

Achieve

Sample Client Work Product

Organization Overview For Major Donor Conversations

- What We Do
- How We Do It
- By the Numbers
- Investment Opportunities

WHAT WE DO

McMillen Center provides vital and effective, preventive health education that promotes physical, emotional and social well-being.

LOCAL: The McMillen Center is recognized as the number one resource for health education in the **Northern Indiana region** - reaching nearly 40,000 youth a year.

NATIONAL: The **Interactive Video Conference Program** serves as an alternative means for educators to utilize McMillen's vital health education programs.



BY THE NUMBERS

1.4 million

PRESCHOOL THROUGH HIGH SCHOOL STUDENTS

have received fact-based health information and education in

76 PROGRAM AREAS
during our **30 YEARS OF EXPERIENCE.**

HOW WE DO IT

The McMillen Center comprehensive **hands on** health education programs meet **academic standards.**
Topics include:

- General Health
- Safety
- Personal Hygiene
- Nutrition/Fitness
- HIV/AIDS
- Drug, Alcohol, and Tobacco Abuse Prevention
- Human Growth and Development
- Breast and Testicular Self Exam
- Bullying Prevention Education - **including Cyber Bullying one of our current hot topics!**

STANDING OUT

1 of less than 30
ORGANIZATIONS NATIONWIDE
that offers these services

EACH YEAR

12,000
students served at
MCMILLEN CENTER

15,000
served through
SCHOOL OUTREACH

8,000
participated in
INTERACTIVE VIDEO CONFERENCE

INVEST

Fundraising Goal
\$500,000

Growth Opportunities

- o Project A Goal \$XXXX
- o Project B Goal \$XXXX
- o Project C Goal \$XXXX

April 8, 2011

Dear (Insert First Name),



At Noble, we help individuals with development disabilities and their families develop skills and experience new opportunities to learn and grow. [April is Autism Awareness Month](#) and we wanted to share the story of one of our Noble participants, Dane Cochran. Dane has Autism Spectrum Disorder (ASD).

- Today, over 1 million Americans live with Autism Spectrum Disorder (ASD)
- Indiana is 4th in the nation for the prevalence of persons with an ASD
- Noble has always served people with autism. Approximately 15% of the adults we serve and 70% of the youth in our summer camps have ASD.

Dane's Story

At seven years old, Dane is high functioning and verbal but struggles with behavioral and anxiety issues. Since his diagnosis three years ago, Dane's mother Amity, was consistently searching for different experiences for him to enjoy that help accentuate his strengths and assist him with his disabilities. She turned to Noble to enroll Dane in two camps – Social Skills Autism Camp and Art Camp:

"Both camps were amazing experiences for both him and me. The camps had great staff to camper ratios and the communication between staff and parents was excellent. Any questions, concerns, comments, successes were shared before and after each camp day. As a very involved parent, that information and time was very much appreciated. The autism coordinator of the camp was phenomenal. The time, effort and consideration for her campers were evident from her warm welcome the first morning to the daily room set-up. Everything was very structured and visual, which greatly reduced my son's anxiety."

- Amity Cochran

From camps to support groups, Noble has experienced staff delivering the most effective and individualized services necessary to enhance each individual's social and behavioral skills.

In recognition of [Autism Awareness Month](#), I am asking you to help support Noble's efforts to provide services for individuals with Autism like Dane. With your financial contribution, Noble can provide the necessary tools, service, and expert staff necessary to help individuals with ASD.

Thank you for your support and consideration.

Sincerely,

Clint Bolser
President and CEO
Noble of Indiana

Visit www.nobleofindiana.org to see Noble's new website, sign up for our newsletter and learn more about Noble's services for people with developmental disabilities like Autism Spectrum Disorder.



"I have enrolled Dane in many social situations geared toward children with ASD, but none have impressed me as much as Noble of Indiana's approach. As a parent, I am so appreciative of their efforts and eagerly await more!"

- Dane's mother Amity

Support Noble During Autism Awareness Month

How Your Gift Can Impact Individuals with Autism

\$90 provides one hour of physical therapy for a child

\$400 helps purchase items like therapy balls, sound machines and head phones for our Autism Services

\$1,000 helps five children attend Noble's Social Skills Autism Camps

\$2,500 helps a toddler with autism receive early intervention therapy for 10 months

\$5,000 helps one adult with autism find a job and work in the community for one year

Mail Solicitation

ONE FILM CAN...

