



Engaging Board Members in #GivingTuesdayNow

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

Webinar Conversation
April 22, 2020



Institute for
Nonprofit News



About inewssource

Our Mission

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





inewssource is asking for donations.
April 1 at 7:46 PM ·

...

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 inewssource is focused on providing this essential service during the pandemic.

With that, our board of directors has offered to MATCH all donations dollar-for-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?

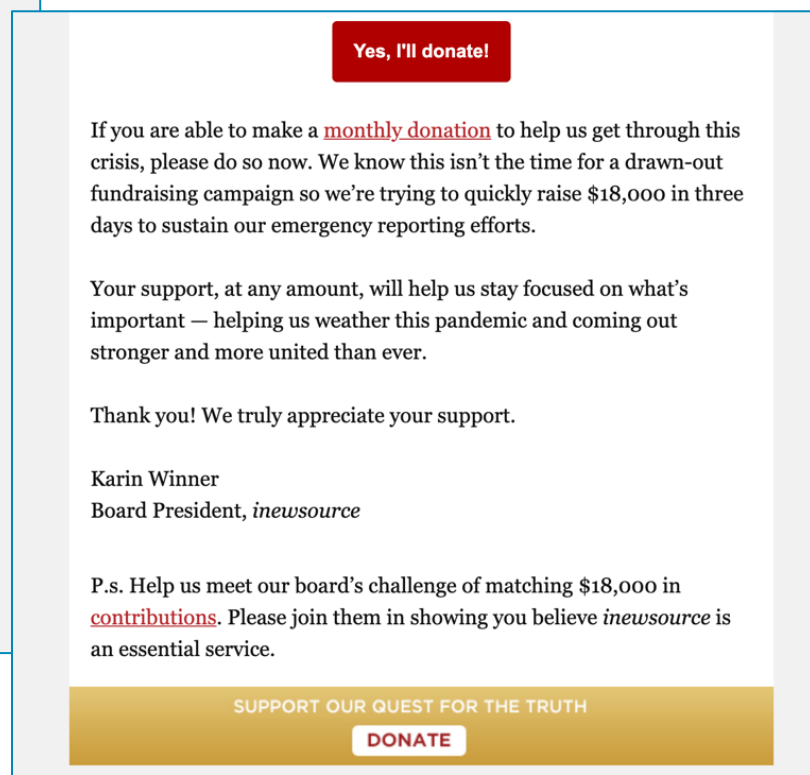
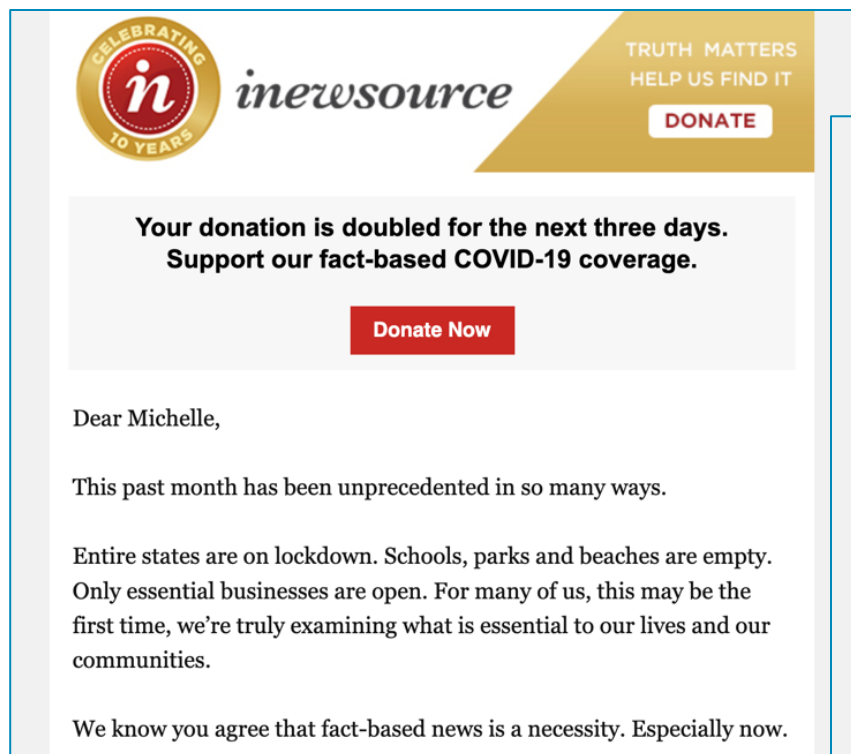


3-Day Campaign

\$18,000 Match From Board



EMAIL DAY # 1 (9:00 am)



