



EWTN Mission Advancement

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May 14, 2025

Topics for Today

1. Importance of relationships

- A. Ways to start a relation and with whom to start a relationship**
- B. How to grow a relationship so that you become a priority**
- C. How to make donors a steward of your apostolate**

2. Donor Contact

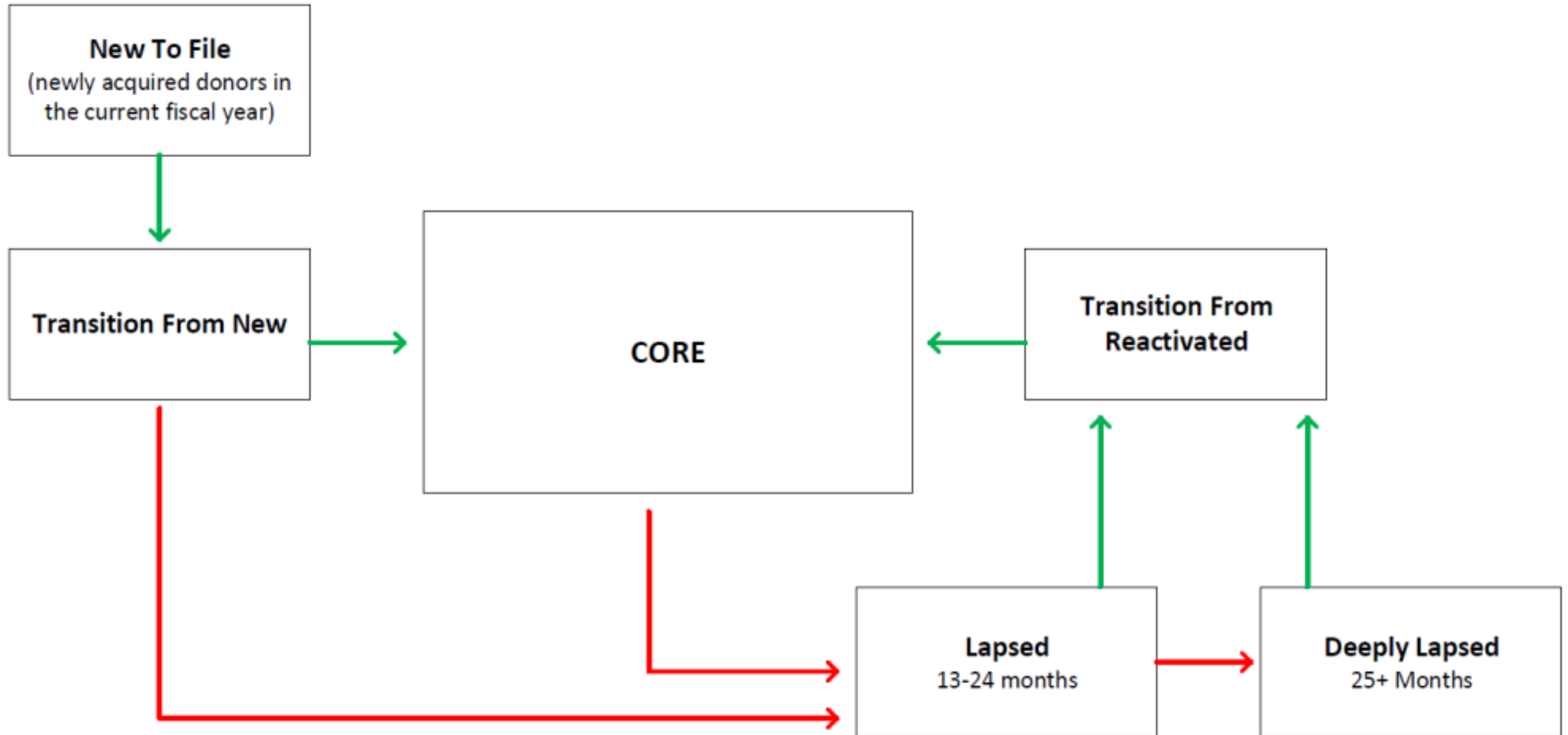
- A. How often?**
- B. What formats and delivery tools are most effective?**

3. Donor education: Importance of Stewardship and tithing

Fundraising Pyramid



Donor Lifestages



Principles

- 1. Fundraising is a Call to Conversion**
- 2. Fundraising success requires consistent, long term effort**
- 3. Everyone Fundraises**
- 4. Fundraising is an Investment**
- 5. Fundraising is research based**
- 6. Fundraising is about relationships not pitches**
- 7. Retain your donors**
- 8. Communicate with Your donors**

Build a Solid Donor Base

Acquire Donors and Donor Prospects

- ❖ **Radio Fund-a-Thon/Share-a-Thon**
- ❖ **Parish Visits**
- ❖ **Newsletter/Communication Sign-Up**
- ❖ **Direct Mail Acquisition**
- ❖ **Email Acquisition**
- ❖ **Paid Social Media**

