

onecause®

Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



YOUR HOST

Dawn Lego

Director, Brand Engagement



onecause®

W E B I N A R



Ctrl + Alt + Engage:

Optimizing for Year-End Fundraising Success

WEDNESDAY, SEPTEMBER 24, 2025



Jen Newmeyer

Sr. Director, Digital Fundraising
Strategy, PBS
Founder, CharityJen Consulting

Let's Get Started!

If your year-end campaign had a theme song, what would it be?



Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit OneCause.com/Resources for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card
Help drive future webinar content!



Meet CharityJen

Jen Newmeyer is a nationally recognized digital fundraising strategist and author specializing in integrated campaigns, donor engagement, and audience development. Over the past 20+ years, she has raised more than \$10 million in online revenue for organizations while managing multimillion-dollar development budgets and leading teams through innovative, collaborative campaign projects.

Jen is the author of *Digital Fundraising Transformation: The Insider Guide to Revolutionize Your Strategy and Raise More*, and the host of the podcast *From Nest with CharityJen: Where Fundraising Takes Flight*. Through workshops and webinars to one-on-one advising, CharityJen delivers support to help organizations thrive in today's fast-changing fundraising landscape.



Jen Newmeyer

Sr. Director, Digital Fundraising Strategy

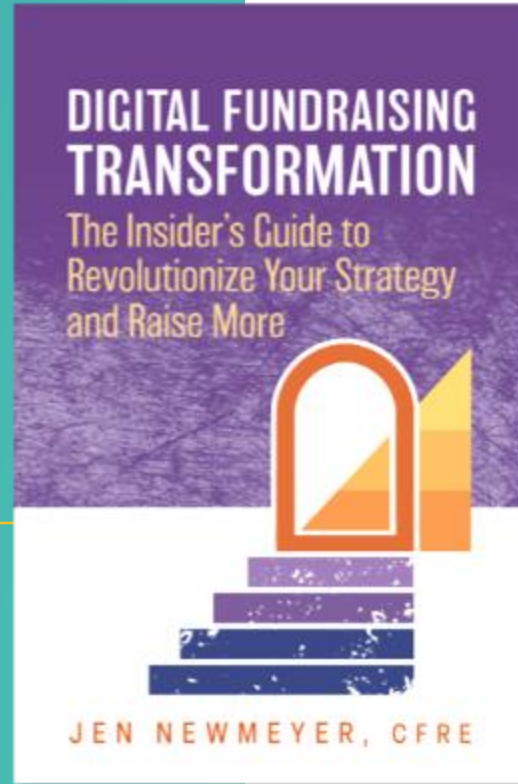
PBS

DIGITAL FUNDRAISING TRANSFORMATION

The Insider's Guide to
Revolutionize Your Strategy
and Raise More

by: Jen Newmeyer, CFRE

*Three winners will be
announced at the end
of the webinar!*



Scan for
15%
Discount



Ctrl + Alt + Engage

Optimizing for Year-End Fundraising Success




Jen Newmeyer, CFRE

Sr. Director, Digital Fundraising Strategy, PBS

Owner/Founder, CharityJen Consulting



TODAY'S AGENDA

- **INTRODUCTION:** The Why
 - **AUDITS:** Importance of Self Audits
 - **USER JOURNEYS:** From Beginner to Advanced
 - **EMAIL GROWTH:** Stronger Year End Performance
 - **BONUS TOOLS:** Beyond the Campaign
 - **CLOSING:** Recap and Resources
- 

WHY GIVING TUESDAY? WHY YEAR END?

Giving Tuesday:

Acquire and Engage

A 16% revenue increase
in 2024.

5% of all new donors
became sustainers.

80% gave again at year-
end.

Year End:

Revenue Growth!

Most orgs raise 31% of
annual revenue in Dec.

About 10% of all
donations arrive in the
last week.

5% on December 31.

Planning

52% start year-end
appeals in October.

Most send 4-7 emails,
some up to 25.
(40% sent NO emails.)

The average donation is
92% higher on Dec. 31
than on Giving Tuesday.