OPEN / CLICK RATES

With First Name:

35.5% open rate

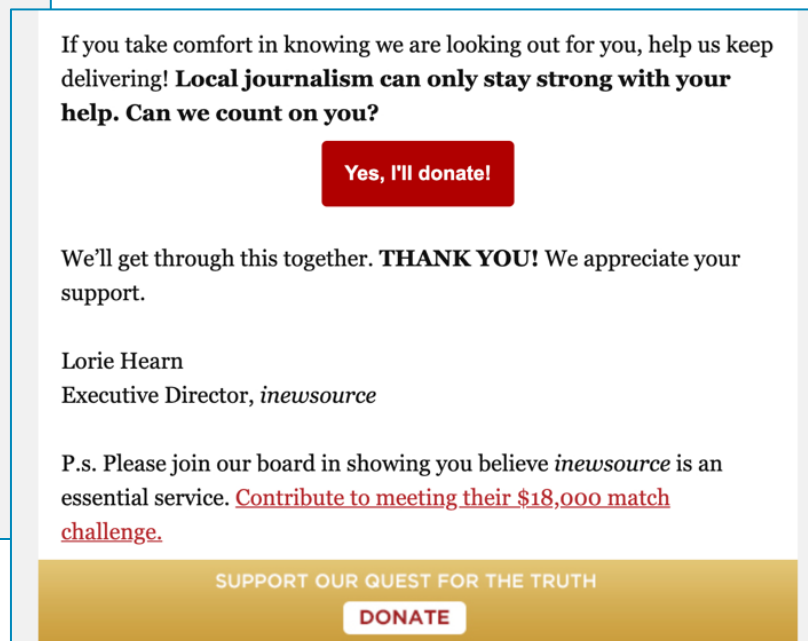
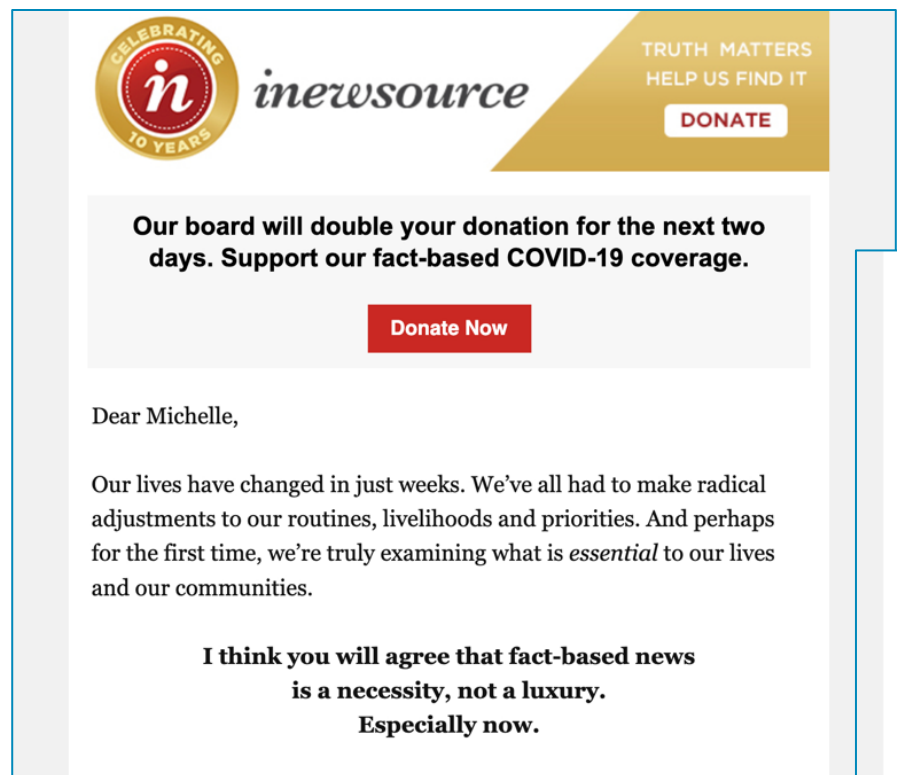
1.6% click rate

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23.6% open rate

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EMAIL DAY # 2 (9:00 am)



