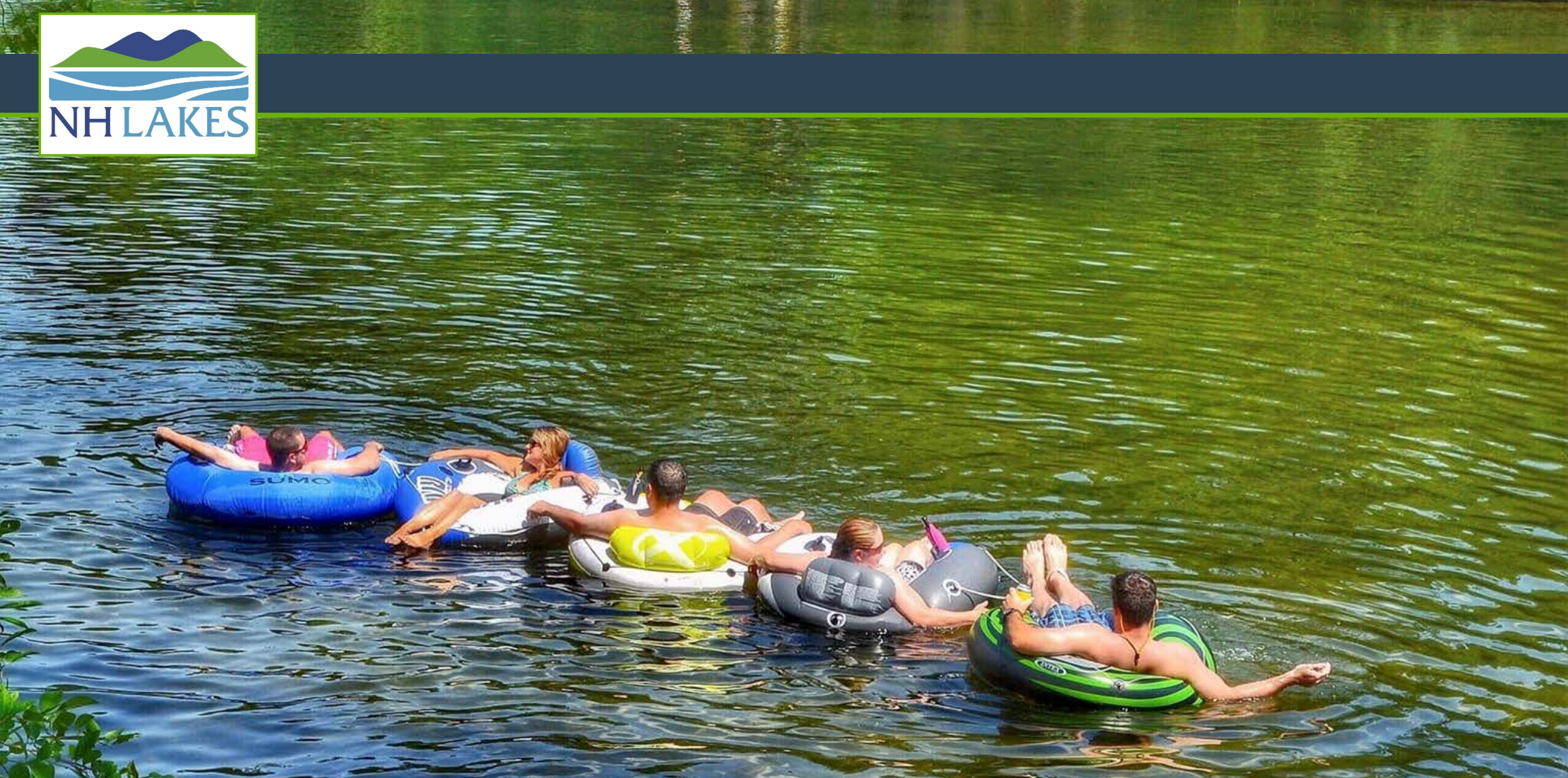




Tips for Engaging and Growing Your Donor Community

2023 Lakes Congress
June 2, 2023

Erin Graichen, Donor Relations Coordinator, NH LAKES



Fundraising is about relationships and connections.

