



wake up your  
**FUNDRAISING**  
design



## DESIGN IS persuasion

The truth is a good designer can **save** your organization and **make** your organization money. Nonprofit organizations don't always see the forest through the trees when it comes to design. The proof is in the success of your fundraising campaigns. If you're not satisfied with your answers to the questions posed in this booklet, call us at 845-266-3852—we can help you **Wake Up Your Fundraising Image!**

# branding

## RECOGNITION INCREASES ENGAGEMENT

Every aspect of your marketing communications should reflect your organization's mission and support other print- and web-based marketing. Your logo sets the tone. Additional components—website, business cards, brochures, newsletters, reports, presentations—should have a distinct design but work together as a family.



## EVALUATE YOUR BRAND

- ◆ Do your marketing materials form a recognizable brand?
- ◆ Do people comment on your business card?
- ◆ Is your brand better than competitor organizations?
- ◆ Do you have a Style Guide outlining acceptable brand usage?

# events

## EARLY SAVE THE DATES IMPROVE ATTENDANCE

Eye-catching design can make a big impact on attendance. Star speakers don't hurt! Recognize sponsors on printed event materials, your website event page, and on the day of with a sponsor board and/or in projection.

bookmark  
take-away



## EVALUATE YOUR GALA / EVENT MATERIALS

- ◆ How profitable are your main events?
- ◆ Do you keep your email and mailing lists up to date?
- ◆ Do you make sponsorship benefits easy to understand?
- ◆ Do you create give-aways?

# appeal

**IT COSTS LESS TO INSPIRE A FORMER DONOR THAN TO ATTRACT A NEW ONE.**

Consider what your donors respond to best. A simple letter can be very effective—particularly if main donor base is seniors. For others, a letter will get lost in the flurry of annual appeals. Show off your year's accomplishments in a way that inspires a deeper sense of connection, understanding and confidence in your organization.



command attention in the mailbox



## EVALUATE YOUR ANNUAL APPEAL

- ◆ Is the writing sincere?
- ◆ Have you evaluated the response from previous years?
- ◆ Did you convey the importance of donations?
- ◆ Have you presented your plans for the coming year?

# report

## IDEAL PLACE FOR INFOGRAPHICS

Develop a theme based on the significant achievements you want to highlight from the previous year. People are more likely to read reports that have minimal text and compelling visuals—photos, callouts, charts, graphs, etc. Recognize the year's donors—everyone looks for their name. Keep connected with donors by sending a a newsletter mid-year.

insert a remittance envelope in center



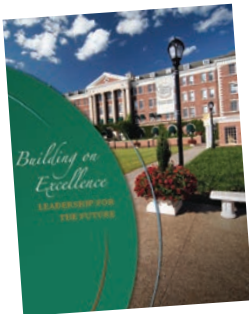
## EVALUATE YOUR ANNUAL REPORT

- ◆ Do you have eye-catching visuals?
- ◆ Is there a central theme based on successes and changes?
- ◆ Are you using the annual report as a fundraising tool?
- ◆ Is text brief and mission-focused?

# capital campaign

**FOCUS ON  
IMPACT NOT  
BUILDING**

Successful capital campaign materials highlight the benefits your organization brings to the community, not the features of the programs offered — the people you serve, the environment you protect, etc. Tell your story with captivating visuals, testimonials from people involved at all levels with your organization explaining why they think you're making a difference.



## EVALUATE YOUR CAPITAL CAMPAIGN

- ◆ Did you include a real success story?
- ◆ Have you made an emotional connection?
- ◆ Are materials focused on how the new building will benefit the community vs the building itself?

# website **IF YOU DON'T ASK, THEY WON'T GIVE.**

Your website is your organization's most essential marketing tool. It is where potential clients will verify your credibility and colleagues will direct referrals. Make sure information is easily accessed and concise; visuals are crisp and eye-catching; a clear Call to Action is displayed; the site appears in organic searches and content can be managed by staff.



## **EVALUATE YOUR WEBSITE**

- ◆ Are you proud to share your website?
- ◆ Have you redesigned your site within the past five years?
- ◆ Are there clear calls-to-action on site pages?
- ◆ Is the site easy to navigate?
- ◆ Have you thanked your sponsors?
- ◆ Do links to third parties like DonorPerfect or Eventbrite open in a new browser tab or window?
- ◆ Do you post new content regularly?
- ◆ Does your site show up in organic searches?
- ◆ Is the site responsive for smart phones and tablets?
- ◆ Do you monitor site traffic activity?



The image shows a digital timeline on a tablet screen, with a smartphone in the foreground displaying a zoomed-in view of the 1897 event. The timeline is titled "CONTACT OUR DEVELOPMENT OFFICE" and features three key events:

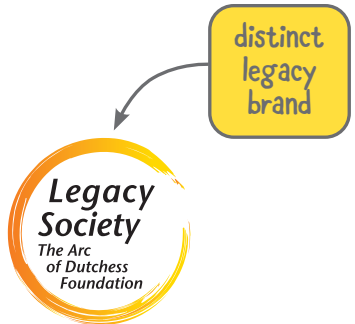
- 1859: FragPledge Guardian Society**
  - Image: A black and white photograph of a large, multi-story building.
  - Text: "Having Beloved 'God', The white man up to... (Source: [illegible])"
- 1895: Carmichael Ltd**
  - Image: A black and white photograph of a large, multi-story building.
  - Text: "In November 1895, the Board of Directors... (Source: [illegible])"
- 1897: Matthew Vassar**
  - Image: A black and white portrait of a man.
  - Text: "The FragPledge Guardian... (Source: [illegible])"

The smartphone screen shows a zoomed-in view of the 1897 event, highlighting the portrait of Matthew Vassar and the text: "The FragPledge Guardian... (Source: [illegible])".

The image shows two devices displaying the AOGPE website. The tablet displays the desktop version, which features a green header with the AOGPE logo and the text 'Academy of Orton-Gillingham Practitioners and Educators UPHOLDING EXCELLENCE IN PROFESSIONAL PRACTICE'. Below the header is a navigation menu with links: Home, Training & Certification, Accreditation, For Parents, Resources, Get Involved, Our Impact, and Conference. A large green banner reads 'Welcome to the new AOGPE Website!'. Below the banner are three images: a teacher and student, a classroom, and a woman smiling. The smartphone displays the mobile version, which has a green header with the AOGPE logo and a hamburger menu. Below the header is a vertical list of services: Training & Certification, Accreditation, and For Parents, each with a corresponding icon.

# logo **MISSION-DRIVEN, BRAND-ALIGNED**

A well-designed logo should be a visual representation of your organization's mission and work ethic. As the core of your brand, the logo should inspire the look for all marketing materials. Increase recognition for organizational foundation or legacy society by developing a complementary logo design.



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## **EVALUATE YOUR LOGO**

- ◆ Is it easily recognizable?
- ◆ Does it reflect your organization's personality?
- ◆ How does it compare with competitive organizations?
- ◆ Do you have versions in color, b&w and white?



## wake up your fundraising image!

At Full Deck Design, we create compelling communications that result in increased engagement. We ask a lot of questions. We dig deep to get to the root of who you are and what you do. Inspired by your answers, we shine light on your unique value. We use the power of clean, uncluttered design to shape a consistent visual personality. We are creative, hard-working and have a history of successful projects to share with you.



**FULL DECK DESIGN**

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Woman-Owned Business

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