A photograph of Tom Ahern, a man with short grey hair, wearing a brown jacket over a light blue shirt. He is holding a small, light brown and white dog, possibly a beagle, and looking down at it with a gentle expression. The background is a plain, light grey color.

“Tom Ahern ... is one of the country’s most sought-after creators of fund-raising messages.”

The New York Times

The 100% Fallacy

A brand-new, custom webinar to benefit AFP International

Tom Ahern, your **volunteer** fundraisingologist

Hi Tom. I am excited to read your blog but first I really owe a **HUGE, HUGE, HUGE** thank you!

ARRIVED FEB. 2020

You were speaking on a webinar that I attended with (Network for Good?) and I was so impressed. You articulated so beautifully how I felt about serving donors and their vision for our community. I bought your book *Making Money with Donor Newsletters* and kinda inhaled it! My new organization was a little reluctant to move into this area from letters, so my design buddy and I began to simply create one to show how great it could be, and our printer was onsite. I really do work with great guys.

The community response was outstanding – calls, notes, emails! People talking about it at gatherings and passing along their copies. Folks asking for their own copies – and you know that I printed extras! Perhaps one of the most meaningful comments was someone who called in to our hospice to say “my mom absolutely did not want to bring my dad to Hospice. Then she received your newsletter, read it and directed us to call Hospice the next day”

Oh yes, Tom – plus our revenue more than doubled! Plus our volunteers and staff have been using the newsletter out in the community when they do talks, cause they are proud. Frankly, no one ever talked about our direct mail letter nor shared it. This pieces really got so many people talking.

**BASICALLY
BASIC BASICS
FOR BEGINNERS**

“She is not *your* donor. You are one of *her* charities”



Sources: Mark Phillips, Harvey McKinnon, Penelope Burk?

How to Apply
Dr. Adrian
Sargeant's
Essentials of
Donor Loyalty

Tom Ahern

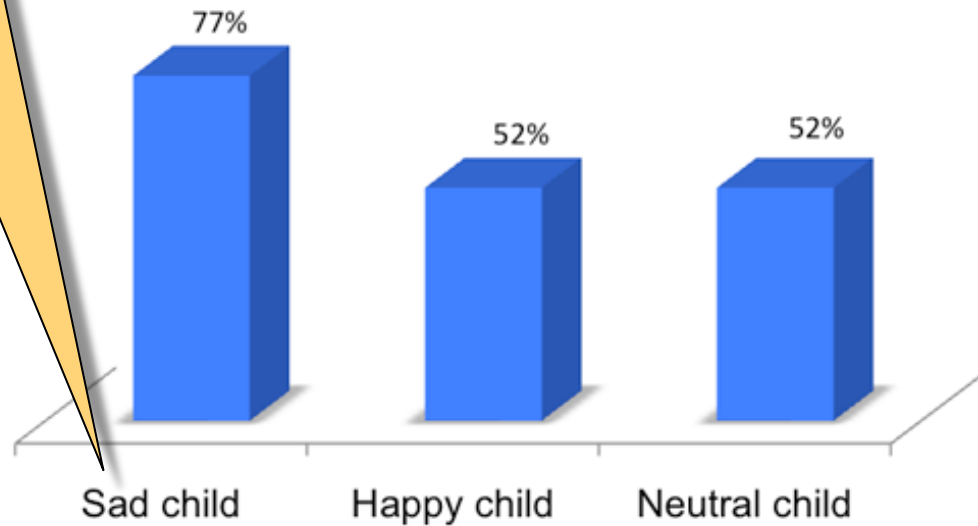
The Inch ~ March 2020



Problem
to solve



Donations by image type



NO
problem
to solve

Source: Jeff Brooks reporting on AMA Journal of Marketing Research, 2011

How to Market Bequests

The delicate (but lucrative) art of asking for that final gift ~ World-sourced from many experts

 Tom Ahern



"Tom Ahern ... is one of the country's most sought-after creators of fundraising messages." - The New York Times

