



helping nonprofits
attract donors & grow revenue

Do you know that the way you're writing to your donors could be the reason why 7 out of 10 first-time donors never give again?

It's true.

Although the statistic may vary for you, your nonprofit is probably losing donors at a rate you'd like to improve.

And research shows that simple things like sending prompt, warm thank you letters, new donor welcome packages and valuable content in e-Newsletters in between your appeals can make all the difference in the world.

So, if your nonprofit is doing great things to help those you serve but suffering from dull communications and donor drop-out, I can help.

Hi, I'm Jen Viano.

After nearly 20 years of leading, growing and raising millions of dollars for nonprofits, I launched Jen Viano Communications.

With the art of the written word as my deepest passion, I help nonprofits do a better job of attracting and cultivating donors so they become loyal lifetime givers.

What exactly do those donors look like?

They're donors who never feel like they're only called upon to give money.

They're donors who feel they receive far more value and help and service from the nonprofit they support than what they contribute to it.

They're donors who've been so powerfully and positively impacted that they enjoy making regular and increased donations over time.

I work with my clients to build strategic marketing systems and create sparkling donor-centered communications that attract and develop donors just like this.

The key is to change the conversation in your mind from "How much money can we raise with this person?" to "How can my organization be incomparably valuable in the lives of our donors?" When this becomes the foundation of your donor development approach, you'll see remarkable success with attracting and cultivating loyal donors who love your nonprofit.

Looking forward to connecting with you soon,



How You Can Benefit from My Help

WRITING SERVICES

With a broad range of written donor-centered communications, I help you tell the stories your donors care about, provide valuable content, motivate your audiences to give, and cultivate donors to keep their support coming. These online + offline communications include:

Annual Fund Appeals	Grants
Annual Reports	Gratitude Report Packages
Articles/Stories	New Donor Welcome Packages
Board Materials	Planned Giving Communications
Brochures	Press Releases
Direct Mail Newsletters	Programs/Services Materials
Educational Guides/Publications	Social Media Messages
Emails for Advocacy/Other Topics	Special Appeals/Proposals for Major Gifts
E-Newsletters	Sponsorship Proposals
Event Communications	Stewardship Reports for Major Donors
Executive Ghostwriting	Thank You Letters/Emails/Videos
Fundraising Letters/Emails/Videos	Website Content/Copy

By combining compelling fundraising appeals with helpful + heart-tugging communications that follow, your nonprofit will become a valuable part of donors' lives and one they're continually inspired to generously support.

CONSULTING SERVICES

If you need help developing communications and fundraising strategies to support your goals—and assistance with putting the structure, systems and implementation in place—a consulting partnership with me may be a good fit. Some examples of consulting services include:

- Creating and implementing your annual communications plan.
- Launching or enhancing your Annual Fund Campaign.
- Developing a comprehensive, high-impact donor thank you + gratitude communications plan.

In past nonprofit positions and with clients, I've generated results that have helped better serve stakeholders, attract major gifts, begin and build robust individual giving programs, increase sponsorship funding, boost event participant counts, and exponentially grow annual revenue.

Whether you need small enhancements or a major reworking of your communications/fundraising strategies, we can create a customized partnership to help bring you the results you're looking for.

COACHING SERVICES

If you feel stuck, want guidance on specific challenges or would like an accountability partner, a one-on-one coaching partnership with me may be a great fit for you.

Services above are provided on a per-project or retainer basis.

Testimonials

"Jen writes our monthly e-News, daily e-alerts for food safety, content for special publications and emails on everything from advocacy to food safety to board recruitment. A recent email she wrote to help recruit new board members resulted in attracting 3 new quality members to join our Board of Directors so far."

Deirdre Schlunegger, CEO, STOP Foodborne Illness: America's voice for safe food



"Partnering with Jen, the results we've achieved have been very valuable. She helped me personally cultivate, solicit and receive many major gifts ranging from \$7,500 to \$1,000. The new thank you communications she wrote helped turn a first-time donor at \$50 into a repeat donor at \$1,000 one month later. A hard-to-get major gift prospect of mine made a \$1,000+ commitment in response to an email that Jen created. And there's more. But, you get the idea!"

Ziad Kassab, President, D-MAN Foundation: Dedicated to helping disabled people with music therapy



"Jen was an excellent CEO. She was passionate and helped recruit & grow our Board, establish a successful Annual Fund Campaign, re-launch our website, create a new Strategic Plan, publish our first Patient's Guide to Understanding Cutaneous Lymphoma and more. On a personal level, she's honest, loyal and has great integrity. The CLF is in a better place because of her leadership and service."

Dr. Stuart Lessin, President, Cutaneous Lymphoma Foundation: Making sure each person with cutaneous lymphoma gets the best care possible



Let's get to know each other.

If you'd like help attracting and cultivating more lifetime donors + raising more money, so you can do more to help those you serve, please be in touch:

OFFICE 248.957.8918
CELL 248.703.9297
EMAIL Jen@JenViano.com
WEB www.JenViano.com
TWITTER @JenViano

Visit JenViano.com to sign up for The Donor Attraction Letter
and get my **FREE REPORT** >>>

*The Art of Powerfully Thanking Your Donors for
Maximum Donor Love and More Donations*