-Sources: Giving Tuesday, NeonOne, DonorBox, NextAfter

USER JOURNEY SELF AUDIT

- **Website:** Donate Button Location
- **Steps** to Donation Form
- **Form:** Optimized for Mobile
- **Form:** Compelling Language
- **Form:** Unnecessary Fields
- **Form:** Distracting Links
- **Form:** Completion Time
- **Post** Donation Experience



POST DONATION EXPERIENCE

- **Landing Page and Email Receipt:**
 - Express gratitude
 - Signed by a person
 - Engagement step (event link, social media, survey)
- **Stewardship:**
 - New donor welcome series
 - Thank you postcard or annual report
 - Event invitations





EMAIL JOURNEY: REPEAT!

- **Website:** Email Button Location
- **Steps** to Email Landing Page
- **Form:** Optimized for Mobile
- **Form:** Compelling Language
- **Form:** Unnecessary Fields
- **Form:** Distracting Links
- **Form:** Completion Time
- **Post** Email Experience



ACTION ITEM #1

*Improve elements of your
email and donation form journeys.*





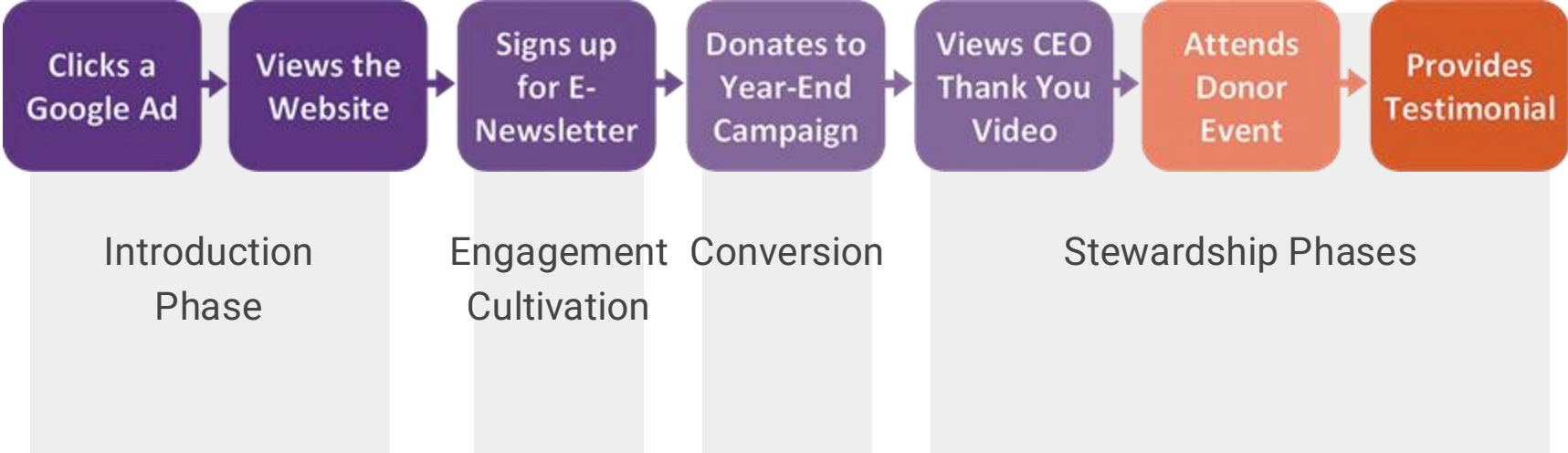
STEWARDSHIP

CONVERSION

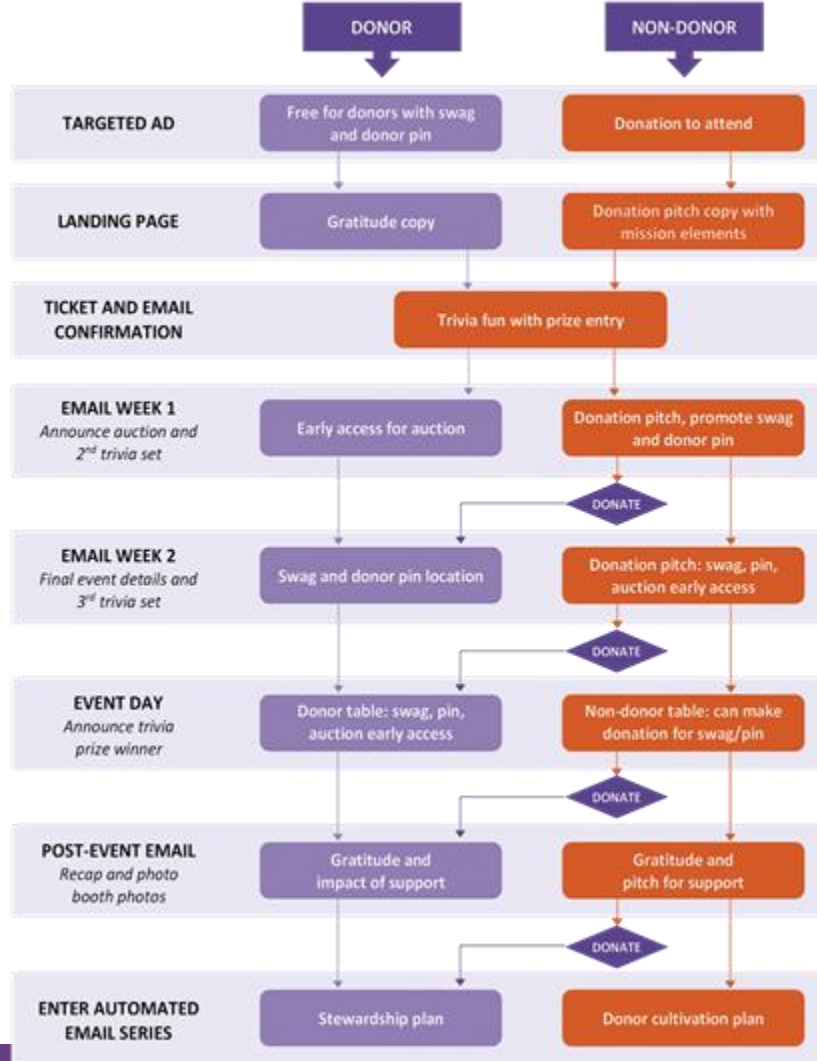
**ENGAGEMENT
CULTIVATION**

INTRODUCTION

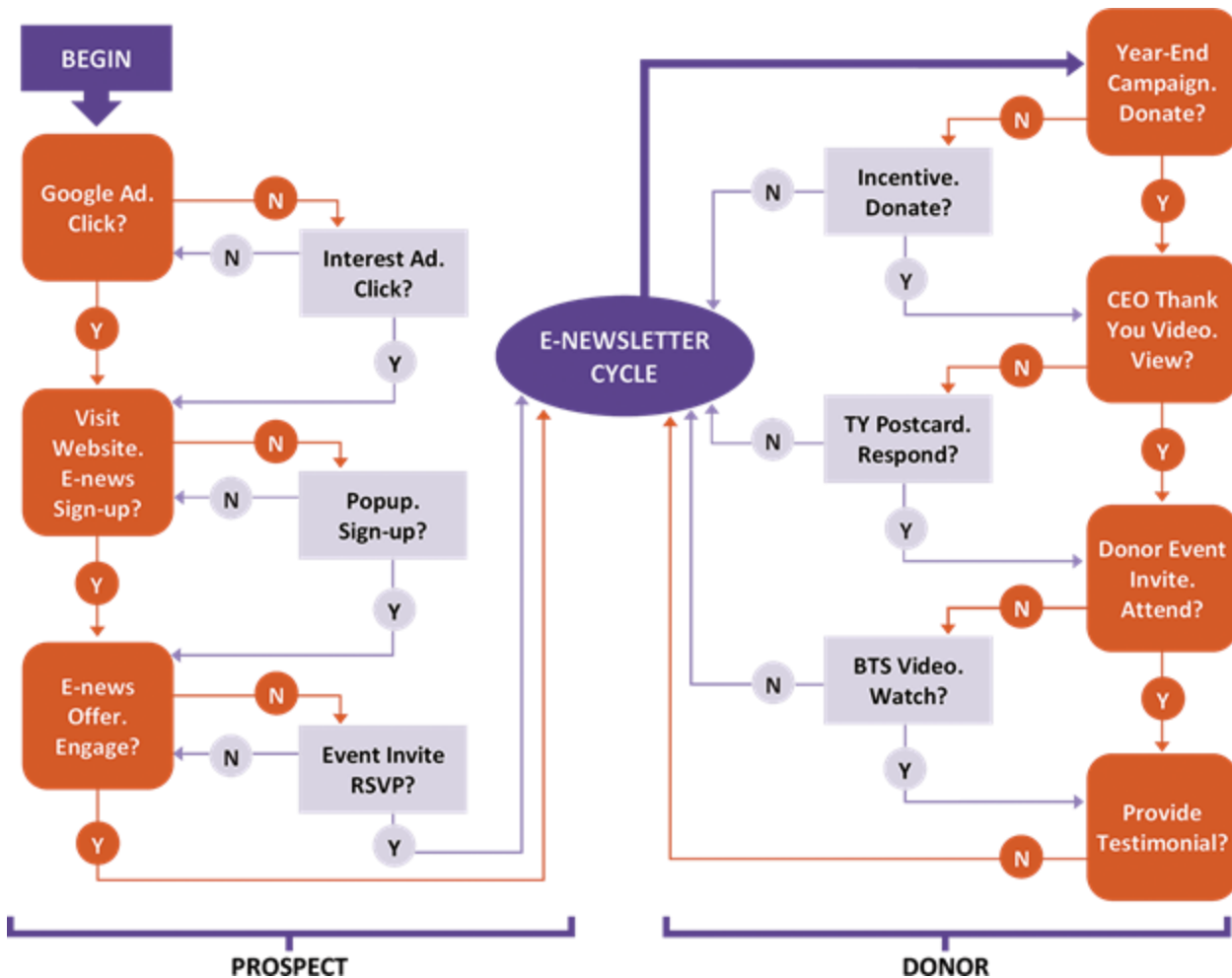
SIMPLE USER JOURNEY (Beginner)