THE CAMPAIGN FOR



TRULY
MOVING
PICTURES™



Staring at a blank movie screen isn't much fun.

That's why everything we do at Heartland that supports filmmakers to craft creative, inspiring films tops the list. Listen to our president & CEO, Jeff Sparks discuss how our supporters impacted a filmmaker.



Donate now and your gift will help Heartland:

- Recognize and promote [Truly Moving Picture Award-winning films](#) that encourage positive change in people's lives through the transformative power of film.
- Introduce audiences to independent films that artistically explore the human journey and honor the filmmakers who create them through the [Heartland Film Festival](#).
- Prepare the next generation of filmmakers through the [Heartland Institute](#).

Give Now →

Email Solicitation Campaigns

THINK READ TALK LEARN WHAT'S NEW.



WELCOME!

Thanks for joining us



Thanks for signing up to learn more about Indiana Humanities. Indiana Humanities connects people, opens minds and enriches lives.

How do we do this?

In short, Indiana Humanities encourages Hoosiers to think, read and talk by creating its own programs; by providing grants for humanities programs throughout the state; and by providing a space—physically and digitally—for people to connect and converse.

Programs include:

- Food for Thought
- Community Conversations
- Novel Conversations
- Teacher Center
- Grants

(Got more questions? We have answers!)

Upcoming Events

Indiana Humanities hosts events all over the state. View our full calendar to see what events are happening near you.

[\(View Calendar\)](#)

Meet the Staff

The Indiana Humanities is full of enthusiasm and creative ideas to showcase the humanities in Indiana. Learn about our 5 staff members and feel free to interact with us at any time.

[\(Read Our Bios\)](#)

[INDIANAHUMANITIES.ORG](#)

[FACEBOOK](#)

[TWITTER](#)

[FORWARD TO A FRIEND](#)

[READ OUR BLOG](#)

Email Welcome Series

Communication Sent to Event Attendees, New Donors and Email Subscribers

THE CALLING OF THE HUMANITIES IS TO MAKE US TRULY **HUMAN**, IN THE BEST SENSE OF THE WORD.

-J. Irwin Miller-

- Wall
- Info
- Photos
- Grow With Us!**

About
A testing ground for my Facebook Apps

3
people like this

- Create a Page
- Add to My Page's Favorites
- Subscribe via SMS
- Subscribe via RSS
- Unlike
- Report Page
- Share

keep
Indianapolis
beautiful INC.

Get Involved!

There are many ways to get involved in your neighborhood. You can learn about our programs, check out our upcoming events, and even sign up to volunteer!

Help us sustain our programs and continue to enhance Indianapolis. The tree to the right illustrates where your donation goes. **If you would like to donate, please click [here](#).**

Name *

First Last

Email *

Submit

\$100

\$50

\$30

Customized Facebook Landing Pages To Encourage Users to Get Involved and Donate

Social Media Communication Strategy and Messaging for Facebook and Twitter

ONE FILM CAN...



EOY SOCIAL MEDIA CAMPAIGN

FACEBOOK MESSAGES

*Alternate between EOY, HOLIDAY and REMINDERS. Send THANK YOU to each new follower.

- | | |
|--------------------------|---|
| EOY | <ul style="list-style-type: none"> Heartland had a great 2010, but you could help us have an exceptional 2011 by inviting your friends and family to follow us on Facebook and Twitter (@Heartlandtmp). For every new fan, \$5 will be donated to help us improve our programming next year. |
| HOLIDAY | <ul style="list-style-type: none"> Looking for a new Holiday favorite? Check out Nativity! on DVD. Read why our Truly Moving Awards Director loved it. (http://www.trulymovingpictures.org/blog-post/nativity-makes-my-list-of-festival-favorites/) |
| REMINDER | <ul style="list-style-type: none"> Almost Dec 17, help us get 50 more followers in the next 2 days we will get \$250 more dollars. Or donate online and your gift will be matched up to \$100. (Link to donation page) |
| THANK YOU DIRECT MESSAGE | <ul style="list-style-type: none"> Thank you for following Heartland Truly Moving Pictures. Consider making a donation help us continue thriving in 2011! All donations will be matched through Dec. 17. (Link to Donation Page) |

TWITTER MESSAGES

*Alternate between EOY, HOLIDAY and REMINDERS. Send THANK YOU DM to each new follower.

