

# The Smarter Ask

## Building a **Fundable,** **Shareable** Campaign

Lyn Wineman & Ryan Strawhecker





**Lyn Wineman**  
**President & Chief Strategist**

**KidGlov**



**Ryan Strawhecker**  
**CEO & Principal**

 **Strawhecker Nonprofit Services**





# Smarter Ask Toolkit





**What are  
we up  
against?**

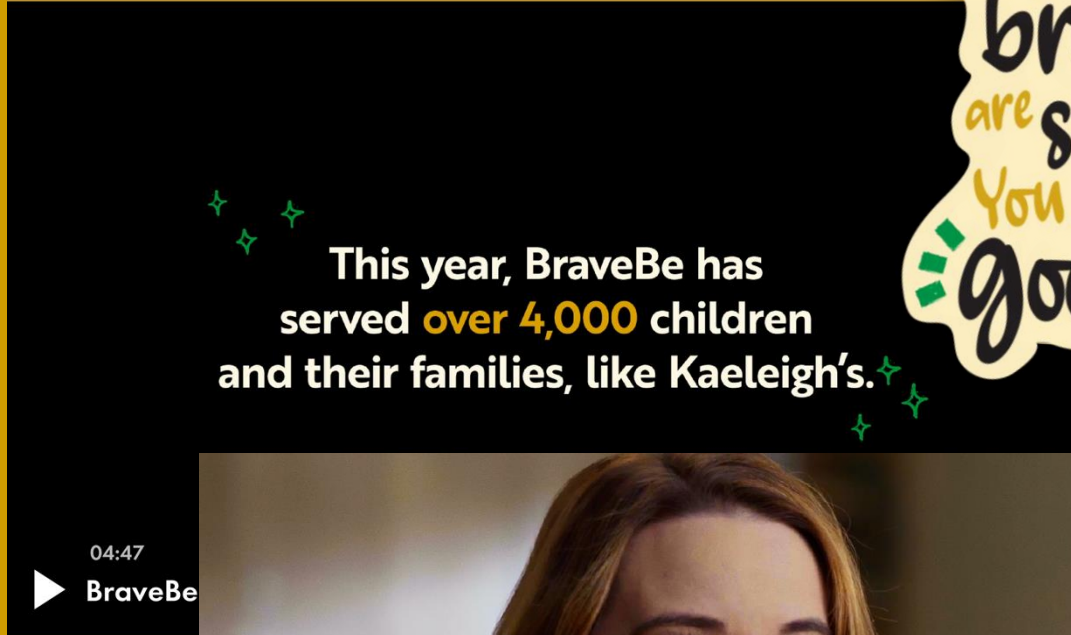


# Elevated Giving Through Storytelling

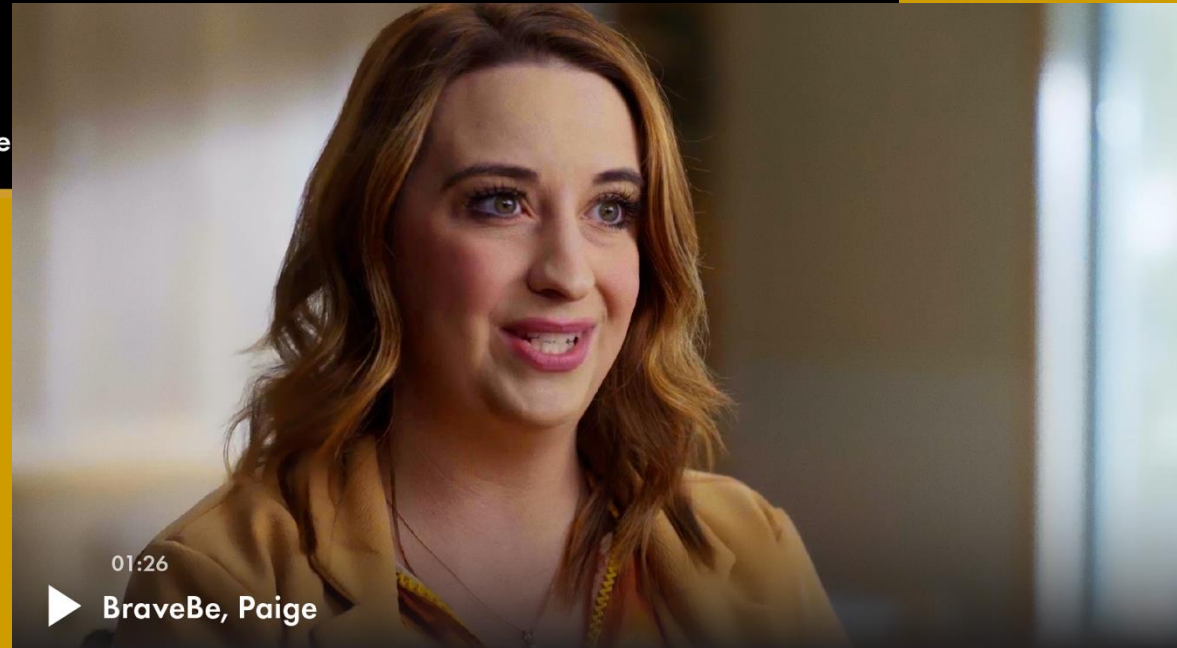
CASE STUDY  
BraveBe







You are brave. You are strong. You deserve a good life.



4,000+ Kids and families served in 2024

children to speak their truth with the support of BraveBe every step of the way.

Together, we can ensure that children experiencing abuse understand the strength of their voices. When children like Kaeleigh choose to speak up, BraveBe is here to listen.

With heartfelt thanks, Paige Piper Executive Director, BraveBe Child Advocacy Center

P.S. Help us create safe spaces for every child. Send your gift now or give online at bravebe.org/donate



BraveBe those who speak their truth.

Dear <<Name>>,

"Be brave. Go against the grain. Defy all odds."

These powerful words came from Kaeleigh, a survivor of childhood sexual abuse, as she reflected on what she would tell her younger self after her journey with BraveBe Child Advocacy Center.

