

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)!



onecause®

W E B I N A R



# The Art *of* Fundraising:

Adding Color to *Giving Tuesday &  
Year-End Success*



**Bill Crouch**

Founder & CEO

BrightDot Fundraising Advisors

WEDNESDAY, AUGUST 6, 2025

# Let's Get Started!

**What's one superpower you wish you had for this giving season?**



# Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit [OneCause.com/Resources](https://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 Bill Crouch

Bill Crouch, CEO of BrightDot, has spent 40 years helping nonprofits and organizations reimagine fundraising from a transactional process into a catalyst for lasting change through the Art of Fundraising – BrightDot’s guiding principle that blends creativity, storytelling, and human connection with the data-backed science of fundraising.

Bill honed his fundraising expertise as a development director at various colleges in the Southeast before serving as President of Georgetown College for 22 years. Drawing on his extensive experience in nonprofit leadership, higher education, and fundraising, Bill established BrightDot in 2015 to further leverage his expertise in teaching, training, and transforming organizations from the inside out.



**Bill Crouch**

Founder & CEO  
BrightDot Fundraising Advisors

# The Art of Fundraising: Adding **Color** to Giving Tuesday & Year-End Success

---

Bill Crouch, Founder and CEO  
BrightDot Fundraising Advisors





BrightDot



BrightDot



You cannot bring color – and  
thus fundraising success –  
unless you are leading yourself.

# TODAY I FEEL



SAD



DISGUSTED



ANXIOUS



EMBARRASSED



JOYOUS



BORED



ANGRY



FEARFUL



ENVIOUS

# Limbic Brain Science

---

1. Know me
2. Show me contrast
3. Straightforward bullet points
4. Beginning/end
5. Visuals work best
6. Emotions rule



# Turning Science into Art

---

1. Must know person's heart
2. Must be direct in our message
3. Must have regular, purposeful contact
4. Must use visual
5. Must incorporate feelings



TikTok  
@thesavbananas



BrightDot

# Giving Tuesday

---

## Keys to Success



# Start Now

---

Lead yourself (triggers)

Two weekly hours of intentionality

Make AI your buddy

Become a task force master

# Five Task Forces

---

Create **bold, colorful** theme

Leverage **video content**

Find **matches**

Recruit **12 all stars**

**Have fun!**

# Year End

---

1. Identify everyone who has given for 10 consecutive years

Communicate with them, “You are our rock.”

2. Identify your top 100 donors

Dedicate time in your next two board meetings to send them each a handwritten note.

Make it a Mattership message.

Make it a primary focus of your board meetings.



Dear Mr. Smith,  
You have provided a lifeline of care,  
beyond which you will never know, to a child  
who has been "unseen" in her early years.  
You **MATTER** to all of the Suzies, Henrys,  
and Brendas in our care!

In appreciation,  
Jack Smith  
Board Member



For your Top 5% Donors

---

Use parents to make **5 phone calls each**,  
telling your donors how much they **MATTER!**

Specifically mention **one real impact** the donor's gift  
has had on their child.

Voicemail is fine.

YOUR MISSION  
DOESN'T MATTER  
IF YOU DO NOT HAVE  
THE REVENUE TO FUEL  
YOUR SERVICES.

Thank You!

---



BrightDot



# 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.”

onecause® WEBINAR

CFRE  
Certified Financial Review Executive  
Part of the CFRE Institute

## Weathering Financial Shifts:

What Nonprofits *Need to Know*

WEDNESDAY, AUGUST 13, 2025

Melissa Merriam  
OneCause

Rachel Werner  
RBW Strategy

Andras Kosaras  
Arnold & Porter

Barbara O'Reilly  
Windmill Hill Consulting



# Raise<sup>®</sup> 2025

Be Our Guest!