SEGMENTED AUDIENCE JOURNEY (Intermediate)



- **Introduction, Engagement:** Targeted ads, landing page
- **Cultivation, Conversion:** Email series, auction, trivia, donation
- **Stewardship, Ambassador:** Post-event communications, photo booth, automated email series



DECISION TREE JOURNEY (Advanced)

- **Prospect:** Ads, website, popups, events
- **Donor:** Incentive, video, postcard, event, testimonial

ACTION ITEM #2

*Focus on beginning of funnel:
introduction, engagement, cultivation.
Consider segmentation and interventions.*

EMAIL GROWTH - BEGINNER

Ads and Promotional Blitz

- Social media
- Search engines
- Streaming platforms
- Website popups, home page ads
- Print materials
- Events, volunteers, activities, ALL ON BOARD!



EMAIL GROWTH - INTERMEDIATE

Lead Gen: Downloads or Giveaways

- Recipe guide
- Coloring pages
- Tips (pet training, home, hiking)
- Games (crossword, bingo, scavenger hunt)
- Lists (movies, books, activities)



DOWNLOAD EXAMPLES

The Great **Fall Feast**
A CULTURAL CULINARY JOURNEY

Recipe Guide

Exploring dishes from the finest chefs near and far.

Mole Verde with Pork and Beans
Soups
Serves 6-8
From Pati's Mexican Table, Season 6, "The Art of Mole"

PORK AND BEANS
No beans
1. Heat oil, sauté onion, garlic, and jalapeños
2. Add pork, brown
3. Add beans
4. Simmer 1 hour

MOLE VERDE
1. Sauté onion, garlic, and jalapeños
2. Add toadstool mushrooms, tomatoes, and onion
3. Add toadstool mushrooms, tomatoes, and onion
4. Add toadstool mushrooms, tomatoes, and onion

1. Place the roasted tomatillos and chiles along with the garlic, onion, salt and pepper in the jar of a blender. Blend and discard the solids from the whole cloves, and add the top or "fleur" (they have already been crumbled) into the jar as well. Add 1 cup of the reserved pork broth and puree until completely smooth.
& Heat the oil in a large casserole over medium-high

43 IDEAS FOR QUARANTINE

Cabin fever is real! When binge-watching programs and scanning social media get you down, take a break from the blue screen and try something new. These 43 ideas are bound to help boost your creativity and spirit. Share with a friend and enjoy the journey!