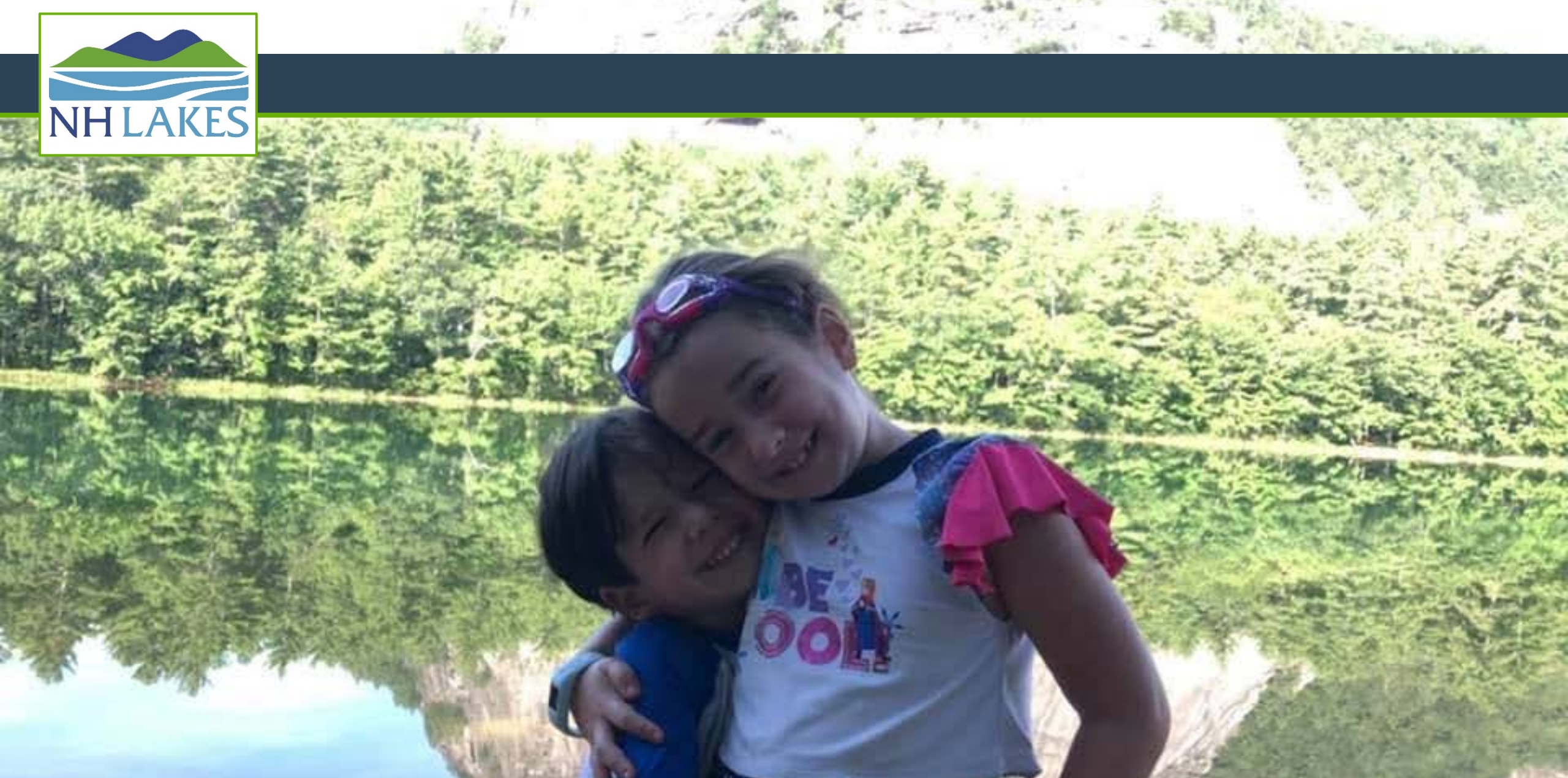


Every engagement—good or bad—is an opportunity.



