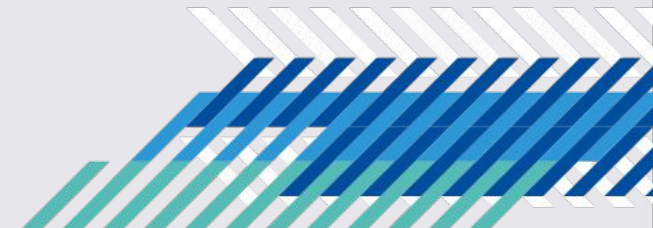




LION Publishers:
**7 campaign ideas to level up
your fundraising**



Idea #1

Write an editorial explaining why your journalism is more essential now than ever



Here's the bottom line: If you want us to play the long game, the most powerful thing you can do is to do the same. In other words, become a sustaining donor with a tax-deductible gift that renews every month. We don't have an endowment or reserve fund sitting around somewhere, or advertising profits we can squirrel away. Support from you is the only reason we can do the work.

If you join us as a sustaining donor, you'll be part of making the next prison project, the next gun violence investigation, the next 47 percent story happen. You'll keep reporters on the beat, fact-checking those in power. If that sounds right, you can start your monthly support here.

<https://www.motherjones.com/media/2016/08/whats-missing-from-journalism/>

Idea #2

Tell readers about your impact this year and explain how their support made it possible.



Dear Keri,

If you're reading this, it's likely you are very familiar with El Timpano's work. You know that our vision is to **transform what local news can be, which communities it serves, and whose voices and stories it reflects.**

I don't need to tell you **we're the only newsroom in Oakland designed with and for Latino and Mayan immigrants**, the city's fastest-growing communities.

Or that our Spanish-language SMS platform for participatory local news—one of the first of its kind when it launched in 2019—has spawned more than a dozen imitators in newsrooms across the country.

You have seen our [Impact Report](#), and know that when the pandemic hit, we didn't close our doors. **We expanded our work, quadrupled our audience, and answered more than 1,500 questions** via text message. We partnered with schools, churches, community clinics, grassroots organizations, food banks, and others **to ensure that those most impacted had a source they could trust and turn to for the latest information and resources to help them navigate the crisis.**

Double my gift today

<https://mailchi.mp/4a0dcbd342f4/time-to-change-the-status-quo-of-news-13407843?e=eb719deba3>

Idea #3

Share specific goals/plans and encourage your readers to chip in to make it happen.

HOUSEKEEPING

November 29, 2021

End-of-Year Ask: Help PubliCola Expand!



As the editor and publisher of PubliCola, I'm reaching out to you, our readers, with a big ask: Help us **expand our coverage in 2022** by making a generous one-time year-end contribution of \$200, \$500, or whatever you can give to help independent local journalism continue to thrive in Seattle.

<https://publicola.com/2021/11/29/end-of-year-ask-help-publicola-expand/>

When you [become an annual member this month](#), you're not only investing in Bridgeline and our quest to become a sustainable local news source. You're also investing in our first contributor, **Andy Tran**, and a project 12 months in the making.

<https://bridgeline.com/newsletter/2019-11-04-portland-is-getting-more-diverse-slowly/>

Idea #4

Pull back the curtains on what it costs to run a news business, and help readers see where their money will go.



THE
EVERGREY

Hey, it's Caitlin from The Evergrey. I've written you several times this month to tell you about all the ways COVID-19 has negatively impacted our business — the lost ad revenue, the canceled events, the Hail Marys that everyone in news is making these days.

But today I want to talk about the **brighter future that membership has made possible** for our scrappy little newsletter.

<https://mailchi.mp/theevergrey/heres-what-happened-1115452?e=de7faaccbd>



THE AMERICAN PROSPECT

IDEAS, POLITICS & POWER

Dear reader,

Have you ever wondered what it costs to publish a story you read on the *Prospect*? While it's free to read, it's not free to produce—and I want to share with you some of the costs involved.

<https://twitter.com/kenvogel/status/1465705630518300676/photo/1>

Idea #5

Leverage your partners,
advertisers, or major
donors to offer perks
that incentivize giving.

SOMETHING FOR YOU!

Give \$10 or more and get something in return for your giving, no matter how much or how little you can afford to donate. We've teamed up with [Kuto](#) app to give you exclusive freebies from these awesome local businesses.

Your [Kuto](#) access code will arrive in your email inbox immediately following your gift, along with your donation receipt. Give early! Incentives are only available while supplies last.

Some nonprofits are also offering incentives. Learn more on each of their pages.

Here's what you'll get as a Give!Guide donor:

- free** treat from Gluten Free Gem Pastry
- free** bowl of soup at Spoons on 13th
- free** class at Flex & Flow
- discount** \$3 off a bag of beans at Mudd Works Roastery
- free** chips & salsa from ¡Por Qué No? Taqueria
- free** Chinook Book app access
- free** \$6 credit to use anywhere that accepts Kuto payments!