MONDAY

- Take a 10 min walk
- Organize the closet
- Draw a rainbow
- Take a bath w/candles
- Send a letter to a friend or relative

TUESDAY

- Cook a new recipe
- Write a poem or haiku
- Make sock puppets
- Try paper mache
- Write about a favorite memory or treasure
- Gaze at the moon

WEDNESDAY

- Stretch!
- Try a new podcast
- Call Mom or Grandma
- Listen to the birds
- Learn a new dance
- Organize a virtual happy hour

THURSDAY

- Vacuum and dust
- Read a new book
- Try Tai Chi
- Create a photo book
- Write with your opposite hand
- Learn a magic trick

FRIDAY

- Meditate in the sun
- Paint a picture
- Handwash the dishes
- Sing Do-Re-Mi
- Try origami w/a dollar
- Play a card game
- Outline your perfect day, dawn to dusk

SATURDAY

- Do five jumping jacks
- Make a donation
- Create a pet rock
- Practice the alphabet backwards
- Watch the clouds
- Listen to an old radio broadcast

SUNDAY

- Drink water
- Do a crossword
- Explore new music
- Frame a fav picture
- Take 10 deep breaths
- Blow bubbles
- Learn about species of butterflies

Resources for Nonprofit Professionals
www.charityjen.com

National Park Foundation 4/10/24
To: Jen Newmeyer >
Reply To: National Park Foundation >

Free Family Fun Inside: 🎧 🐼 🍷

National Park Foundation

NATIONAL PARK WEEK

DOWNLOAD YOUR **FREE FAMILY ACTIVITY PACK**

GET YOURS NOW!

Hi Jen!

GIVEAWAY EXAMPLES

Enter for a Chance to Win a

Crate O' Country

from UNC-TV to celebrate

COUNTRY MUSIC

A FILM BY KEN BURNS

WHYY
PBS

Play trivia and you could win!

Enter now for a chance to win the Fall Feast Essentials Box

Enter for a chance to win the

Crown Jewel Box

from

UNC-TV

Public Media North Carolina

Enter to win a

Lunar Loot Capsule

from

UNC-TV

Public Media North Carolina

Enter to win the

PRIZE AND PREJUDICE

Essentials Box

PBS WHY


EMAIL GROWTH - ADVANCED

Event: Virtual, Livestream, In-Person

- Behind-the-scenes tour
- Panel discussion or town hall
- Demonstration with local partner: financial literacy (wills and estates), interior design
- Trivia night, pet costume contest, painting party, cooking class, neighborhood cleanup day, concert, yoga class, tree planting



EXAMPLES



why • Following

why Join our 'The Great Fall Feast' newsletter for more recipes!

The link to sign up is in our bio & story 😊 #why #TheGreatFallFeast #passport #pbs #philadelphia #losgallos

31w

hilbux1 Looks AMAZING!

30w 1 like Reply

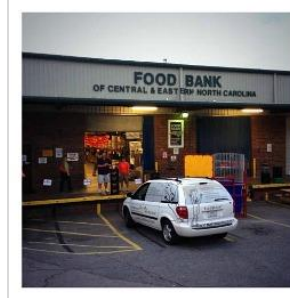
hey_misterh Los Gallos is the BEST Mexican restaurant in the city!

30w 2 likes Reply

885 views

0:52 / 9:56

LIVESTREAM



LIVESTREAM



LIVE VIRTUAL TOUR OF JANE AUSTEN'S HOUSE

WHYY
PBS

PARTNERSHIP



IN PERSON

ACTION ITEM #3

*Launch email growth efforts to support year-end:
ad blitz, download or giveaway,
virtual or in-person events*



BONUS TOOLS

- **Match Challenge & Goal:** Incentive, urgency
- **Sustainer Focus:** Monthly gifts
- **Custom Gifts Amounts:** Dynamic ask strings
- **Testimonials:** Fundraising and stewardship
- **Integration:** Mail, email, events, ads
- **Stewardship:** Continued touchpoints
- **Ambassadors:** Amplify messages

ACTION ITEM #4

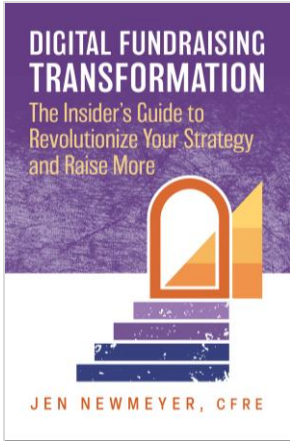
Incorporate as many bonus elements in planning and post-campaign activities as possible.