Reciprocity – capitalizing on the social transaction

- When you provide something of value, you create a social 'debt'.
- People are motivated to remove the uncomfortable feeling of indebtedness that comes with any kind of provided value.
- But, there are time limits! Ask your donor for support while you're on their mind.



Fundraising is the right person, with the right ask, at the right time.



What are you providing that is of value to your donors?

- Resources, links, articles
- Contact information
- Tips, ideas, recommendations
- Updates!

WHAT YOU NEED TO KNOW ABOUT CYANOBACTERIA Stay safe and healthy in New Hampshire's lakes

Cyanobacteria blooms can make people, pets, and wildlife sick. Stay safe by knowing what to look for and how to respond. If something doesn't look right, then it could be a dangerous toxic bloom. **Stay out and report it!**

Here are just some of the ways a toxic bloom could look:



Cyanobacteria blooms can look like these pictured on this card, but can appear in many different shapes, forms, and colors.



17 Chenell Drive, Suite One, Concord NH 03301
603.226.0299 nhlakes.org
Working together for the lakes we all love.





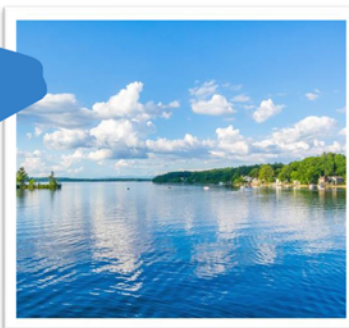
And, the donor cycle is repeatable!



Credit: Tom Ahern



Your gift today can
change the fate of
our lakes!



Yes, Andrea! I will speak for the lakes today with this gift.

Cyanobacteria blooms can make people and pets sick. And, if they keep happening, they can damage our lakes forever.

Your gift today will be DOUBLED until we reach \$30,000. Immediately, your gift will be MATCHED and invested in critical statewide efforts to restore and save our lakes.

There really is not a moment to waste. The deadline is May 30.

Thank YOU for making a gift today and keeping our lakes healthy and accessible for all!

Enclosed is my charitable gift of:

- ☐ \$[Ask1] that DOUBLES to \$[Ask1*2]
- ☐ \$[Ask2] that DOUBLES to \$[Ask2*2]
- ☐ \$[Ask3] that DOUBLES to \$[Ask3*2]
- ☐ \$[Ask4] that DOUBLES to \$[Ask4*2]
- ☐ \$[Ask5] that DOUBLES to \$[Ask5*2]
- ☐ \$_____ to be DOUBLED!



SCAN ME TO
DOUBLE YOUR GIFT!

<<Household Name>>
<<Address Line 1>>
<<Address Line 2>>
<<City>>, <<State>> <<Zip>>

Make your check payable to
NH LAKES and send it with this form to:
17 CHENELL DRIVE, SUITE ONE
CONCORD, NH 03301

603.226.0299
nhlakes.org



Please see reverse side for payment options or give online at healthy.nhlakes.org.

<<Account ID>>-SA23

Our Pledge to You

When you invest in lake health in New Hampshire with your generous donation, NH LAKES pledges to:

- Put your gift to work immediately to restore and preserve lake health in New Hampshire.
- Use your gift with maximum efficiency for the good of our lakes.
- Be open and transparent about our finances.
- Safeguard your information.
- Respect your wishes about how we communicate with you.
- Share with you the impact of your gift.



Andrea LaMoreaux

Andrea LaMoreaux, President

NH LAKES is a 501(c)(3) charitable nonprofit organization (TIN #22-2668396).

Payment Options

1. **Check** Enclosed is my charitable donation for \$_____ (Payable to NH LAKES)

2. **Credit Card** Please charge \$_____ to my credit card.

