

# Renew & Engage:

## *Focus Forward on Giving*



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ASSOCIATES, INC.  
OVER 40 YEARS OF PHILANTHROPIC COUNSEL

Steve Michalek, Chief Operating Officer  
Melpomeni N. Murdakes, CPC, Vice President  
*February 3, 2021*

# Lenten Season of Preparation

- Timing
  - *When*
- Transparency
  - *Why*
- Tactics
  - *How*

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# Areas of Giving

- Offertory
- Special Appeals
- Campaigns

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# Offertory

- Candor
- Communication
- Call to action

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# Special Appeals

- Mission and timing
- Expectations and outcomes
- Commitment to completion

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# Planning Study

- Shift in priorities
- Opportunity to engage
- Increased participation

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# Campaigns

- Renewed commitment
- Sense of urgency
- Hybrid Engagement

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# Opportunities Ahead

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- Focus on the future
- Renew connection
- Build community



Join us again

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- RASearch & Professional Development: Creating a Mission Match
  - *February 16<sup>th</sup> at 1 pm ET*
- Contact us:
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