ACTION ITEM REVIEW

1. Improve elements of your **email and donation form journeys**.
2. Focus on the **funnel beginning**: introduction, engagement, cultivation. Consider segmentation and interventions.
3. Launch **email growth efforts** to support year-end: ad blitz, download or giveaway, virtual or in person events
4. Incorporate as many **bonus elements** in planning and post-campaign activities as possible.



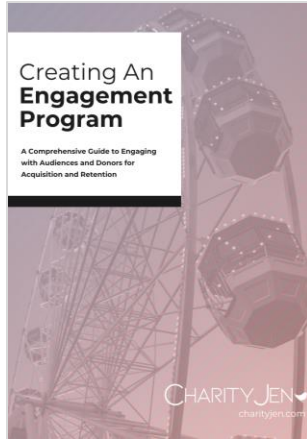
GOODY BAG: FREEBIES FOR YOU!



Chapter 1: Digital Fundraising Transformation

- Fixing the broken pyramid
- Fundraising models and the role of digital

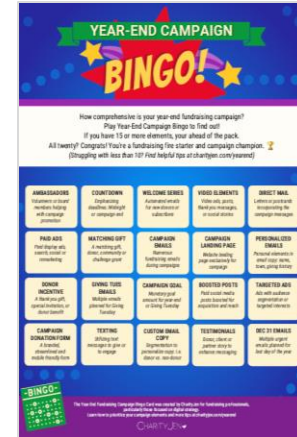
charityjen.com/freechapter



Engagement Program Planning Guide

- Roadmap for a robust plan
- Templates, metrics, and 25+ fresh ideas

charityjen.com/engagement

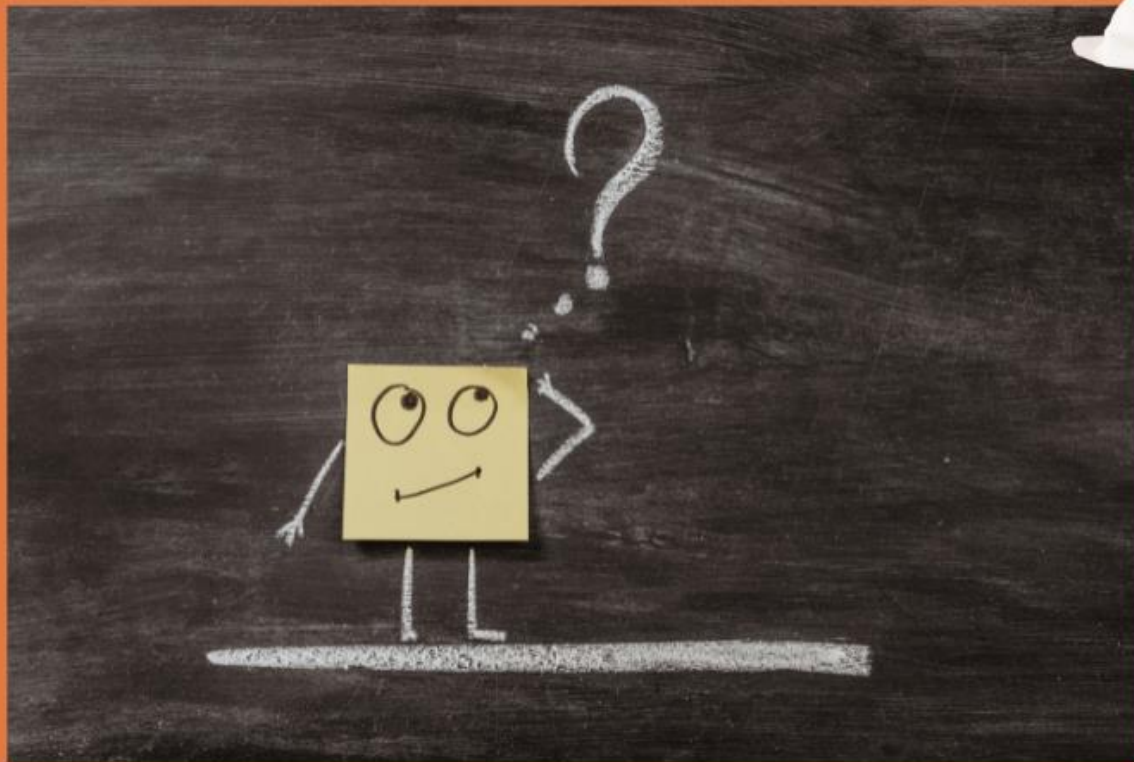


Year-End Campaign Planning Bingo

- 20 tips to improve planning
- Essential elements, boosters, & accelerators

charityjen.com/yearend

QUESTIONS?



