

Innovate your annual giving program

Our campaigns help you build—and keep—a loyal community of donors.

Annual giving is about so much more than asking for money. It's about building relationships with donors. Nurturing them all year long. Creatively acquiring new donors and keeping them close.

At Beth Interactive, we take a comprehensive approach to your annual giving program. By using email touchpoints throughout the year, we'll help you develop relationships with donors, prospects, patients and employees—making your appeals even more successful.

Our campaigns leverage everything from peer-to-peer and Board thank-a-thons to texting and website pop-ups. And our combination of print and email outreach has proven to increase giving by 74% more than print alone!

Compelling copy, beautiful design and innovative strategies: just three of the things that help your annual appeals perform better, year after year.

“I am so thrilled with how you have grown our annual giving program. You have elevated the quality and sophistication of our materials and strategic messaging—and your analytics reports are your secret sauce!”

Gayle Pottle, CFRE
President
Rocky Mountain Adventist
Healthcare Foundation

23%

Average year-over-year growth of our year-end appeals



\$130

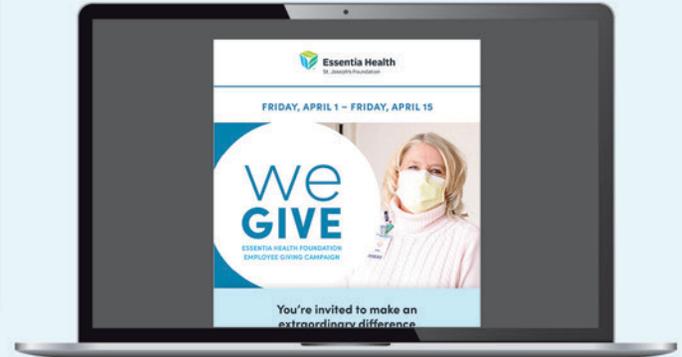
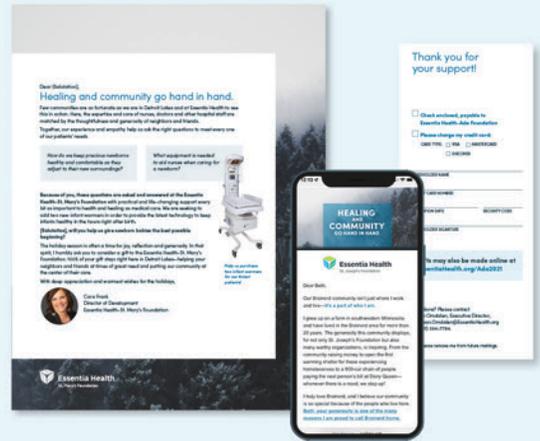
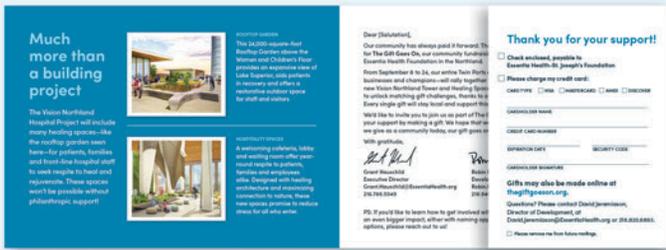
Average increase in gift size when donors receive both email and print solicitations



3:1

Average ROI of our year-end campaigns





Appeals from Start to Finish

Our support for appeals is as full-service as you need it to be. We can provide strategy, design, copywriting, execution, database management and post-campaign analytics—or simply work creatively with your team on a portion of the project.

Personalization + Segmentation

It's critical that the right message gets to the right person. That's why we develop personalized versions of most pieces and track all results carefully. Whether it's unique copy and content tailored to each individual foundation—or segmentation by active donors, SYBUNTs/LYBUNTs and patients—we make sure our approach is precise and strategic.

Driving a Donor Pipeline

At Beth Interactive, our work doesn't end once a campaign is complete. We use data analysis to help build a pipeline of major and planned giving prospects for gift officers. Our integrated, year-round strategy creates a path to cultivate each tier of donors, which sets up your full donor program for even greater success.

We tackle all kinds of appeals, including:

- Community Giving Campaigns
- Doctors' Day
- Employee Giving
- Fall Appeals
- GivingTuesday
- Healthcare Appreciation Month
- Hospital Week
- Local Giving Days
- Nurses' Week
- Patient Acquisition
- Peer-to-Peer Campaigns
- Spring Appeals
- Valentine's Day
- Year-End Appeals

Looking to strengthen your annual giving and donor engagement program? Give us a shout!

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