*Your gift
DOUBLES!*

CARD NUMBER

EXP DATE

SECURITY CODE

AUTHORIZING SIGNATURE

PLEASE EMAIL MY RECEIPT TO THIS EMAIL

SECOND EMAIL. PLEASE ALSO SEND ENEWS TO THIS EMAIL.

☐ Yes! Sign me up to receive e-news from NH LAKES with the email address(es) above.

3. **Online** Donate securely online at healthy.nhlakes.org.



Today, YOU have a choice—and a voice! And today, your voice will be LOUDER than ever because your gift will be DOUBLED if received by May 31.

April 2023

Dear <<Household Salutation>>,

Even though it has been a mild winter here in New Hampshire, I'm still really, really looking forward to summer. That first swim in beautiful clear water surrounded by mountains and spending time at the lake with family and friends. It's the best!

I don't need a crystal ball, though, to predict the toll this warm winter has had on our precious lakes. Some of our southern lakes barely froze over! Warmer water temperatures going into spring means invasive plants and toxic cyanobacteria will have a jumpstart.

Because of this, my staff and I are working to put more boots on the ground this summer than ever before—more people to help you and others do everything they can to restore and preserve the health of our beloved lakes.

This is where you come in.

People just like you have stepped up. They will MATCH, dollar for dollar, what you give today—until we reach \$30,000. So, you hold twice as much power in your hands to help the lakes you love...because, if you give right away, your gift—and the impact of your gift—will DOUBLE.

Doubled in size, your gift goes right to work to:

- Prevent the spread of invasive plants and animals.
- Reduce the amount of polluted water entering our lakes.

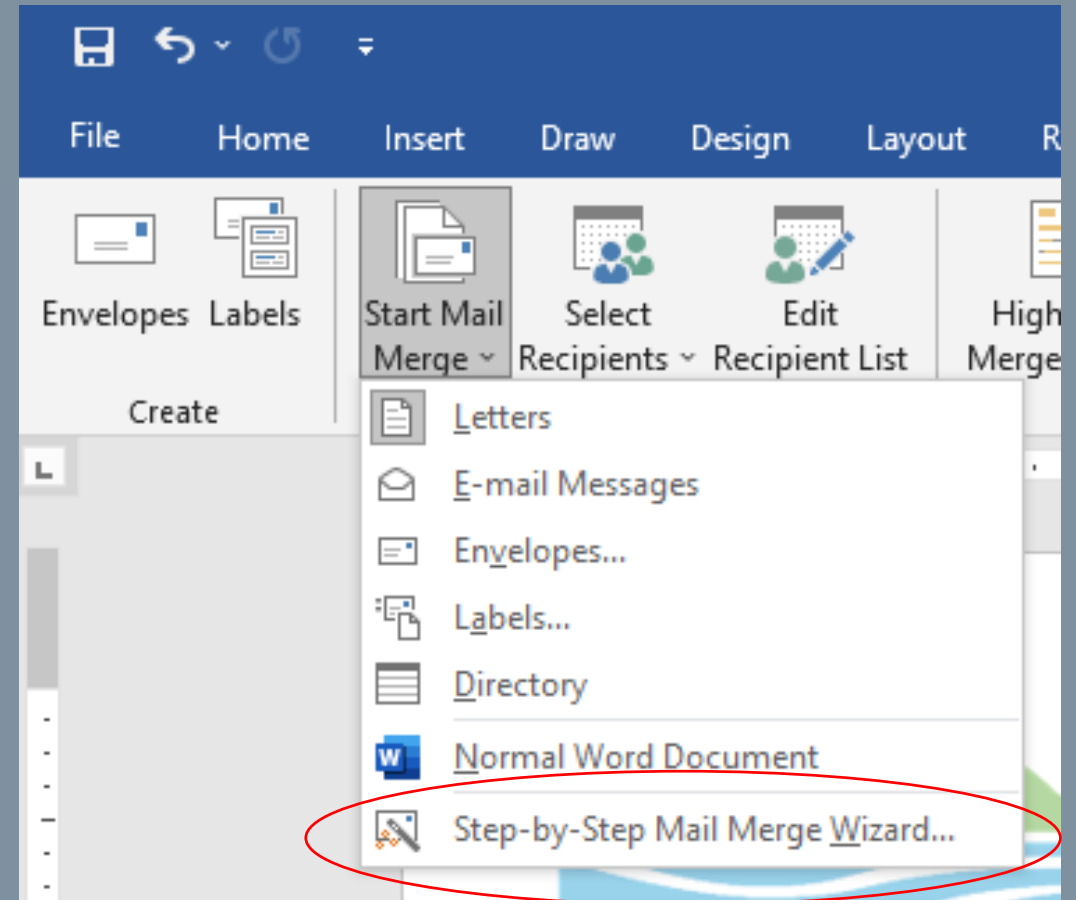
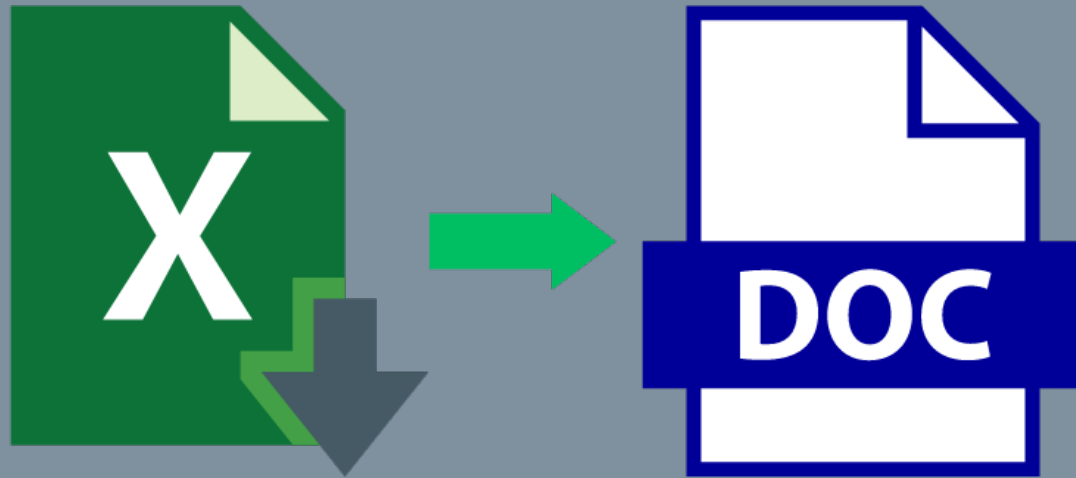