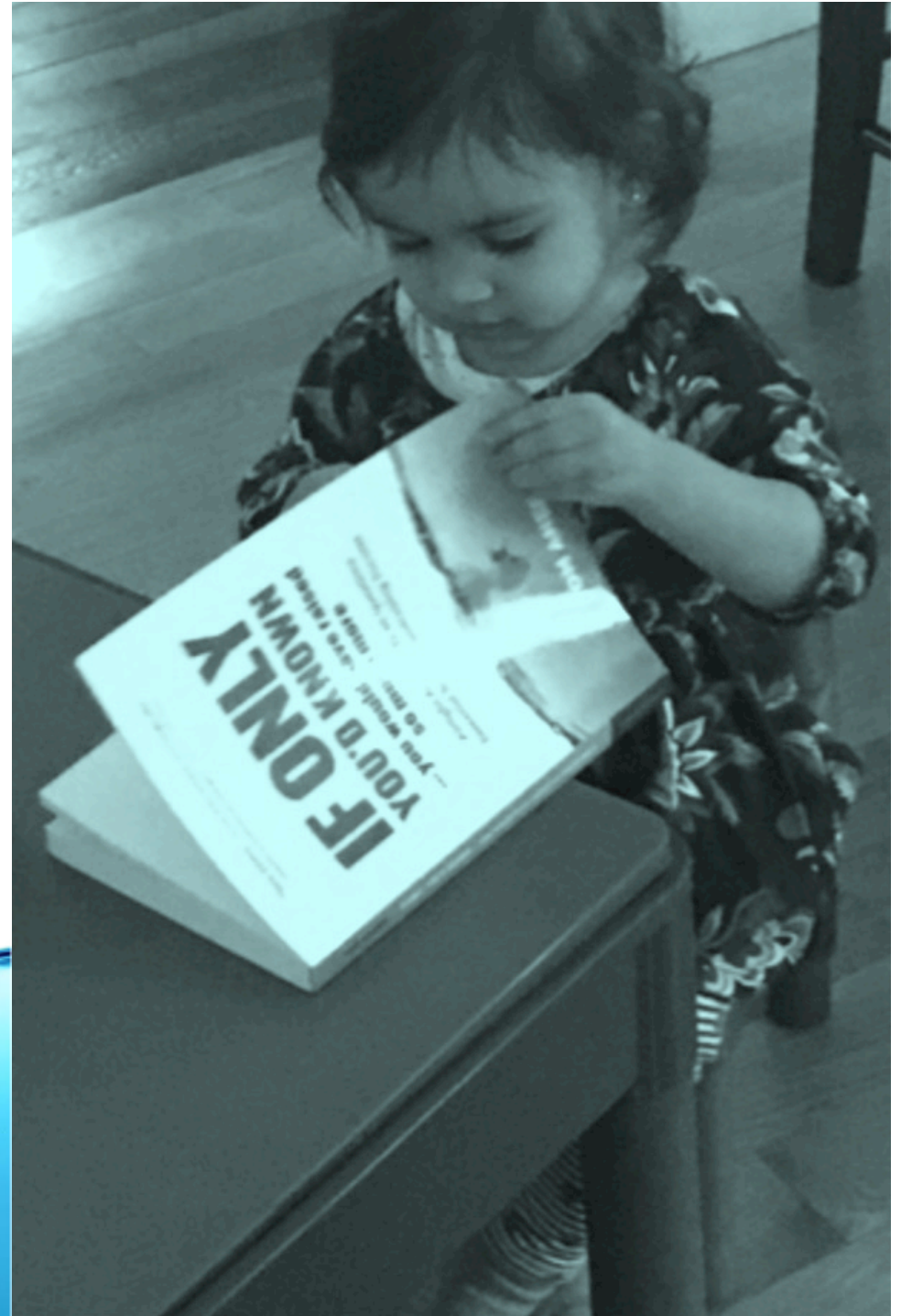
IF ONLY YOU'D KNOWN

... you would have raised
so much more

Airtight Answers To 40 Questions
Essential To Your Fundraising Success



TOM AHERN



A photograph of a middle-aged man with short, graying hair, wearing a brown suit jacket, a light blue shirt, and a grey tie. He is holding a beagle dog in his arms. The man has his eyes closed and a gentle expression, leaning his head against the dog's head. The dog is looking towards the left. The background is a plain, light-colored wall. A semi-transparent white box with text is overlaid on the lower half of the image.

**EVERYTHING I KNOW ABOUT
DONOR COMMS IN 60 MINUTES**

| Tom Ahern

March 12, 2020 ~ AFP – Capital Area Chapter

**SOME BAD
NEWS**

usually

Stats are weak persuaders

Your numbers are not your case.

Your numbers won't save you.

But they can support your case, if used judiciously.