<https://giveguide.org/>

L.A. TACO MEMBER PERKS

Use the L.A. Taco app to scan the QR codes at each of our partners' locations and verify your membership perk. Not a member yet? Sign up through the app and become a member today!

Ave 26 Family Night Market:

Different perk with each visit, stop by the info booth to redeem. ~ Instagram ~ Address



Balam: 3 Free tacos dorados when



HomeState: Free Topo Chico when you buy 3 tacos. Story ~ Website ~ Instagram ~ IGTV ~ Los Feliz ~ Highland Park ~ Playa Vista



Story ~ Address



Sara's Market: Build your own 6 pack, get a 7th beer free! ~ Story ~

<https://www.lataco.com/member-perks>

Idea #6

Set a donation goal and update your readers along the way.

The Objective

Donate

\$6,354.58 Raised 43 Donations \$10,000 Goal

Now (through December 31) NewsMatch will double your donation or match your new monthly donation 12 times.

We want to pay our contributors more and we want to publish more stories. But in order to do that, The Objective needs your help.

What is The Objective?

Major American newsrooms have for generations called themselves objective. But coverage at these outlets, at all points in time, has always been subjectively defined by homogenous newsrooms.

Since The Objective first started publishing last year, we've worked to build a space where journalists of color and journalists historically marginalized by the field can cover and critique the industry writ large. To that end: The Objective has published 29 newsletter editions, 18 Q/A's, more than 40 articles and investigations, and [one notable open letter](#).

While we started as a volunteer initiative, because of readers like you, we're now able to pay our writers up to \$400 per story, we have a new website, and we pay for all the required paperwork to ensure we can continue to exist.

But our budget is small. We'd like to be able to commission more writers, we'd like to increase our story budget to a more competitive \$600 per story, and we'd like to ensure we do all of this sustainably.

Choose amount

Monthly donations will be matched x12!
You can log in to edit your recurring donation any time

One-time Monthly

\$ 10 \$ 20 \$ 50

\$ Custom Amount

Which best describes you?
Casual Reader

Write us a comment
 Display your donation & comment on the donor wall

Next →

<https://donorbox.org/newsmatch-2021>

MISSISSIPPI FREE PRESS

TRIPLE Your MFP Donation NOW During #NewsMatch.

Help us grow our newsroom in Mississippi and our systemic reporting while associations, foundations and local supporters match your gift to make a difference for our home state and beyond.

2021 Winner
Startup of the Year
Institute for Nonprofit News Awards

mfp.ms/impact

MISSISSIPPI FREE PRESS News Match

\$9,035 154 supporters \$50,000 goal

Donate

Ellen Fentress made a donation
36 minutes ago

Love Comment Share

\$25 Jan in Connecticut made a \$25 donation
about 23 hours ago

You are a model for us all!

Love Comment Share

\$50 A Mississippi girl living on Martha's Vineyard made a \$50 donation
1 day ago

Thank you for ALL that you do! Powered by Givebuttr

<https://givebuttr.com/mfpnewsmatch2021>

Idea #7

Make it fun and try something new.



Chas Hundley
@ChasHundley




(1/4) I am raffling off naming rights for 12 months for the newsrack in front of our newsroom to support [@SPJOregon](#). Think Moda Center, but way, way smaller. To enter, simply make a donation of \$5 or more at spjoregon.com/donate through Nov. 30. Every \$5 is one entry.






General tips

- **DON'T be nervous about making “too many” asks.** You might *feel* like you're asking people for money incessantly, but your readers aren't going to see all those asks, and even if they do, they're accustomed to having fundraising emails pile up in their inbox this time of year. If they don't want to donate, they'll just ignore it.
 - **DON'T bury your ask at the bottom of an email.** Donation links will get more clicks the higher up they appear, so think about structuring your emails using an inverted pyramid – the essential who/what/where/why comes first, and the supporting facts and details come after that.
- 



General tips

- **DO make it easy.** Make sure you test your donor / membership checkout portal before launching a campaign, and if it's difficult to navigate, consider upgrading to a tool like Pico, Memberful, etc. that specializes in managing memberships and subscriptions with recurring payments.
 - **DO give people options for how to support you.** Even if you're trying to push people toward a recurring monthly contribution, it's worth offering other options for folks who prefer one-time donations or who can't afford to / aren't ready support you financially yet. (Here's [a great example from Block Club Chicago](#).)
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Resources

- [Giving Tuesday direct ask email template](#)
 - [5 Examples of Successful Giving Tuesday campaigns](#)
 - Mark your calendar in 2022:
 - May 3: [World Press Freedom Day](#)
 - First Week of May: [Small Business Week](#)
 - November 26: [Small Business Saturday](#)
 - November 29: [Giving Tuesday](#)
 - Your organization's birthday / anniversary
- 