- We run the Volunteer Lake Assessment Program where we collect samples of the water so that the quality of the water in the pond can be monitored by the experts at the Department of Environmental Services. This program provides (1) an early warning mechanism should the quality start to degrade and (2) a baseline should remedial action ever be needed. We have been participating in this program since the 1980s.
- This past summer we joined the efforts spearheaded by the xxxxx Church to renovate the Town Beach. That was a joint effort by the church, the town, Greg xxxxx, Stan xxxxx, and others including the Clough Pond Association. We think the results are fantastic. We plan to work hard to keep it that way in the years to come.

Membership costs are minimal. If you do not want to continue as a member, then please consider a donation to support one of the above initiatives. I can assure you that all donations will be applied as directed. We need your help to ensure that the Clough Pond of tomorrow will be the same great swimming, boating, and fishing spot we enjoy today.

Sincerely,

Tom Edwards





NEWFOUND LAKE REGION ASSOCIATION
10 North Main St., Unit 1 ~ Bristol, NH 03222
www.newfoundlake.org

May 6, 2019

Dear Erin,

Thank you very much for your 2019 Membership donation of \$35.00! Your gift supports our work to protect Newfound's clean water and healthy forests, including:

- Lake Hosts who inspect boats and educate boaters to prevent invasive species
- Newfound Eco-Tours that educate people about protecting Newfound
- Lake and stream monitors who watch our water
- Land conservation and stewardship for permanent protection
- Grey Rocks trails, educational signage, and abundant Nature
- Hands-on programs that instill stewardship and build community.