Before coming to BraveBe, Kaeleigh felt like "the alone girl," lost in a world that no longer felt safe after an unimaginable betrayal by the only father she had ever known. That changed when Kaeleigh and her family walked through the doors at BraveBe. Kaeleigh received immediate support through the forensic interview and medical evaluation, as well as from her Family Advocate, who stood by her side during every step of the investigation and trial. She bravely testified against her stepfather, with her BraveBe Family Advocate there to comfort her. Though Kaeleigh's life was forever changed, BraveBe gave her the strength to keep moving forward.

Speaking up in moments of crisis takes extraordinary bravery. And for children like Kaeleigh who feel alone during their darkest hour, it takes someone like you to offer access to hope and healing through BraveBe's services.

This year, BraveBe has served thousands of children and families through forensic interviews, advocacy, medical care, and community education—and many more

YES!

I will give a gift to advocate for and protect the well-being of children in Nebraska through BraveBe Child Advocacy Center.

Here is my gift of: <<\$500>> <<\$250>> <<\$100>>

Check enclosed (pay Online at BraveBe.org Credit Card: Visa Name on Card Card # Exp. Date one-time gift

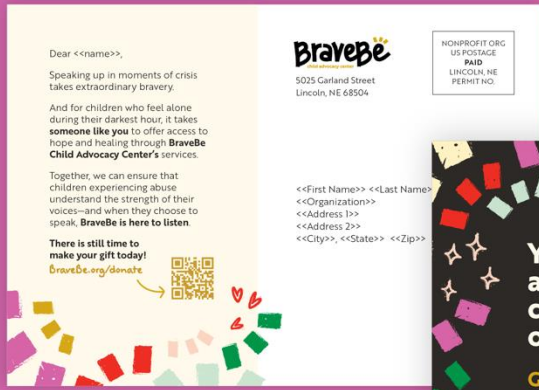
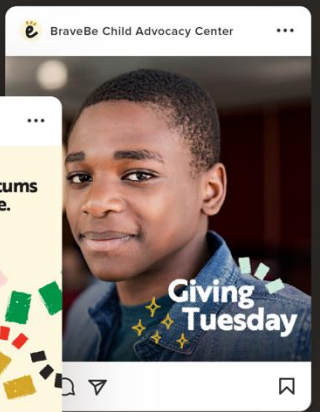
Please make corrections to the mailing address above, if needed.

