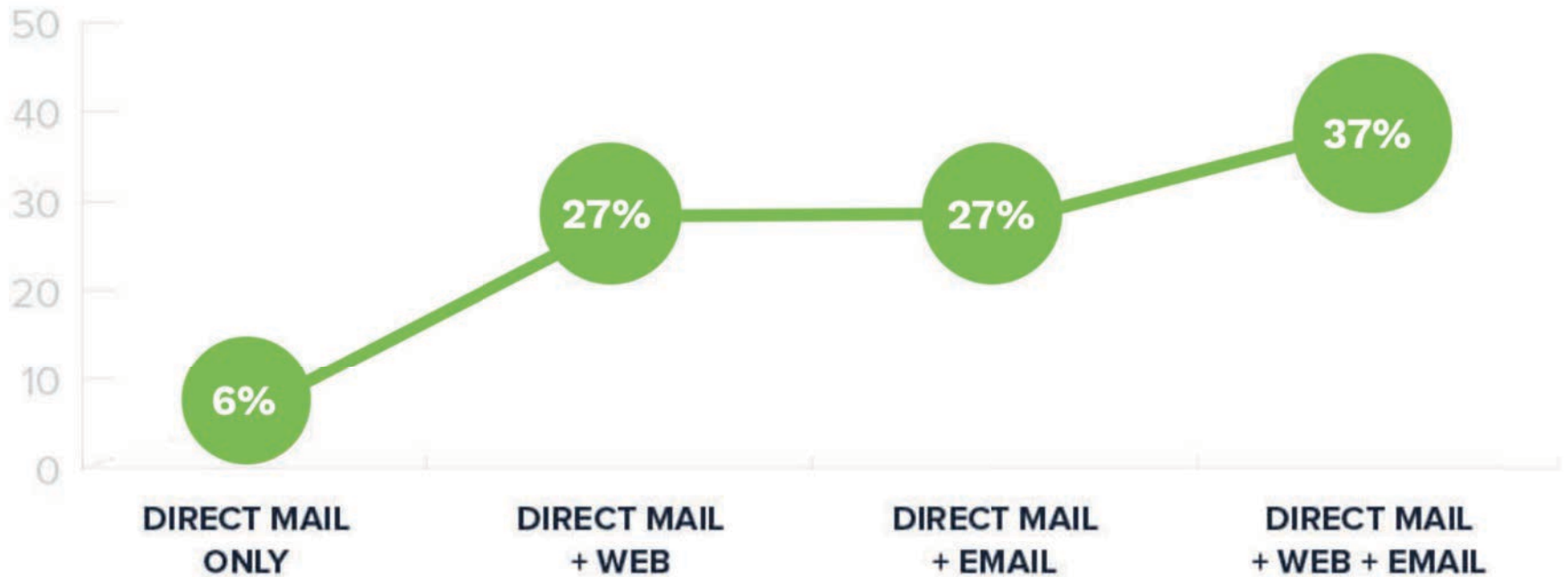
**TOGETHER
WE CAN END
HUNGER IN
MERCER COUNTY**

JUNE 16, 2020 • MORE DETAILS COMING SOON!

United Way
Independent of Mercer County
PRINCETON FRIENDS

IGNITE YOUR CREATIVE SPARK

RESPONSE RATES



IGNITE YOUR CREATIVE SPARK

- **Prioritize**
 - Make the donor the hero of the story
 - Make it skimmable - focus on the headlines, call to action
- **Personalize**
 - Segmentation
 - Name throughout body of the letter
 - Customized ask - last gift amount
- **Provide Multiple Ways to Give**
 - Reply Device
 - Website - unique URL/branded donate page
 - QR Code

IGNITE YOUR CREATIVE SPARK

Yes! I want to help during this unprecedented COVID-19 Pandemic.