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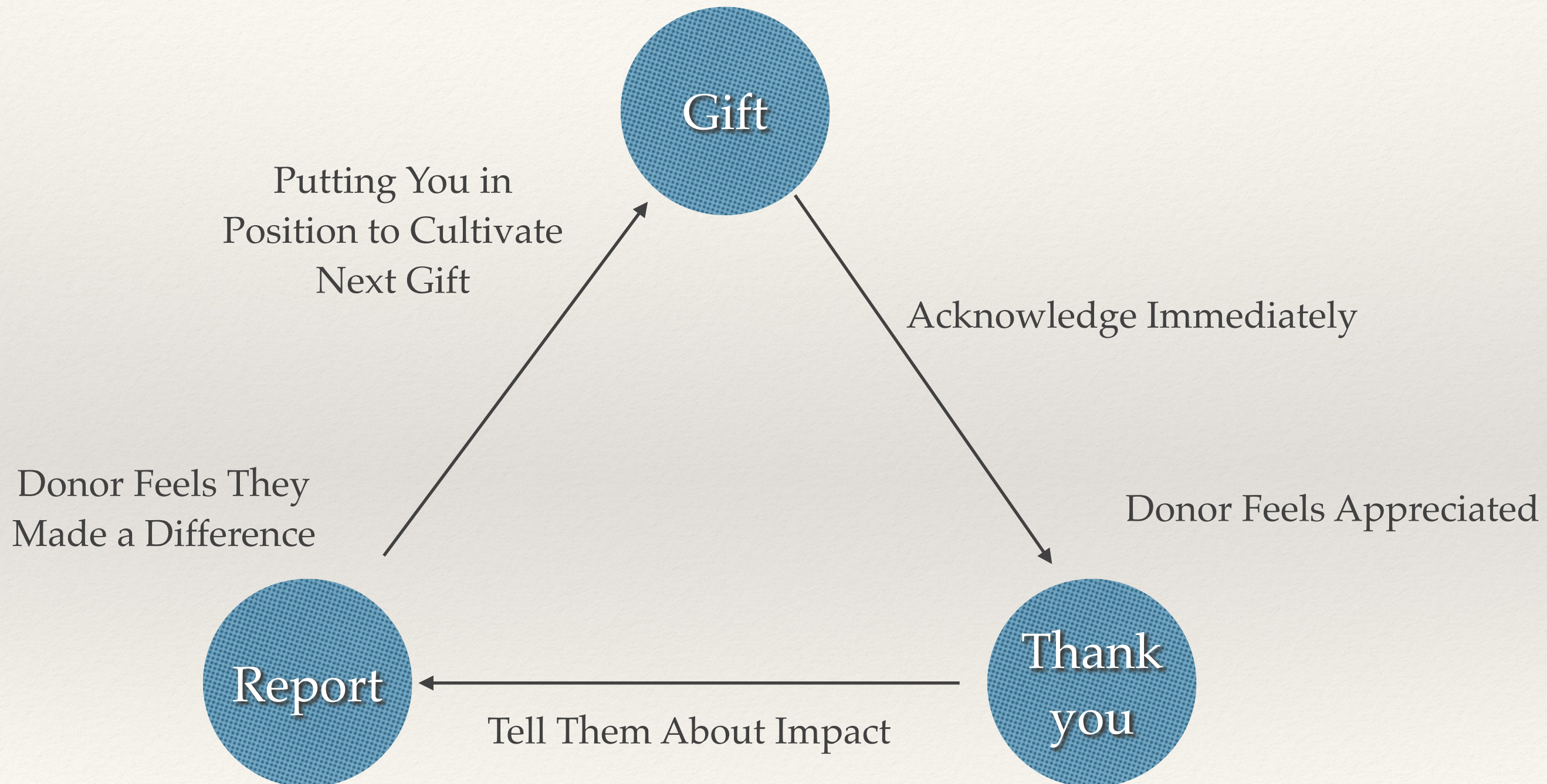
Get the First Gift

- ❖ **On-Air Appeals**
- ❖ **Monthly Newsletter**
- ❖ **Appeal Letters**
- ❖ **Email**
- ❖ **In-Person Visits**

Ask Often

- 1. Acquire the Name and contact information of a likely supporter**
- 2. Ask them for a gift**
- 3. Acknowledge their gift**
- 4. Encourage a second gift**
- 5. Cultivate and Steward**
- 6. Go to Step 2 and Repeat**

Build a Solid Donor Base



Communicate Your Impact and Need

Start with Why

***People don't buy what you do,
they buy why you do it"***

Simon Sinek, 2009

Ted Talk: How Great Leaders Inspire Action

Communicate Your Impact and Need

Example 1

What: We need your help

How: Please give us money now

Why: We'll have to shut down if you don't

Example 2

Why: We change lives

How: We proclaim the Truth of the Eternal Word, Jesus Christ

What: We are the Catholic Radio Station in your hometown. Please join us in changing lives.

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Fundraising Webinar

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