5025 Garland Street Lincoln, Nebraska 68504



"No matter how hard the truth is, it speaks volumes." -Kaeleigh survivor

<<First Name>> <<Last Name>> <<Address 1>> <<Address 2>> <<City>> <<State>> <<Zip>>





**32**

**New Donors  
Acquired**

**2x**

**Previous Year  
Donations**

**\$598**

**Average  
Donation**



**Consistent branding can  
increase revenue by up to**

**33%**

Source: Lucidpress



Reports indicate marketing efficiency gains of **up to 30%** and incremental top-line growth of **up to 10%** without increasing the marketing budget.

Source: McKinsey





# Branded Campaign Planner



# Branded Campaign Planner



## Campaign Objective

Be specific: e.g. "Raise \$10K to fund 50 art kits for under-resourced teens by Oct. 31"

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## Unique Impact (Why You)

One-sentence hook: what sets your nonprofit apart

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## Audience Segments

e.g. major donors, youth participants, parents

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## Why Give to YOU?

For each audience: what drives their giving

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## Campaign Theme Ideas

Brainstorm 5 taglines/concepts tying impact + motivation

1 

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2 

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3 

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4 

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5 

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# Branded Campaign Planner



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## Campaign Objective

Be specific: e.g. "Raise \$10K to fund 50 art kits for under-resourced teens by Oct. 31"

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Raise \$100,000 by January 31, 2025 (2x 2023)

Increase the number of new donors who give to the campaign

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# Branded Campaign Planner



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## Unique Impact (Why You)

One-sentence hook: what sets your nonprofit apart

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The only non-profit organization providing a safe, child-friendly location for conducting forensic interviews and medical evaluations for abused and neglected kids in their region.

*We help kids and families speak their truth!*

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# Branded Campaign Planner



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## Audience Segments

e.g. major donors,  
youth participants, parents

## Why Give to YOU?

Directly across from each audience:  
their core motivation to give to you

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Large Capital  
Campaign Donors

---

Loyal Long-term Donors

---

New Donors

---



# Branded Campaign Planner



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## Audience Segments

e.g. major donors,  
youth participants, parents

## Why Give to YOU?

Directly across from each audience:  
their core motivation to give to you

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Large Capital  
Campaign Donors

Continuing excitement  
from capital campaign

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Loyal Long-term Donors

Believers in supporting kids who  
have been abused and neglected

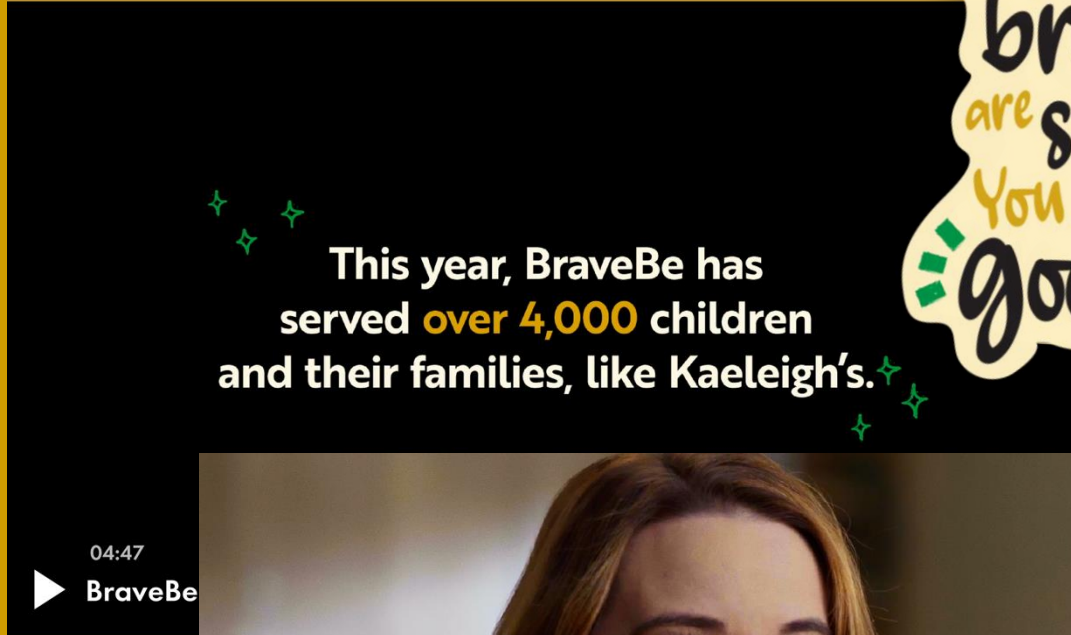
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New Donors