Your donation helps make all this, and more, possible!

Visit www.newfoundlake.org and follow us at www.facebook.com/Newfoundlake to keep up on our programs and events. Please contact us with your ideas, suggestions or concerns.

We appreciate your thoughtfulness and support.

Sincerely,

Executive Director

Flex Erin - Thanks
for being an NLRA
member!! Very
honored to have your
attention and support!

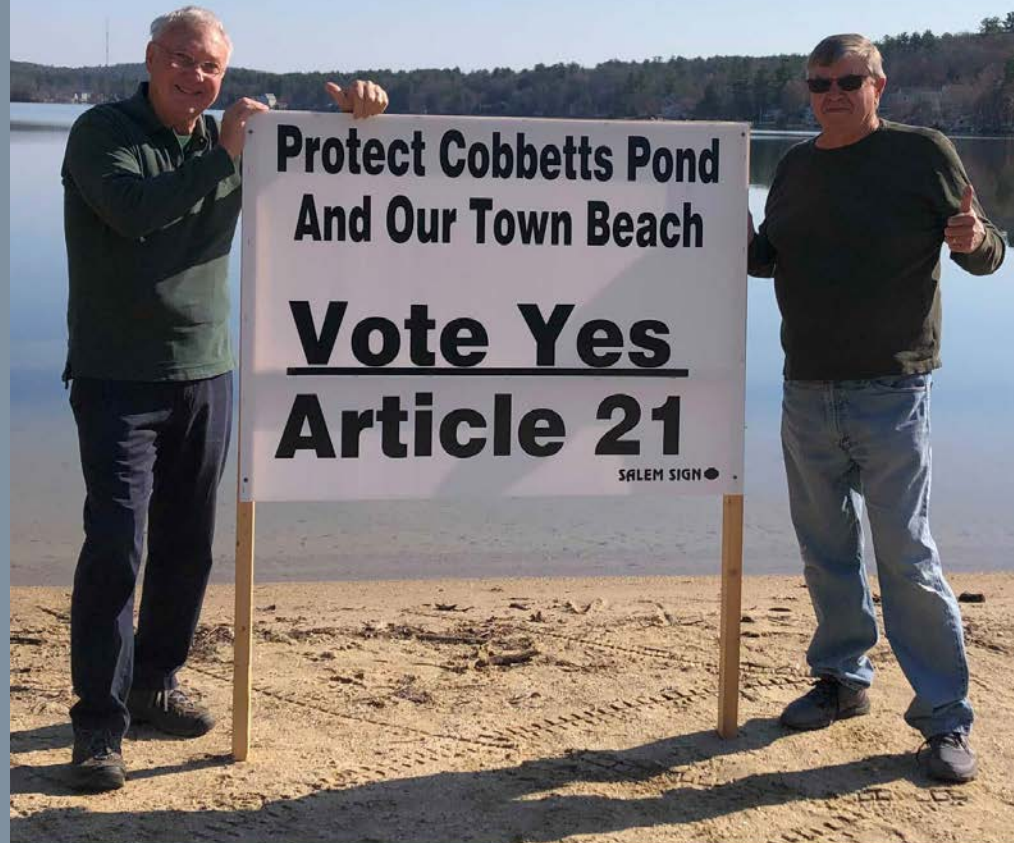
Retain this document for your tax records. The NLRA has not provided you with any goods or services in return for this contribution, which is tax deductible to the extent allowed by law.

Email: info@newfoundlake.org ~ Phone 603-744-8689



LAKESIDE

Spring 2023



**Saving Our Lakes, One Septic System at a Time:
Dave and Charles Lead the Way!**



Your Support Gives Our Lakes a Voice

A New Bill Could Change Our Lakes for the Better

Like you, Representative Rosemarie Rung knows our lakes can't take care of themselves. That's why she introduced House Bill 1066 (HB1066) to the New Hampshire Legislature on January 12. This bill would establish a commission to study the impacts of toxic cyanobacteria blooms in New Hampshire's lakes and recommend solutions to this urgent, and increasing, problem.

