The Nonprofit Newsletter

Presented Weekly by snowball Fundraising

Hey Friend,

As we bid adieu to summer with a final hurrah, we've cooked up a Labor Day newsletter that's hotter than the BBQ grill and filled with more joy than a pool party on a scorching day! 🌭🎉

First up, we've got an article that's as satisfying as a picnic feast: "Pledge Fundraising: The Complete Guide [with Tips]." It's the ultimate guide to turning pledges into fundraising gold mines, complete with tips that'll have your supporters saying "Yes, we PLEDGE to support this cause!" 🙌💰

But wait, there's more! It's time for the "Joke of the Week: Laughter for a Cause." Because even on a weekend dedicated to relaxation, a good laugh can elevate your spirit and give your fundraising efforts an extra kick!

And that's not all, folks! We're serving up another helping of fundraising wisdom: "Peer-to-peer Fundraising Guide." It's like having a team of fundraising cheerleaders encouraging your supporters to rally together and conquer fundraising challenges like champs.

But here's the cherry on top: We're on the hunt for the coolest, quirkiest, and most inspiring nonprofits to feature in our upcoming newsletters! If you're making waves in the world of positive change, we want to hear from you. Just hit reply and tell us your story!

So, fire up those grills, grab your sunhats, and dive into this weekend's newsletter bonanza. We promise laughter, insights, and a sprinkle of fundraising magic that'll make your Labor Day extra special!

Don't forget to share the joy and knowledge with your fellow nonprofit trailblazers. Together, we'll make this weekend unforgettable and create a ripple of positive change that echoes all year round!

Wishing you a Labor Day filled with laughter, successful fundraising, and moments that make your heart dance!

With sunny regards,

The Snowball Fundraising Team

Pledge Fundraising:
The Complete Guide [with Tips]

Fundraising is an important (if not the *most* important) activity that nonprofit organizations must conduct on a continual basis. Yet finding new strategies, donation tools, and engagement techniques can be a struggle— especially while adapting to changing times.

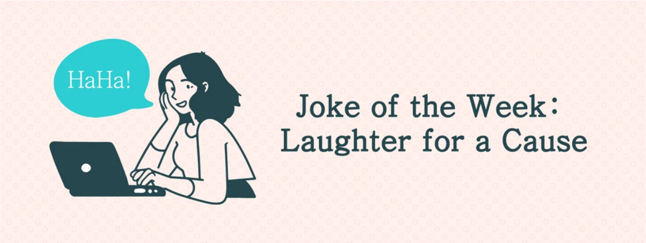
Even as you attract and retain a pool of devoted donors, volunteers, and supporters, it's crucial that you continue to grow your base of support. After all, reaching new donors is an essential part of pursuing and expanding your mission.

That's where pledge fundraising comes in! Launching a pledge campaign can generate a lot of support for your cause quickly, but it does require forethought and planning. That's why we've created this ultimate guide to prepare you for your first (or next!) pledge campaign. Here are three of the most-asked questions to get started:

1. What's the Difference Between Pledges and Donations?
2. What are Some Pledge Campaign Best Practices?
3. How Do I Choose the Right Pledge Fundraising Software?

Feel free to skip around to the sections that interest you most, or read along from the top as we walk through basic terminology, best practices, and suggested tools for a powerful pledge fundraiser. Let's jump in!

Click here to continue reading this FREE article!



Why did the nonprofit organization hire a gardener?

Because they wanted to see their donations grow!

Did You Know?

Labor Day Trivia...

1. **First Labor Day**: The first Labor Day holiday was celebrated on September 5, 1882, in New York City. It was organized by the Central Labor Union, and around 10,000 workers participated in a parade.

2. **Legal Holiday**: Labor Day became an official federal holiday in 1894 when President Grover Cleveland signed it into law. It was established to help appease workers after the Pullman Strike.

3. **7 Billion Dogs**: Labor Day is often associated with barbecues and outdoor cookouts. In fact, the National Hot Dog and Sausage Council states that between Memorial Day and Labor Day, Americans typically consume about 7 billion hot dogs.