Donor- Centric Comms

The Inch ~ March 2020

@THATTOMAHERN

**This 2020 show is a tribute to 2 gone too soon,
my friends John Meyers & John Haydon**



**IN THE
BIG
TYPE,
PLEASE**

“We have gut reactions
in three seconds or less.”

Dan Hill, *Emotionomics*





**GREATEST APPEAL MESSAGE EVER
WRITTEN**

Source: Bich Tran via Paul Nazareth, Jan. 2020

Meow and forever, Tom, we love you 🐾

Your Vida Joven Children & Beth (bbeall@vidajovendemexico.org)

To: you Details



Dear Tom,

Today and every day, you really are **EVERYTHING** that's right about this world.

You show up. You recycle whenever possible.

You smile at strangers. You vote even when it doesn't seem to matter.

But **you don't stop** there.

You jump into action for a friend in need. You share your food with the hungry.

You feel outrage in the face of cruelty.

You just can't contain your goodness and love, Tom.



And because I don't tell you enough, let me tell you again right now...

you're saving the lives of these suffering, abandoned children.

Thank you for being everything that's right about this world. **On this Valentine's Day and everyday: you inspire me, Tom.**

With love and gratitude for Beautiful You,

Beth

Beth Beall
Vida Joven Exec. Dir.

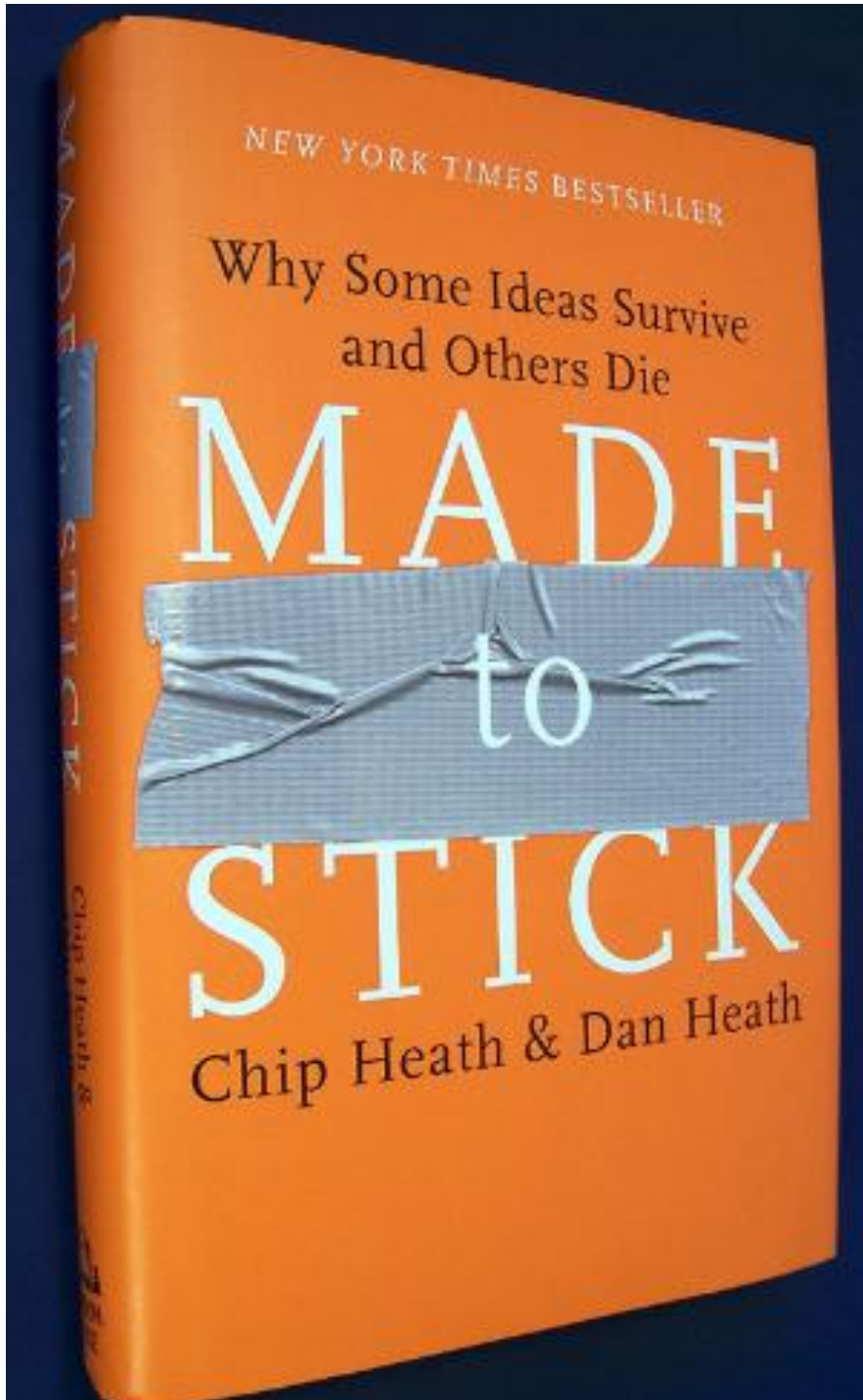


With bunches of love for **Blooming, Beautiful YOU** today and always!

VERY FEW THINGS MATTER

MENTAL NODS MATTER

Dr. Siegfried Vögele



Be the
jargon-
slayer

A photograph of a middle-aged man with short, graying hair, wearing a brown suit jacket, a light blue shirt, and a dark tie. He is holding a beagle dog in his arms. The man has his eyes closed and a content expression, resting his head against the dog. The dog is looking upwards and to the left. The background is a plain, light gray color.

Building a Fabulous Case for Support | Tom Ahern

January 16, 2020 ~ Nonprofit Marketing Guide

Why now?

Rhode Island's house prices
are the fastest rising
in America.

Too bad about the salaries.

THE AFFORDABLE HOUSING CRISIS IN A NUTSHELL...

Double-digit jumps in home value sound good if you already own. But the rapid acceleration of Rhode Island's real estate market has left a lot of would-be owners and renters sitting in the dust.

In a single year – 2004 – the median house price in Rhode Island grew a sizzling 12 percent. But median incomes in the Ocean State only rise about 2 percent a year.¹

The squeeze is on.

It's getting harder every year for average-income Rhode Islanders to afford a first home. It's just as bad for renters, especially those with the lowest paying jobs. And for the elderly and others on fixed incomes, forget about it: unless they live in subsidized housing,