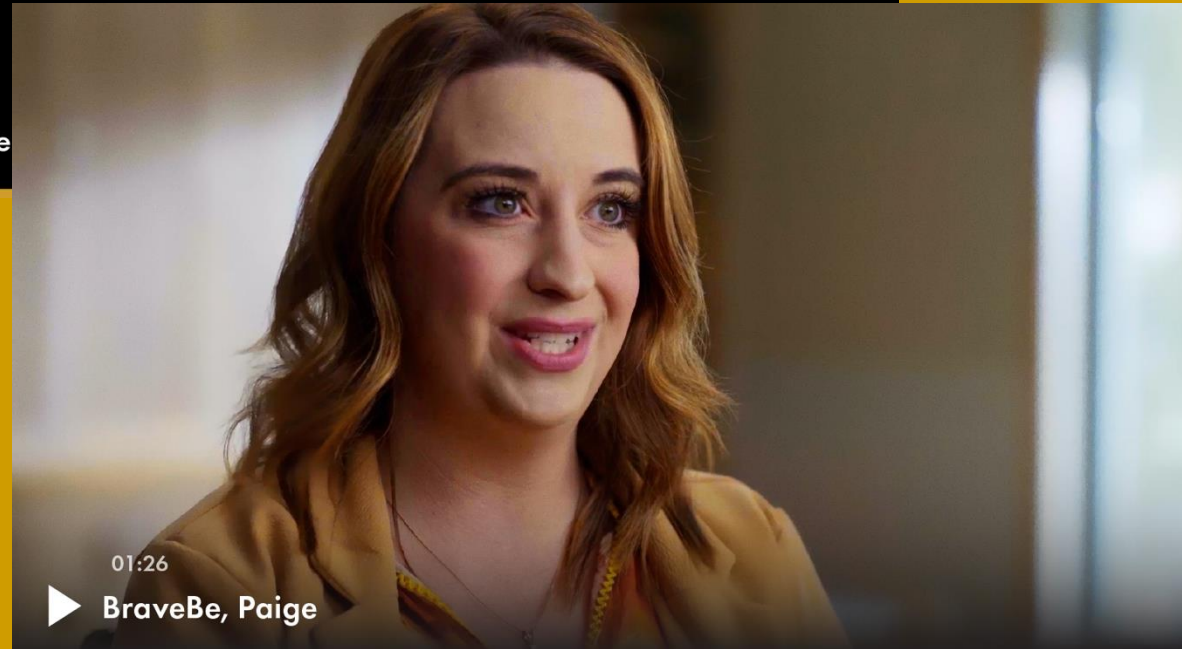
Emerging leaders and young  
professionals who support this cause

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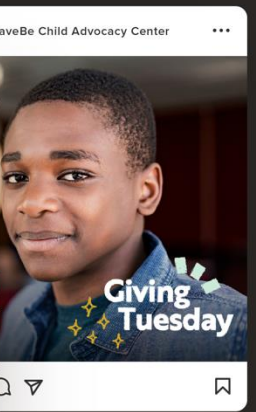
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BraveBe those who speak their truth. Dear <<Name>>, "Be brave. Go against the grain. Defy all odds." These powerful words came from Kaeleigh, a survivor of childhood sexual abuse... Before coming to BraveBe, Kaeleigh felt like "the alone girl," lost in a world that no longer felt safe... Speaking up in moments of crisis takes extraordinary bravery... This year, BraveBe has served thousands of children and families through forensic interviews, advocacy, medical care, and community education—and many more.