4. **International Workers' Day**: Although Labor Day is celebrated in the U.S. on the first Monday in September, International Workers' Day, also known as May Day, is celebrated in many countries around the world on May 1st to honor workers

and labor movements.

5. **World's Largest Barbecue**: To mark Labor Day, the town of Webb, Alabama, holds the "World's Largest Barbecue." This annual event involves cooking thousands of pounds of meat and attracts visitors from around the country

S
Peer-to-Peer Fundraising Guide

In recent years, nonprofits have had to learn to be increasingly innovative with their fundraising techniques, and that trend isn't going away. To keep up with donors, organizations must create fundraising campaigns that blend traditional and digital elements. One effective way to do this is to use peer-to-peer fundraising.

Peer-to-peer fundraising has been used by nonprofits for years with great success, but this type of campaign is only increasing in popularity as nonprofits focus more on hybrid fundraising strategies.

As experts in online fundraising, we're here to give you all the information and tools you need to create your own successful peer-to-peer campaign. In this guide, we'll cover everything your nonprofit needs to know:

- What is peer-to-peer fundraising?
- How peer-to-peer fundraising works
- Peer-to-peer fundraising FAQ
- Peer-to-peer fundraising vs. Crowdfunding
- Peer-to-peer fundraising tips
- Top 5 peer-to-peer fundraising ideas
- Considerations when choosing a peer-to-peer platform
- Top peer-to-peer fundraising platforms to choose from

Peer-to-peer campaigns can work well for any nonprofit, including yours. Let's go through the basics so you can get started creating your own campaign!

Click here to continue reading this FREE article!

WE WANT YOU!
To be featured in our newsletter...

At Snowball Fundraising, we believe in the power of storytelling to inspire change and create a positive impact in our communities. We know that every nonprofit has a unique and compelling story to tell about the work you do and the lives you touch. That's why we're excited to invite you to be a part of our upcoming newsletter feature!

Share Your Nonprofit's Story: We want to shine a spotlight on the incredible work that nonprofits like yours are doing to make the world a better place. This is your opportunity to tell your story, share your journey, and showcase the impact you've had on individuals, families, or communities.

How to Participate:

1. **Write Your Story:** Craft a heartfelt and engaging narrative that highlights your nonprofit's mission, accomplishments, and the difference you're making.
2. **Include Visuals:** Feel free to include high-quality photos, infographics, or videos that bring your story to life. Visuals can help your readers connect emotionally with your mission.
3. **Submit Your Entry:** Send your story and visuals to newsletter@snowballfundraising.com. Please make sure to include your nonprofit's name, contact information, and any relevant social media handles.

Why Share Your Story?

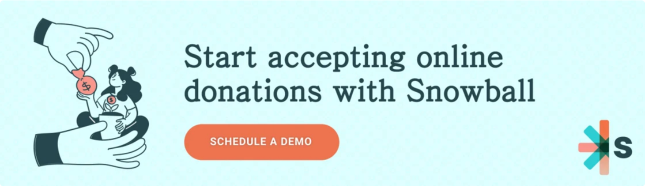
- **Inspire Others:** Your story has the power to inspire others to get involved, support your cause, or even start their own initiatives.
- **Build Connections:** Sharing your journey can help you connect with like-minded individuals, potential donors, and partners who are passionate about your cause.
- **Show Impact:** Demonstrate the tangible impact of your work by sharing real stories of lives changed and challenges overcome.

Spread the Word: Once your story is featured in our newsletter, we encourage you to share it across your social media platforms, website, and mailing lists. Let your supporters and beneficiaries know about this feature, so they can celebrate your achievements alongside you.

Thank you for your unwavering dedication to creating positive change. We can't wait to read and share your incredible stories!

-The Snowball Fundraising Team

Email us your Story!


Start accepting online donations with Snowball
SCHEDULE A DEMO
S

Join group

Snowball Fundraising, 5501 Eagle Rock Ave NE Suite E3, Albuquerque, NM 87113, United States

Unsubscribe Manage preferences