



End of Year Messaging for Banquets

Outlined by former pregnancy center ED & current Strategic Partnership Director, Anne Waddell

Total speaking time: 20mins

ED addresses: Where we have been, where we are, and where we are going

Client Stories: 2-3 that speak of a specific service, and their experience with grace.

- Most powerful story last (right before the appeal)

Closing: Appeal (Be specific on how much and how to donate)

- Having special music to allow time to write donation helps to get financial commitments while the emotions are high after client stories

Sample Outline

1. Share your story

Share your journey with ProGrace (be transparent)

- Share what you wrestled with
- Share what you personally experienced
- Share what you witnessed (client stories and stories of organizational change)
 - *When you share these stories, be specific. Paint a picture for them!*
 - 2-3 that speak of a specific service, and their experience with Grace.

2. Address reality

Much has shifted in the past year for both U.S. and Canadian pregnancy centers. Be clear about the opportunities this new climate you're facing now brings.

- U.S. centers – Roe vs Wade
- CND: Federal Government discussions to remove charitable status of PCCs

3. Changing our response

Be clear that one of the opportunities we have as Christians and a community at large is to change our collective response to the abortion issue.

- Use “you,” “our,” and “us” as much as possible to make them feel special

4. Invitation to Transform

A pathway to changing our response to abortion is to engage in the Transform study. When Christians are transformed, we believe the response to the abortion issue in our communities can fully reflect God's heart of caring for the woman and child equally. *(We believe this will change their hearts and there will be more commitment in their support.)*

- Learn to Think and Talk Differently about the abortion issue, so YOU become a safe place.
 - Transform Your Community. What if we were known as a community that is safe to have open conversations together about abortion and unintended pregnancy? What if members of our community trusted us enough to tell others about the kind of place we are ... a place where doors are wide open and all were received with love?
 - Share your most powerful story here!

5. Call to Action

Get Engaged

- Partner with us (Your continued partnership is more than ever critical, in this climate). Commit to:
 - Pray
 - Volunteer
 - Give



Additional Communication Reminders

Donors and Appeals

Appeal Letters:

- Heart Story. Don't forget to include them in *why* they should give.
- The Ask. Be specific about the amount, clear on how to give, and the impact it will have.

Newsletter:

- This is a great opportunity to show them what you accomplished with their investment.
- Don't ever be afraid to offer an opportunity to give!

Schedule of communication:

- 7 pieces. This is a variation of direct mail, electronic communications, and social media. The best use of resources is to determine where your audience spends most of their time. If you haven't had an appropriate return on investment with direct mail, consider putting your resources into platforms where you are seeing engagement and donations.
- Sample Schedule:
 - September Appeal
 - Fall Newsletter
 - Year-End Appeal
 - Christmas Card (with Donation Card)
 - Annual Report
 - March Appeal
 - May Newsletter