Rosemarie found it alarming when a toxic cyanobacteria bloom appeared in her formerly pristine lake. Last summer, Lake Kanasatka experienced a toxic cyanobacteria bloom. Residents around the lake were getting sick, dogs were getting sick, and tragically, she believes, one dog died. "I felt like I had to do something," Rosemarie explained. "I wanted to start the study commission to bring the best minds in the state together to think about this problem strategically."

Rosemarie has owned a seasonal home on Lake Kanasatka for seven years. Her in-laws always wanted a place at the lake but never took that step. So, when their estate settled, she decided to do something Pa and Grammy would have



Representative Rosemarie Rung urges you to reach out to your representatives.

"It's a positive experience to be on the water and it makes me shudder to think that experience could make someone ill. I ran for state office to make a difference

You can give your lake a voice at the State Legislature for this urgent problem. Representative Rung urges you to speak to your representatives in support of HB1066. "As a state legislator, I appreciate calls from my constituents to keep my finger on the pulse of what's important to people living in the state. Legislators can't know everything about every subject." Our lakes are relying on members of the NH LAKES community, like you, to call their representative today. "It is so important!"

The NH LAKES community is becoming an increasingly influential voice for lake health at the State House. And, HB1066 is just one piece of legislation this session NH LAKES is calling for everyone to lean in on. If the rise in toxic cyanobacteria blooms in our fragile lakes concerns you, you can make a difference! Visit the legislature's website (learn how in the box below) and then send an email or letter of support, and/or speak at a public hearing when the time comes. And, make sure you are signed up to receive the NH LAKES Advocacy Alert to know when it's time to act on HB1066 and other bills in support of clean and healthy lakes. Sign up at nhlakes.org/e-news.



Don't know how to make being a boat ramp junkie

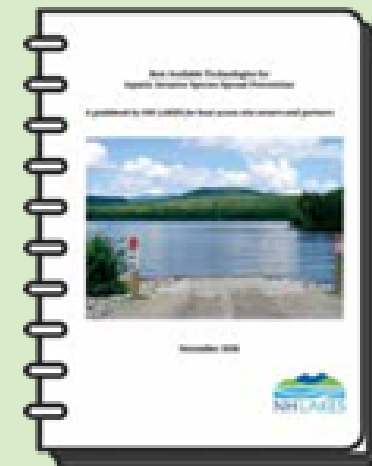
Is Your Local Boat Ramp Prepared to Stop Aquatic Invasive Species?

We all want clean lakes to boat and swim in! Invite the NH LAKES team to do a free evaluation of your local boating access site and provide recommendations on tools and technology that could help boaters prevent the spread of invasive species.

Thanks to your support, NH LAKES is available to work with boat access site owners and local partners to upgrade sites with a variety of invasive species spread prevention approaches, tools, and technologies. We just need to be invited!

Visit our website at nhlakes.org/ais-best-tech to fill out the form to request a FREE site evaluation and download our FREE PDF "Best Available Technologies for AIS Prevention."

Share your knowledge with your local lake association, conservation commission, and municipality. Together, we can make our lakes cleaner and healthier.





Lakes Congress is Back for YOU!

Join us along the shoreline of beautiful Meredith Bay at Church Landing in Meredith on Thursday, June 2, and Friday, June 3.

This is your chance to learn from the greatest minds in the state about how climate change is impacting our lakes, how wildlife is adapting, and actions you can take back to your community to make a difference. And, you'll learn a lot more, too.

Enjoy lunch with others like you who want the best for our lakes! Share your stories and challenges and get advice from peers and experts, alike!

Visit our website for session descriptions. Ensure your spot and register now at nhlakes.org/lakes-congress. Early bird registration ends May 13.

Thank you to our presenting sponsor, Grappone Automotive Group, and all of our sponsors who understand the value of lakes to our environment, our personal well-being, our communities and economy. They make this event affordable and accessible to you!



Photo Credit: Bob Kozlow Photography.