- | | |
|--------------|---|
| EOY | <ul style="list-style-type: none"> For every new follower \$5 will be donated to help @Heartlandtmp improve our programming next year. Please RT! |
| EOY | <ul style="list-style-type: none"> 2010 Film Festival audience up %, _ new F.I.L.M curriculum guides, and _ new Truly Moving Picture Awards. (Link to donation page) |
| HOLIDAY | <ul style="list-style-type: none"> We love all the good cheer spread this time of year! What are your favorite holiday films? |
| HOLIDAY | <ul style="list-style-type: none"> Check out our 4 favorite new and classic Holiday movies. (Holiday movie blog link) |
| REMINDER | <ul style="list-style-type: none"> Last day to make your holiday gift double. Donate now and your gift will be matched up to \$100! (Link to donation page) |
| THANK YOU DM | <ul style="list-style-type: none"> Thank you for following @heartlandtmp. Consider donating to help us continue thriving in 2011! (Link to donation page) |

TWITTER / FACEBOOK VOLUNTEER MESSAGES

- | | |
|---------|--|
| TWITTER | <ul style="list-style-type: none"> @heartlandtmp keeps me updated on outstanding, inspiring movies. Follow them and they get \$5 to keep doing great things! |
| FB | <ul style="list-style-type: none"> Heartland Truly Moving Pictures keeps me updated on outstanding, inspiring movies. Like them and they get \$5 to keep doing great things! (link to fan page) |

Corporate and Foundation Presentations



Corporate Opportunities

An overview of Noble, our programs and corporate investment and partnership opportunities.

TAKING ACTION THROUGH CAUSE MARKETING

Cause-marketing partners play a vital role in helping raise awareness of childhood obesity issues and motivating individuals to take action.



SHARE YOUR BREAKFAST

- Kellogg's Share Your Breakfast initiative encourages the general public to share a photo or description of their breakfast via text, Twitter, Facebook or the Web.
- Each time a breakfast is shared, Kellogg's will make a donation for Action for Healthy Kids to provide a school breakfast. Our goal is to share 1 million breakfasts with kids who otherwise would go without.
- The launch event at New York's Grand Central Station gained national media attention to jumpstart breakfast sharing.



RUN ACROSS AMERICA

- LIVE! With Regis and Kelly is following Dean Karnazes, ultra marathoner, as he runs across the country and highlights the importance of physical activity to schools.
- Participants throughout the country can register to run 5K with Dean by donating to Action For Healthy Kids.



RE-CHARGE! ENERGIZING AFTER-SCHOOL

- The ReCharge program sponsored by the NFL, works with youth ages 9 to 13 on healthy eating, physical activity, teamwork and goal-setting. More than 2,850 NFL ReCharge kits have been distributed in schools reaching 248,000 children over three years.
- On Thanksgiving weekend 12 to 15 NFL teams will promote ReCharge and other wellness programs to fans.

ADDITIONAL PARTNERS



NATIONAL DAIRY COUNCIL



Northwestern
Mutual
Foundation

RESULT A comprehensive two-year campaign will propel ACTION FOR HEALTHY KIDS to reach:

4,500
school districts

25,000
schools

10 Million
children

Cause-Marketing Partnerships to Increase Corporate Involvement

Cause-Marketing Corporate Presentation

PARTNERSHIP PURPOSE



Promising Futures

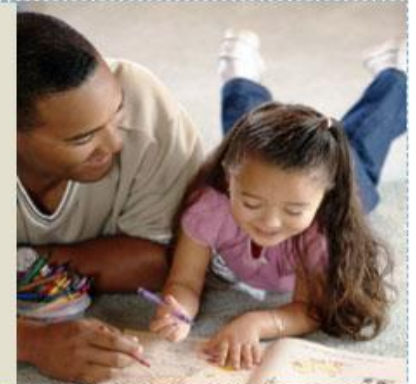
SUPPORTING YOUTH AND FAMILIES

A cause-marketing partnership will help build awareness of **Riverview Hospital** and **Promising Futures**.