OPEN / CLICK RATES

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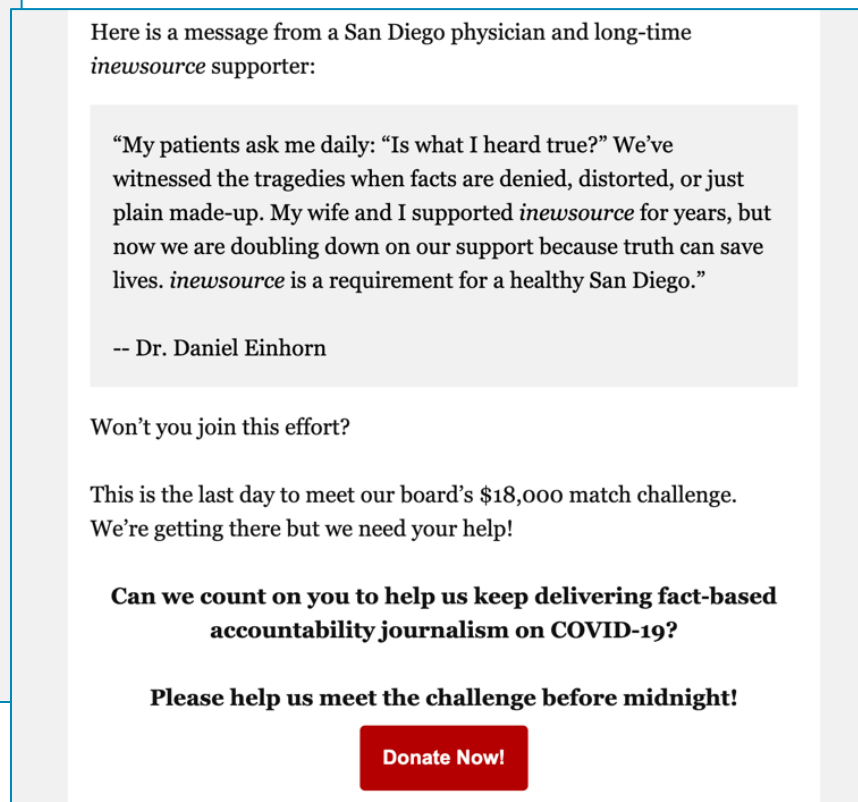
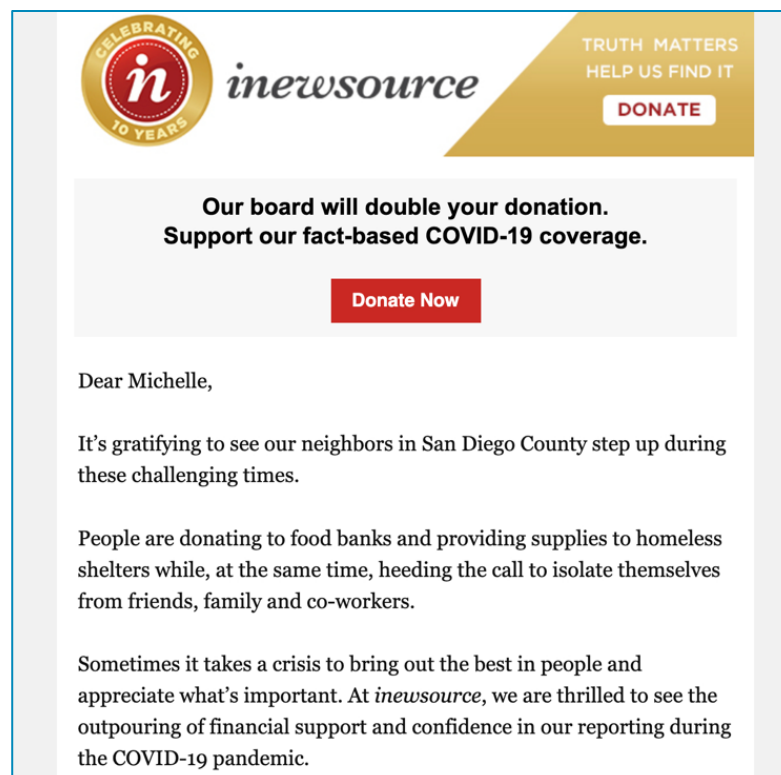
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EMAIL DAY # 3 (9:00 am)



OPEN / CLICK RATES

With First Name:

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With No Name:


13.2% open rate

0.4% click rate



EMAIL DAY # 3 (5:00 pm)



**inewssource**

TRUTH MATTERS
HELP US FIND IT
[DONATE](#)

**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 *inewssource* 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 *inewssource* 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 *inewssource* 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-for-dollar, 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?

[Donate Now!](#)

THANK YOU! We appreciate your support.