Thinking of Starting Your LakeSmart Journey? Don't Wait—Act Now!

The LakeSmart Program is growing in popularity thanks to you! This is good news for our lakes. Our lake-friendly living program is your best opportunity to protect the lake you love. Here's how:

1 Complete the Evaluation.

Take our FREE 15 minute online self-assessment survey. You will receive an immediate confidential and personalized follow-up report with tips to earn the LakeSmart Award.

2 Make Lake-Friendly Updates.

Need help? Check out our LakeSmart Guide and LakeSmart Service Provider Partners.

3 Request a Site Visit.

Once your updates are complete, request a FREE and confidential visit from a LakeSmart evaluator. Or, submit photos instead!

4 Show off your LakeSmart Award!

When you receive the LakeSmart Award, be sure to show it off to family, friends, and neighbors!

The NH LAKES Conservation Team is busy scheduling visits for this summer. If you haven't already started your LakeSmart journey get started today at lakesmart.nhlakes.org.



Take the LakeSmart Start survey to ensure future generations inherit a lake with a healthy future!



Our Lakes Are Being Left Unguarded: A Few Hours a Week as a Lake Host Can Make All the Difference

A whole generation of Lake Hosts have been investing in the health of our lakes. They have been the frontline defense against aquatic invasive species for 20 years. Evie Hammerman was one of these people. She coordinated the Lake Host Program on Thorndike Pond in Jaffrey from 2014 until, sadly, she passed away in 2019.

Evie moved to a house in the woods on Thorndike Pond in 1994. There, she developed a close community, swimming, kayaking, playing tennis, painting, hiking, reading, and doing volunteer work for the lake she loved. She inspired many during her time, and we hope she might inspire you, too!

While Thorndike Pond still has an active Lake Host Program, fewer volunteers are stepping up each year since Evie passed. This has resulted in fewer boat inspections, leaving the pond unguarded against aquatic invasive species.

Unfortunately, this is a story we are seeing all too often at ramps throughout the state. Our lakes need you! Being a Lake Host for even just a few hours a week gives you the opportunity to be a true lake hero. Protect your lake while having fun working outside! Paid and volunteer positions are available. Learn more about the Lake Host Program at nhlakes.org/lake-host.



Evie knew how to make being a Lake Host fun!



Fundraising is about LISTENING.



Donor Engagement

- Provide value and ASK
- Communicate frequently
- Communicate passionately
- Focus on the donor (YOU)
- Express gratitude and THANK
- Strong calls to action
- At every opportunity, REPORT



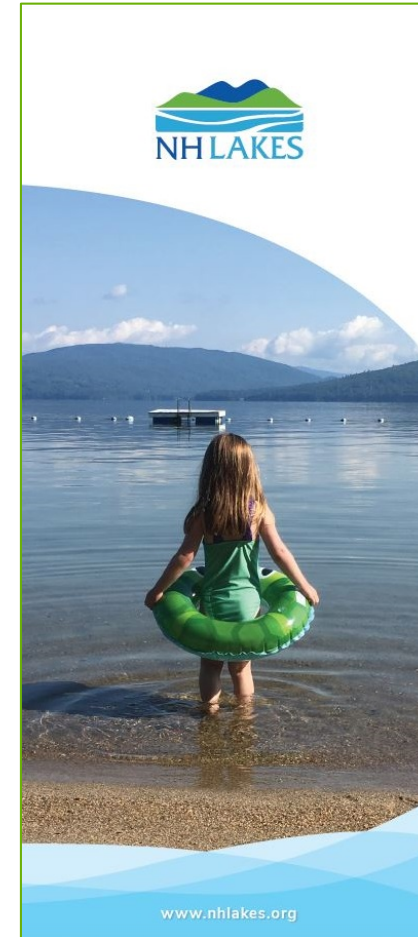


What are your questions?





Become a supporter – it's easy!



You can do your part to restore and preserve lake health in New Hampshire!



Find out more!



nhlakes.org



Please join us!
Jump into NH LAKES & New Hampshire's lakes!