Here are examples of how your generous gift will be used:

- Other: _____ \$500-iPad for Communications \$250-Cleaning Supplies \$100-Breakfast for a House
 \$50-Hand Sanitizer \$25-Materials for Masks

Matching gifts help! Have you enclosed your company's matching gift form?

Please charge my gift to: Visa MasterCard Discover Amex

Check enclosed: Amount USD: _____

Name as it Appears on Card: _____

Credit Card Number: _____

Expiration Date: _____ CVC Code: _____

Signature: _____

Phone: _____ Email: _____

Thank You!

Your gift supports the individuals, programs and staff of Community during its intensive response to the COVID-19 Pandemic.

COLLABORATIONS

Dear Diana,

Recently, a dear friend of St. Jude Children's Research Hospital, Grammy Award-winning country music artist, Ashley McBryde, named the "New Artist of the Year" at the 2019 CMAs, [held an online concert for St. Jude kids](#) — wearing a dinosaur onesie of course.

"Giving back is good for your soul," Ashley said.

She's right. Generosity comes in so many forms, and during this pandemic, we have been inspired to see how people choose to demonstrate their compassion for the kids of St. Jude.



80s Hip Hop Dance Party!

Thursday 4/23 @ 7:15 PM



Join MST Hip Hop Dance teacher Derrick Ladson for an 80s Hip Hop dance party this Thursday the 23rd at 7:15 PM!

Right after we cheer on our first responders at 7 PM, join us on Zoom for 20 minutes of fun, high energy dancing for folks of all ages and skill levels. And don't forget to wear your best 80s hip hop inspired gear!

Let's learn some new moves, have fun, and get active while staying inside. Register below!

REGISTER

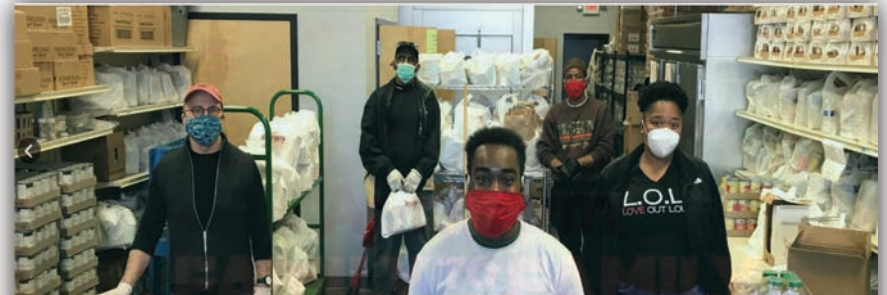


INDIVIDUALS + FAMILIES ADVISORS OUR IMPACT GRANTS + SCHOLARSHIPS EVENTS ABOUT US

We have created the Princeton Area Community Foundation COVID-19 Fund to provide grants to nonprofits during this challenging time. We are grateful to see our community come together with an outpouring of support for our local nonprofits. [Click here](#) to learn more about the Fund or to make an online donation. For all other donation instructions, including making a gift via mail or wire transfer, [click here](#).

Close

COVID-19



It takes our whole community to ensure that everyone thrives. Help feed, shelter, and employ our neighbors in need with a tax-deductible donation.

DONATE

PITFALLS

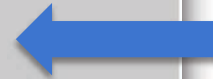
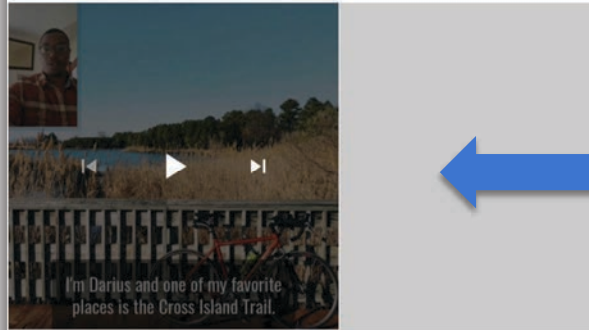


William,

Hopefully, this message finds you well on the 50th anniversary of the first Earth Day. It's ironic that a movement built on "take it to the streets" activism, must celebrate its half-century mark indoors, because of the coronavirus. This isn't stopping anyone though. As you read this email, millions of people are taking their activism to the screens.

