

THE AKOYA



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Norfolk Pearls Foundation of Virginia, Incorporated Newsletter

Norfolk Pearls
Foundation of Virginia
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npfv.org
Kathy W. Moore, Chairman



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WELCOME TO THE AKOYA!

Chairman's Message

Welcome to the Second Quarter.!

Did you know a diverse and holistic fundraising strategy is crucial to the success of the NPFV? Whether we are fully dependent on donations or utilize a variety of revenue sources like government grants, corporate partnerships, major contributions, or membership fees, successful fundraising is key to maximizing our impact on our mission to provide scholarships and support programs within our Norfolk community.

We should diversify by exploring Online Donation, Email Fundraising, Social Media Fundraising and Website Fundraising strategies.

S.M.A.R.T. goal setting will help us strive for success, while meeting our fundraising and donor goals. There is no one right way to raise money!



Remember, the time is always right for new goals and renewed energy to get things done! We also have a website and we will be delighted if you will have a look: www.npfv.org. Share this newsletter with a friend and "Donate Now" to the Norfolk Pearls Foundation of Virginia, Incorporated!



Kathy W. Moore, Chairman
chairman@npfv.org

Inquiring Minds...

Use Technology to Automate Processes

<https://neonone.com/resources/blog>

Take advantage of the tools and technology that you have—especially those that are built specifically to handle fundraising for nonprofits. Whether you are tracking donations, organizing volunteers, or communicating with members, automation is key. The more you can automate tasks like email sends, donation receipts, and event registration confirmations, the more bandwidth your team will have to focus on donor stewardship.

Ditch "Donate" When Choosing Wording For Donations

by Tim Forbes

<https://www.soapboxengage.com/blog>

This might surprise you, but the word "donate" kills the donation vibes. Instead, choose words like partner, give, and support. "Donate" gives the impression that you only want (or need) their money. Words like "support" and "partner," followed by the name of your cause or campaign, can increase your donations significantly because they invite people into a relationship.

Remember, the goal is to authentically build trust and a long term relationship with your supporters.

Also, include words and phrases connected to success. A study of more than 45,000 projects on Kickstarter discovered that ideas using success language in their descriptions and invitations were more likely to reach their fundraising goals.

Phrases like, "hope to get" or "we long to" lacks passion and confidence that your project is worth the investment. It also implies that you don't have a concrete goal for WHEN you receive the funding. Your confidence--or lack thereof--is contagious. Write and invite with confidence!

Also, avoid negative phrases when asking for donations. One option might be to write, "without your support, we will not be able to end hunger in our schools." We can improve this sentence by saying, "You can put an end to hunger in our schools today by partnering with School Lunches Organization." Use smart but simple wording to ask for donations. Capture their imaginations and invite them to join you in your movement.



General Fundraising Strategies

- ⇒ Go for Small Donors.
- ⇒ Explore Corporate Partnerships.
- ⇒ Create an Annual Event.
- ⇒ Use Direct Mail to Stand Out.
- ⇒ Use QR Codes.
- ⇒ Build Relationships With Local Press.

**SPECIAL THANKS TO
OUR CORPORATE PARTNERS:**



**SEVEN SUMMITS
FAMILY SERVICES LLC**

You can support
the **Norfolk Pearls Founda-
tion of Virginia**
every time you shop on
Amazon!

You shop. Amazon gives.

Go to smile.amazon.com

Upcoming Events

NPFV Board Meeting
July 24, 2023
October 23, 2023

Giving Tuesday
November 28, 2023

Donate to NPFV
Anytime

**Norfolk Pearls Foundation of Virginia, Inc.
Board of Directors**



Kathy Wilson Moore: Chairman
Jacquelyn Epps Scott: Vice Chairman
Kandi S. Hall: Secretary
Allison J. Davis: Treasurer
Chenequa T. Hayden: Assistant Treasurer
Tamara Cornick Leonard: Iota Omega Chapter President
Demetrius Fowlkes: Iota Omega Vice-President and Program Chairman
Katherine Lindsey: At-large
Anordia Weatherly: At-large

Committee Chairmen

Denita Bottoms: Scholarship Committee Co-Chairman
Bertha T. Escoffery: Scholarship Committee Co-Chairman
Talaya Sims: Fundraising Chairman

The Foundation does not discriminate or request information to make award decisions based on ethnicity, national origin, gender, identity, sexual orientation, disability, religion or age. The Norfolk Pearls Foundation of Virginia, Inc., underwrites the scholarship program of the Iota Omega Chapter in the City of Norfolk. Recipients of our scholarships are unaffiliated with the foundation and the Iota Omega Chapter.