Through a unified approach, we will reach new audiences and deepen our roles in the community while developing healthy families. **Ultimately, the cause-marketing partnership will help our organizations further emerge as leaders in the local community.**

WHY RIVERVIEW HOSPITAL AND PROMISING FUTURES?

- Positive and successful past relationship
- Complimentary programs and values
- Dedicated to serving the Hamilton County area



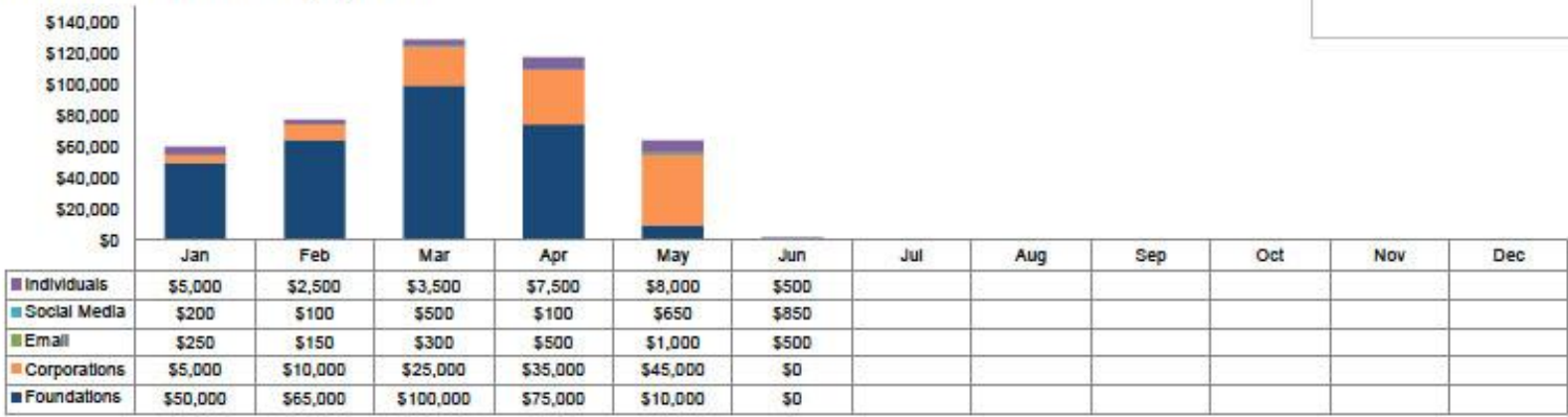
Customizable Fundraising and Campaign Accountability Dashboards

Organization Name | Fundraising Performance Dashboard

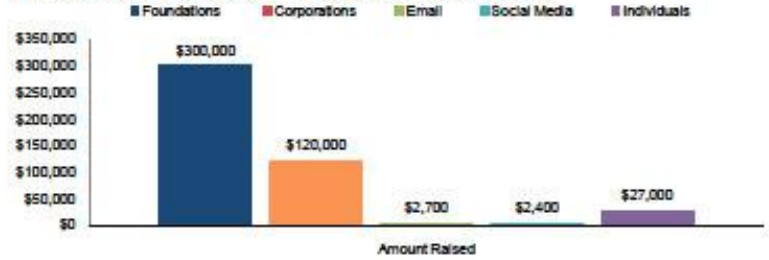
As of 12/31/2010



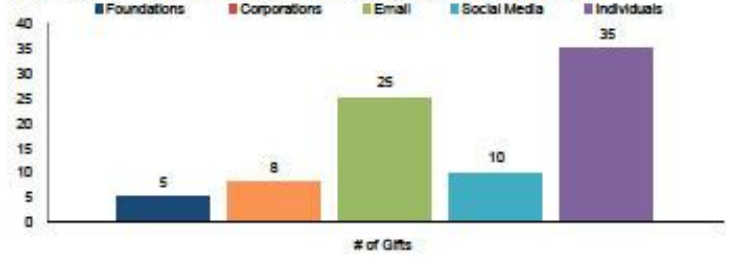
Total Contributions Received | By Month



Total Amount Raised YTD | By Giving Category



Number of Contributions YTD | By Giving Category



Average Contributions YTD | By Giving Category