San Antonio, TX | September 8 & 9, 2025

**ENTER PROMO CODE **WEBINAR25** FOR \$200 OFF**

[www.onecause.com/raise](http://www.onecause.com/raise)



CELEBRATING

190

EPISODES

# Raise Nation Radio

The Podcast for Fearless Fundraisers



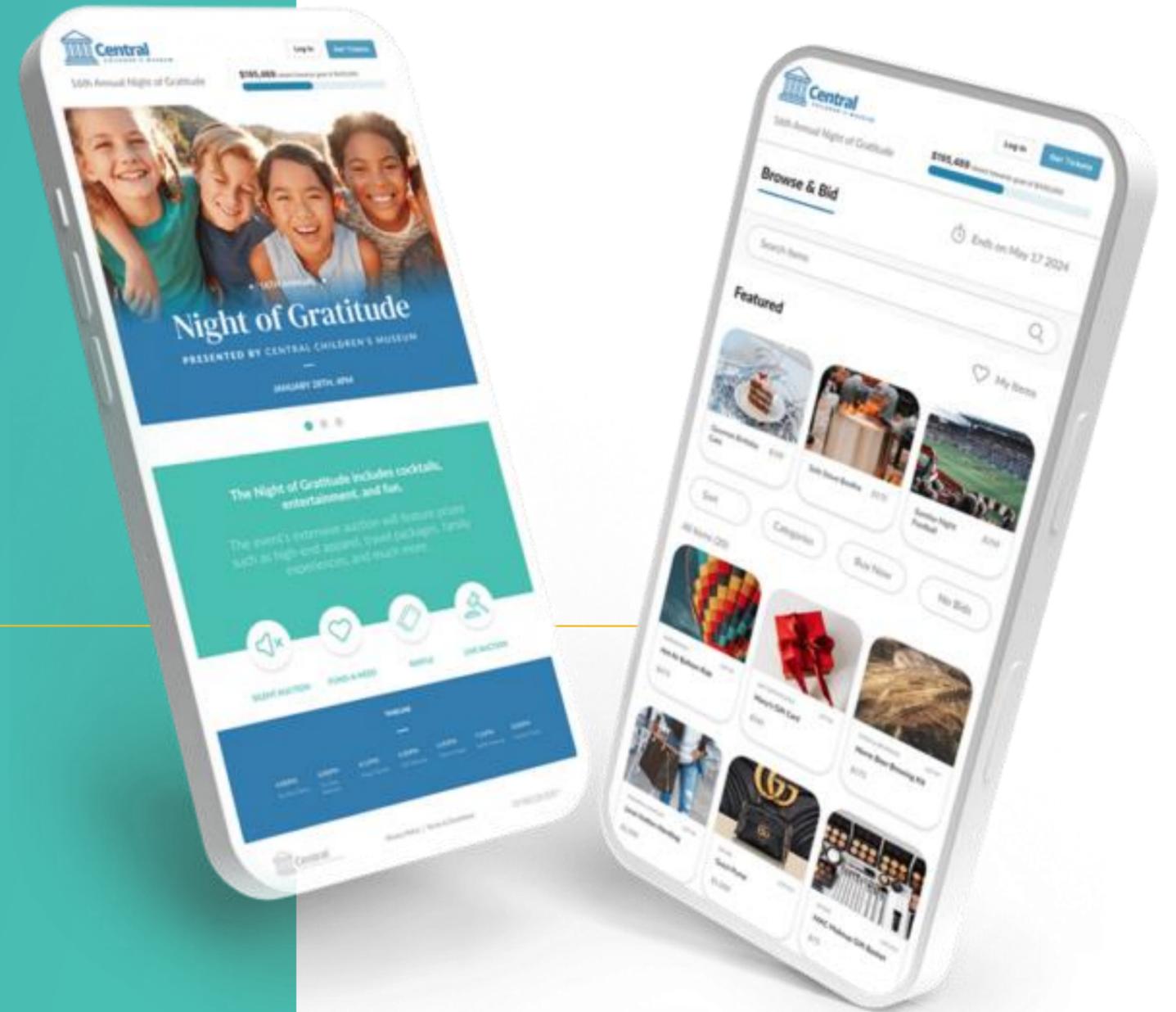
# Thank you!

Fundraising Software  
to Raise and Reach More

onecause®

Full participation in *5 The Art of Fundraising: Adding Color to Giving Tuesday and Year-End 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.



[hello@onecause.com](mailto:hello@onecause.com) | [onecause.com](https://onecause.com)