YES! I will give a gift to advocate for and protect the well-being of children in Nebraska through BraveBe Child Advocacy Center. Here is my gift of: <<\$500>> <<\$250>> <<\$100>> Check enclosed (paid) Online at BraveBe.org Credit Card: [ ] Visa [ ] Mastercard [ ] American Express [ ] Name on Card Card # Exp. Date one-time gift

5025 Garland Street Lincoln, Nebraska 68504 "No matter how hard the truth is, it speaks volumes." <<First Name>> <<Last Name>> <<Address 1>> <<Address 2>> <<City>> <<State>> <<Zip>>

#CE0058



Dear <<name>>, Speaking up in moments of crisis takes extraordinary bravery. And for children who feel alone during their darkest hour, it takes someone like you to offer access to hope and healing through BraveBe Child Advocacy Center's services. Together, we can ensure that children experiencing abuse understand the strength of their voices—and when they choose to speak, BraveBe is here to listen. There is still time to make your gift today! bravebe.org/donate

You can be a voice for child victims of abuse. Give Today!





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# Effective Message Frequency

7-17

A decorative graphic on the right side of the slide consists of several overlapping circles. The colors used are teal, lime green, and dark blue. The circles are arranged in a way that they partially overlap each other, creating a modern, abstract background.



**“KidGlov’s Campaign Planning Tool helped us move from last-minute posts and emails to a **more intentional, focused** campaign that delivered **stronger results.**”**

Samantha Livermore, Voices for Children in Nebraska



# Activate Your Campaign



# What will your mini-campaign fund?



Healthcare



Education



Faith-Based



Community



Emerging



# Foundational Planning

- Identify champions
- Clarify the “why”
- Connect to the annual strategy
- Define the need
- Prepare campaign elements





# Board Engagement

- Promote to personal and professional networks
- Provide sample "sharing calendar"
- Publicly share (and celebrate) successes
- Seek out opportunities to share





# Gift Pyramid Sample

	Gift Range	Number of Gifts	Dollars Raised	Total Gifts	Total Raised
Lead Gifts	\$15,000	1	\$15,000	1	\$15,000
	\$10,000	1	\$10,000	2	\$25,000
Pacesetter Gifts	\$5,000	4	\$20,000	6	\$45,000
	\$2,500	4	\$10,000	10	\$55,000
Major Gifts	\$1,000	6	\$6,000	16	\$61,000
	\$500	15	\$7,500	31	\$68,500
Community Gifts	Less than \$500	Many	\$6,500	Many	\$75,000





# Gift Pyramid Sample

	Gift Range	Number of Gifts	Dollars Raised	Total Gifts	Total Raised
Lead Gifts	\$10,000	1	\$10,000	1	\$10,000
Pacesetter Gifts	\$7,500	1	\$7,500	2	\$17,500
	\$5,000	4	\$20,000	7	\$37,500
Major Gifts	\$2,500	8	\$20,000	15	\$57,500
	\$1,000	15	\$15,000	30	\$72,500
Community Gifts	Less than \$500	Many	\$2,500	Many	\$75,000



# Secure Challenge Gifts



Secure written  
and video  
testimonials



Request  
early  
feedback



Set challenge  
gift fundraising  
goal





# Project Scope

## Set Goal and Timeline

Budget for:

- Digital ads
- Printing and postage
- Peer-to-peer software



# Equip and Inspire Volunteers

- Provide social media and email copy
- Share graphics and website
- Consider a text-to-give option
- Refresh throughout
- Be available for questions/clarifications



## Pro tips

1

Include a gift pyramid

3

Secure early challenge donors

2

Share actual photos of people engaging with you

4

Routinely share promotional verbiage

5

Make giving easy



# Celebrating Impact and Progress

- Thank early, often and publicly
- Express gratitude with social media
- Provide multiple updates
- Remind audiences of how the funds will be used





# The Smarter Ask Framework for Success

- Commit to a 100-day planning runway
- Create a compelling, branded campaign theme
- Map your 7–17 intentional donor touchpoints
- Build a fundraising goal and gift chart
- Align and activate your board
- Engage early champions to build momentum



What would you  
need to **make** your  
campaign a success?





# The Smarter Ask Toolkit





# 2025 Fundraising Survey





# The Smarter Ask Strategy Consult



**Cohesive branded  
storytelling turns your  
ask into an experience  
donors **want** to join.**



**KidGlov**



Strawhecker Nonprofit Services