

Engaging Board Members in #GivingTuesdayNow

Featuring Lorie Hearn, Executive Director, Editor and Founder of *inewsource*

Webinar Conversation April 22, 2020



inervsource.org



Institute for Nonprofit News



About inewsource

Our Mission

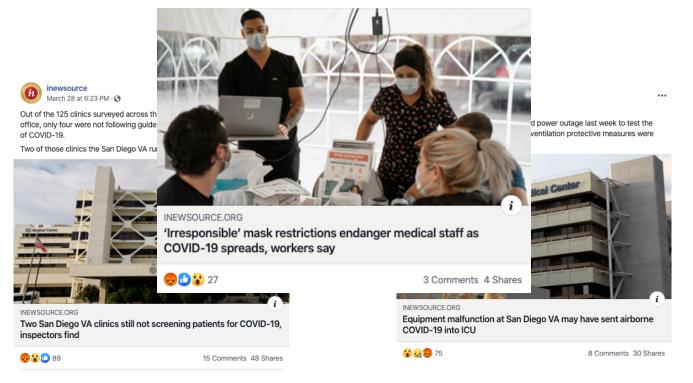
inewsource is a nonprofit, nonpartisan newsroom dedicated to improving lives in the San Diego region and beyond through impactful, data-based investigative and accountability journalism.



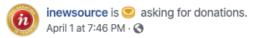
...



"Why don't they give it to us now to all nurses, to all staff so that we can slow the spread of the virus and maybe we won't have to worry about a surge later on?"







...

Only SIX HOURS LEFT to have your donation matched! Give here: bit.ly/2w5fSva

Our lives have changed in just weeks. We've all had to make radical adjustments to our routines, livelihoods and priorities. And perhaps for the first time, we're truly examining what is essential to our lives and our communities.

We believe that fact-based news is a necessity, not a luxury. Especially now.

And everyone at inewsource is focused on providing this essential service during the pandemic.

With that, our board of directors has offered to MATCH all donations dollarfor-dollar up to \$18,000 until midnight tomorrow.

If you take comfort in knowing our journalists are looking out for you, help us keep delivering! Local journalism can only stay strong with your help.

Can we count on you?





3-Day Campaign \$18,000 Match From Board



EMAIL DAY # 1 (9:00 am)



inervsource donate

Your donation is doubled for the next three days. Support our fact-based COVID-19 coverage.

Donate Now

Dear Michelle,

This past month has been unprecedented in so many ways.

Entire states are on lockdown. Schools, parks and beaches are empty. Only essential businesses are open. For many of us, this may be the first time, we're truly examining what is essential to our lives and our communities.

We know you agree that fact-based news is a necessity. Especially now.

Yes, I'll donate!

If you are able to make a <u>monthly donation</u> to help us get through this crisis, please do so now. We know this isn't the time for a drawn-out fundraising campaign so we're trying to quickly raise \$18,000 in three days to sustain our emergency reporting efforts.

Your support, at any amount, will help us stay focused on what's important — helping us weather this pandemic and coming out stronger and more united than ever.

Thank you! We truly appreciate your support.

Karin Winner Board President, *inewsource*

P.s. Help us meet our board's challenge of matching \$18,000 in <u>contributions</u>. Please join them in showing you believe *inewsource* is an essential service.

SUPPORT OUR QUEST FOR THE TRUTH

OPEN / CLICK RATES

With First Name: 35.5% open rate 1.6% click rate With NO Name: 23.6% open rate 0.7% click rate



EMAIL DAY # 2 (9:00 am)



inervsource

Our board will double your donation for the next two days. Support our fact-based COVID-19 coverage.

Donate Now

Dear Michelle,

Our lives have changed in just weeks. We've all had to make radical adjustments to our routines, livelihoods and priorities. And perhaps for the first time, we're truly examining what is *essential* to our lives and our communities.

> I think you will agree that fact-based news is a necessity, not a luxury. Especially now.

If you take comfort in knowing we are looking out for you, help us keep delivering! Local journalism can only stay strong with your help. Can we count on you?

Yes, I'll donate!

We'll get through this together. **THANK YOU!** We appreciate your support.

Lorie Hearn Executive Director, *inewsource*

P.s. Please join our board in showing you believe *inewsource* is an essential service. <u>Contribute to meeting their \$18,000 match</u> challenge.