With gratitude,
Lorie Hearn
Executive Director

SUPPORT OUR QUEST FOR THE TRUTH
[DONATE](#)

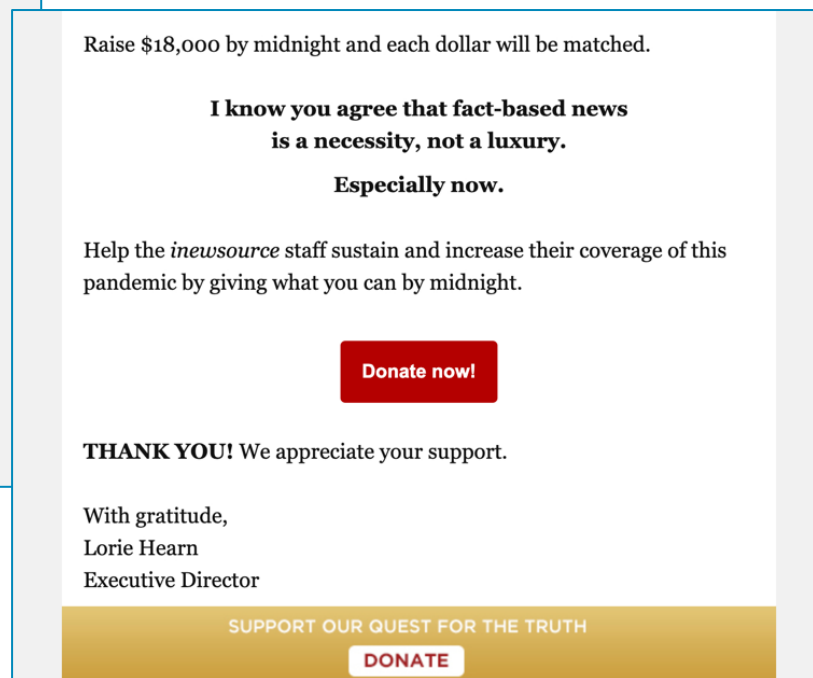
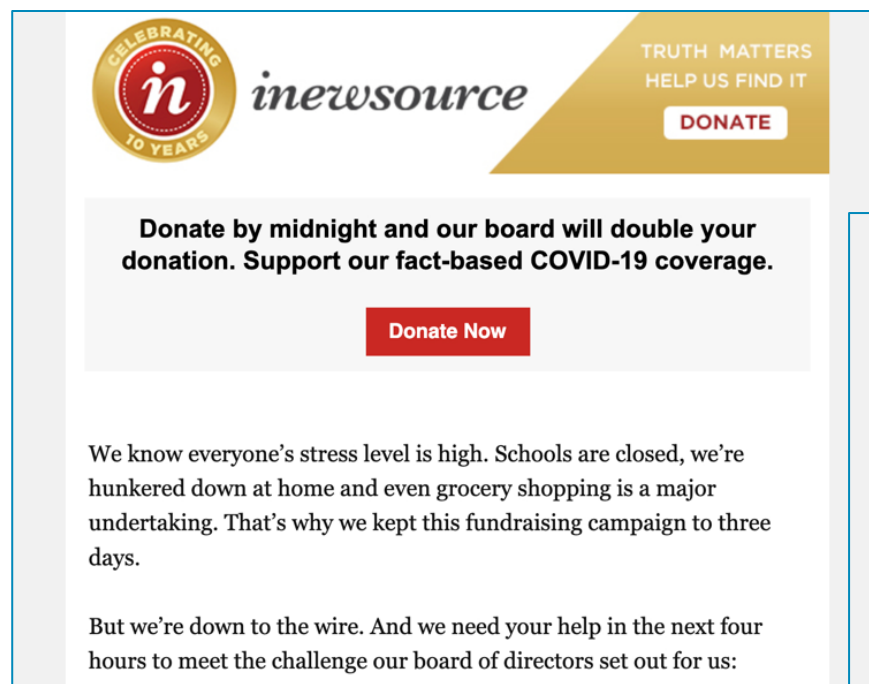
OPEN / CLICK RATES

Did not segment out by name:

18.6% open rate

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EMAIL DAY # 3 (8:00 pm)



OPEN / CLICK RATES

Did not segment out by name:

17.9% open rate

0.4% click rate

TOP-LINE RESULTS



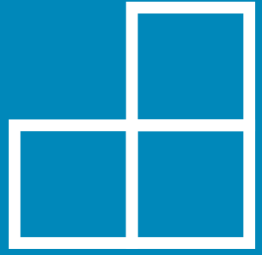
Total raised: \$20,405

Total donors: 85

Average gift: \$240

New donations: \$5,975

New donors: 33



Institute for
Nonprofit News



Q&A with Lorie Hearn, *inewssource*

Type your question into the chat box. Click **Send**.



**Institute for
Nonprofit News**

April 29 @ 1pm ET

Getting Ready for Your Campaign (NRH & AJP)





Institute for
Nonprofit News

Thank You

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

inn.org | @inn