The Land Trust Alliance, along with other land trusts across the nation, are raising awareness for land protection through the [#MyHappyPlace digital campaign](#). Youth and adults across the globe are [leading virtual rallies and campaigns for climate action](#). Showing us that even though the landscape has changed, the mission remains the same. Earth Day Network's mission is to diversify, educate and activate the environmental movement worldwide. That means that we need to do our part here on the Eastern Shore too.

With that being said, our staff wanted to bring some Eastern Shore serenity to your screen. Click the image below to see some of [our favorite places](#) on Maryland's Eastern Shore.



Once you finish the video, please take a moment to [read Rob's letter](#) about the history of Earth Day and Maryland's role in the environmental movement.

We encourage you to celebrate Earth Day 2020 knowing that our next election, arguably the most important of our lifetime, is only six months away. As an individual, voter, consumer and community member, you have the power to protect the people and places you love most. Let your voice and actions drive the transformational change we need.

Here are some ways you can participate in the Earth Day 2020 movement:

- **Show photos and videos of your favorite places** with us. You can email them to [\[email address\]](#) or post them on social media with the hashtags [#MyHappyPlace](#) [#Land4All](#) [#LoveTheEasternShore](#) [#EasternShore](#). We'll repost them on our pages for you!
- **Clean up your neighborhood!** [Dojo Good Together - Community Litter Pick Up](#) is a local clean-up group that has collected 161 trash bags and 85 tires from Kent and Queen Anne's County since January 2020!
- **Tune into Earth Day Live** a 3-day livestream from April 22-24, bringing millions of people together for the world's largest digital rally for climate justice.
- **Join the Earth Challenge** to help other citizen scientists collect valuable data on air quality and plastic pollution.
- **Participate in the City Nature Challenge** by documenting plants and wildlife right outside your doorstep.
- **Inspire the next generation** with some earth-inspired crafts and activities: make an [Earth Day Eco Carton Tree](#), make [Suncatcher Wind Chimes](#) with flowers from your yard, make [No-Sew T-Shirt Bags](#), start veggie and herb seedlings in [DIY Newspaper Planters](#).

Most importantly, take care of yourself and your loved ones. Find some time to get outside and enjoy the beautiful day that we've been blessed with. It's a bit chilly, but nothing that an extra layer can't help!

Sincerely,

Protect what matters most. Make a contribution today!



**Help Our Community
Programs Today!**

Donate



Donate today to help us continue building community through the arts.

Donate Today!

6 Principles: Marketing that Works

1. Compelling subject line and call to action
 - a. Keep it short
 - b. Create a sense of urgency
 - c. Pose an intriguing question
 - d. Ask early and often

2. Unique, creative messaging that is authentic, relevant, and heartfelt
 - a. Articulate the impact
 - b. Make it skimmable
 - c. Look deep into your mission statement

3. Personalized, customized content
 - a. First step: clean up your data
 - b. Ask volunteers to help with any missing information

6 Principles: Marketing that Works

4. Proper Formatting:
 - a. Mobile responsive
 - b. Functional links
 - c. Updated header, footer and donate page
 - d. Test, test, test

5. Clean, functional design
 - a. Balance the white space
 - b. Use photography appropriately
 - c. Prominently feature the donate button and/or call to action

6. Thank well

QUESTIONS **&** **DISCUSSION**

Complimentary Coaching Session

**You will receive a follow up email
from UWGMC with more information
about the offering.**



Like us on Facebook
@munshinegroup



Follow us on Twitter
@MunshineGroup



Connect with us on
LinkedIn
The Munshine Group



www.munshinegroup.com

41 Laurel Drive Springfield, NJ 07081 • (973) 376-2182 • info@munshinegroup.com