SUPPORT OUR QUEST FOR THE TRUTH

OPEN / CLICK RATES

With First Name: 24.4% open rate 1.0% click rate With No Name: 16.4% open rate 0.7% click rate



EMAIL DAY # 3 (9:00 am)

inervsource

Our board will double your donation. Support our fact-based COVID-19 coverage.

Donate Now

Dear Michelle,

It's gratifying to see our neighbors in San Diego County step up during these challenging times.

People are donating to food banks and providing supplies to homeless shelters while, at the same time, heeding the call to isolate themselves from friends, family and co-workers.

Sometimes it takes a crisis to bring out the best in people and appreciate what's important. At *inewsource*, we are thrilled to see the outpouring of financial support and confidence in our reporting during the COVID-19 pandemic. Here is a message from a San Diego physician and long-time *inewsource* supporter:

"My patients ask me daily: "Is what I heard true?" We've witnessed the tragedies when facts are denied, distorted, or just plain made-up. My wife and I supported *inewsource* for years, but now we are doubling down on our support because truth can save lives. *inewsource* is a requirement for a healthy San Diego."

-- Dr. Daniel Einhorn

Won't you join this effort?

This is the last day to meet our board's \$18,000 match challenge. We're getting there but we need your help!

Can we count on you to help us keep delivering fact-based accountability journalism on COVID-19?

Please help us meet the challenge before midnight!

Donate Now!

inewsource.org

OPEN / CLICK RATES

With First Name: 22.0% open rate 0.4% click rate With No Name: 13.2% open rate 0.4% click rate



EMAIL DAY # 3 (5:00 pm)

inervsource

Our board will double your donation. Support our fact-based COVID-19 coverage.

Donate Now

In these unprecedented times, we need your help!

Over the past week, we at *inewsource* have reprioritized our reporting efforts to provide the most critical information, data resources and analysis to help you understand and navigate the COVID-19 outbreak in our region.

Our reporters are still out there, gathering facts and digging deep to keep you informed. Know that now, more than ever, you can depend on us to tell you the truth - and hold our leaders accountable for how they're managing this crisis.

Here is a message from a physician and long-time *inewsource* supporter:

"Keeping informed about SARS-CoV2, COVID-19, and what you can do to stay safe has become a life saving necessity. Unfortunately, there are a lot of mis-informed sources out there... I use *inewsource* for information I can trust, always have. Their medical reporting is well researched and accurate"

-- Robert Engler, M.D., Professor of Medicine, UCSD

Our board of directors has agreed to match every donation, dollar-fordollar, up to **\$18,000** to help us increase our coverage of the pandemic. We have until midnight.

Can we count on you to meet that challenge?



THANK YOU! We appreciate your support.

With gratitude, Lorie Hearn Executive Director

SUPPORT OUR QUEST FOR THE TRUTH

DONATE

OPEN / CLICK RATES

inewsource.org

Did not segment out by name:

18.6% open rate0.7% click rate



EMAIL DAY # 3 (8:00 pm)



inervsource

Donate by midnight and our board will double your donation. Support our fact-based COVID-19 coverage.

Donate Now

We know everyone's stress level is high. Schools are closed, we're hunkered down at home and even grocery shopping is a major undertaking. That's why we kept this fundraising campaign to three days.

But we're down to the wire. And we need your help in the next four hours to meet the challenge our board of directors set out for us: Raise \$18,000 by midnight and each dollar will be matched.

I know you agree that fact-based news is a necessity, not a luxury.

Especially now.

Help the *inewsource* staff sustain and increase their coverage of this pandemic by giving what you can by midnight.



THANK YOU! We appreciate your support.

With gratitude, Lorie Hearn Executive Director

SUPPORT OUR QUEST FOR THE TRUTH

DONATE

OPEN / CLICK RATES

Did not segment out by name:

17.9% open rate0.4% click rate



TOP-LINE RESULTS



Total raised: \$20,405 Total donors: 85

Average gift: \$240

New donations: \$5,975

New donors: 33







Q&A with Lorie Hearn, inewsource

Type your question into the chat box. Click Send.



April 29 @ 1pm ET

Getting Ready for Your Campaign (NRH & AJP)







Thank You

Nonprofit news is moving beyond niche. INN is scaling our own work to advance this movement.

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