Your Free Goody Bag



**Chapter 1: Digital
Fundraising Transformation**
charityjen.com/freechapter



**Engagement Program
Planning Guide**
charityjen.com/engagement



**Year End Campaign
Planning Bingo**
charityjen.com/yearend



Presented by:

Jen Newmeyer, CFRE

*Sr. Director, Digital Fundraising Strategy, PBS
Owner/Founder, CharityJen Consulting*

- Author: "*Digital Fundraising Transformation: The Insider's Guide to Revolutionize Your Strategy and Raise More.*"
- Podcast host: "*From the Nest with CharityJen.*"
- AFP DC Chapter Board Member and VP of Education

Questions? jen@charityjen.com

Connect on LinkedIn, BlueSky, Mastodon,
Threads, Instagram, X

Enews: charityjen.com/signup

Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

The graphic is a rectangular banner with a teal background. At the top left is the 'onecause' logo. To its right, the word 'WEBINAR' is written in white capital letters inside a light blue rounded rectangle. On the right side, there is a small logo for 'CFRE' with 'CFRE' in white and 'CFRE' in blue below it. The main title 'The Power of Nonprofit Storytelling:' is in large white font. Below it, the subtitle 'Inspire Bigger Gifts Through Heartfelt Connection' is in a smaller white font. At the bottom, a yellow rounded rectangle contains the date 'WEDNESDAY, OCTOBER 8, 2025' in white. On the right side, there are two circular headshots of women. The top one is Jennifer Downes, with her name and credentials 'Jennifer Downes, CFRE, BAS' and 'Co-Founder From The Heart Fundraising' listed to her right. The bottom one is Hallie Pellet Young, with her name and credentials 'Hallie Pellet Young, CFRE, BAS' and 'Co-Founder From The Heart Fundraising' listed to her right.



CELEBRATING

200

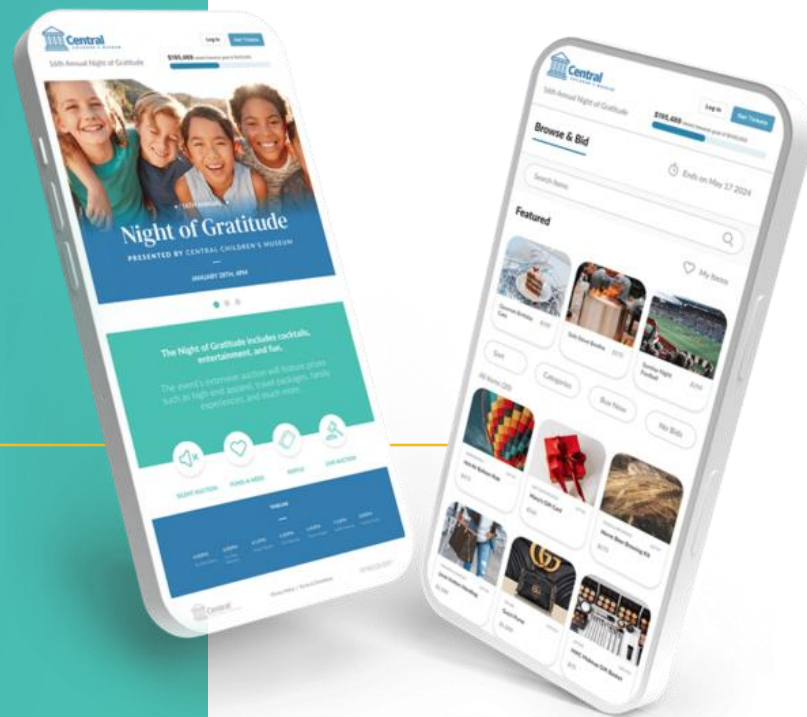
EPIISODES

Raise Nation Radio
The Podcast for Fearless Fundraisers



Thank you!

Fundraising Software
to Raise and Reach More



onecause®

Full participation in *Ctrl + Alt + Engage: Optimizing for Year-End Fundraising Success* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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