they're shortchanging their food and medical expenditures to keep a roof over their heads.

More than 50% of Rhode Island's jobs do not pay enough to afford the current median rent.² You'd have to work three minimum wage jobs to afford the rent for a decent average apartment here in the Ocean State.³

The vast majority (78%) of Northern Rhode Island business owners now fear that a lack of affordable housing locally will have serious negative consequences on economic growth. (From a 2004 survey of 1,200 business members of the Northern Rhode Island Chamber of Commerce.)

1. Based on data released by RI Housing.

2. Data reported a 2004 planning study, "Affordable Housing for Rhode Island: Goals for Cities, Towns and Regions to Build Their Economy."

Today's median-price home... unaffordable for most Rhode Island households, those earning less than \$71,360 a year.



\$150 million raised

Who will
save them?

You will,

through your campaign investment in NPCA.



Proposed uranium mine will start digging right about here.

Threat stopped by National Parks Conservation Association (NPCA) and its ardent supporters... for now.

SELL THE THREAT

A photograph of Tom Ahern, a man in a brown suit and tie, holding a beagle dog. He is smiling and looking at the dog. The dog is sitting on a chair and looking up at him. The background is a plain, light-colored wall.

in-house

“Tom Ahern ... is one of the country’s most sought-after creators of fund-raising messages.” ~ The New York Times, Nov. 2016

Writing Direct Mail Appeal Letters | Tom Ahern

that work

because they follow simple guidelines

"Will you be my friend?"

Dear [name]

That's *your* very own Mississippi River talking.

Actually, that's the Mississippi *pleading* ... for *your* help.

You see, a river can't fix itself. But you can ... if you choose to become a *Friend of the Mississippi River*.

FMR = Friends of the Mississippi River. We're only missing one thing: **you**.

Will you join FMR?

You'll feel proud of your membership in this special family of nature lovers!

And I ask you: *What could be better* than becoming best friends with that big, legendary, world-renowned, sung about, vital, despoiled-but-fighting-back river running through your own backyard?

The Mississippi River is Minnesota's responsibility.

It originates as a humble stream at a small woodland lake in our state. And it gets its first full taste of what humans can do to abuse a waterway when it hits the Twin Cities, where, for well over a century it served as an industrial sewer, made utterly devoid of life.

With your help, we can heal that abuse.

40%



Offer

**Membership
jumped 20%
with 1 letter...**