

# Building Revenue That Lasts:

## How Investing in Fundraising Secures Your Future

Meals on Wheels  
California Conference  
March 2025



**& LAUTMAN**  
MASKA NEILL & CO  
MEALS ON WHEELS CO-OP

# Today's Speakers



**LISA MASKA**  
CFRE, Partner



**LYNSEY GALLAGHER**  
Vice President,  
Accounts & Co-op

**"Within 15 years, all donors  
will be giving online.  
Direct mail will be  
a thing of the past."**

*~ AFP International Fundraising Conference 2002*

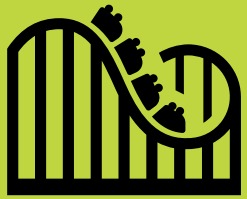
# Have You Ever Thought:



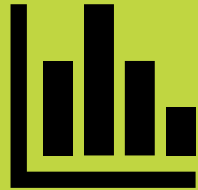
- "New donor acquisition is too costly,"
- "We're not sure if the return on investment (ROI) will be worth it"
- "Our board doesn't fully understand the importance of direct response"
- "We don't have the resources to launch a direct response program or we don't know where to begin"
- I'm losing sleep concerned about potential grant and budget cuts...

**Our goal today is to help answer these concerns and questions**

# State of the Industry: Last 5 Years



The last five years have been tumultuous for the nonprofit fundraising sector as a whole.



Giving rose dramatically in 2020 and fell off by 2022. Most nonprofits have started to stabilize to pre-2020 levels.



Retention rates have decreased industry-wide as files contracted and new donor acquisition became harder.



Continuation of the trend of fewer donors making larger gifts

# AFP FEP - Q3 2024

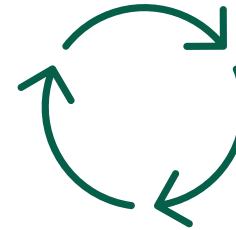
- AFP's Fundraising Effectiveness Project (FEP) tracks trends quarterly
- Fewer donors giving, but making larger gifts
- Retention remains a challenge, so files are shrinking



**DONORS**  
-5.3%  
(+/- 3.5%)  
YOY change



**DOLLARS**  
+0.9%  
(+/- 3.0%)  
YOY change



**RETENTION**  
-4.6%  
(+/- 0.5%)  
YOY change



# New Administration – Rapid Changes, Chaotic News Cycle

**Federal  
Funding Cuts**

**USAID  
Funding  
Eliminated**

**Instability  
in social  
services  
funding**

**Tariffs  
impacting costs  
across the  
board**

**Changes to  
immigration  
policies**

**HR9495  
“Non-profit  
killer bill”**



# Relentless Market Volatility

More than \$4 trillion in the stock market has evaporated since Trump took office less than two months ago.

## Stock Market Today: Stocks turn lower in volatile trade, S&P 500, Nasdaq and Dow head for worst week since September

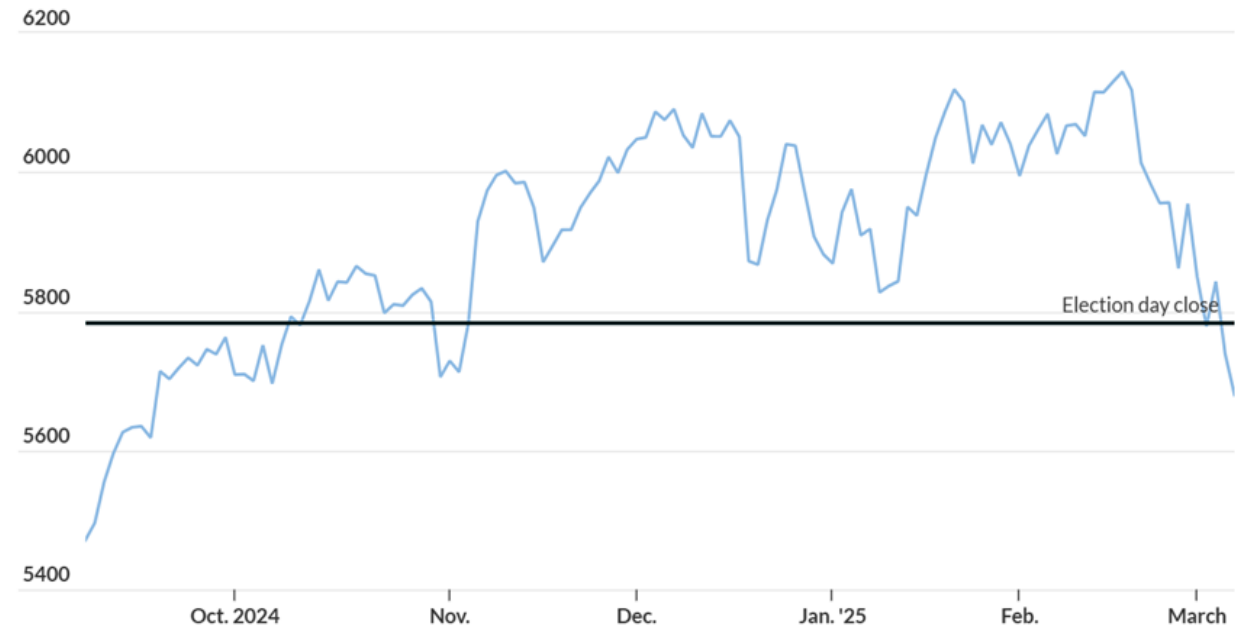
Follow along to the markets action after the worst day of the year for stocks, with a big speech from Fed Chair Jerome Powell ahead.

Last Updated: March 7, 2025 at 11:53 AM EST

### Key reads

#### Under water

S&P 500 now below election-day close

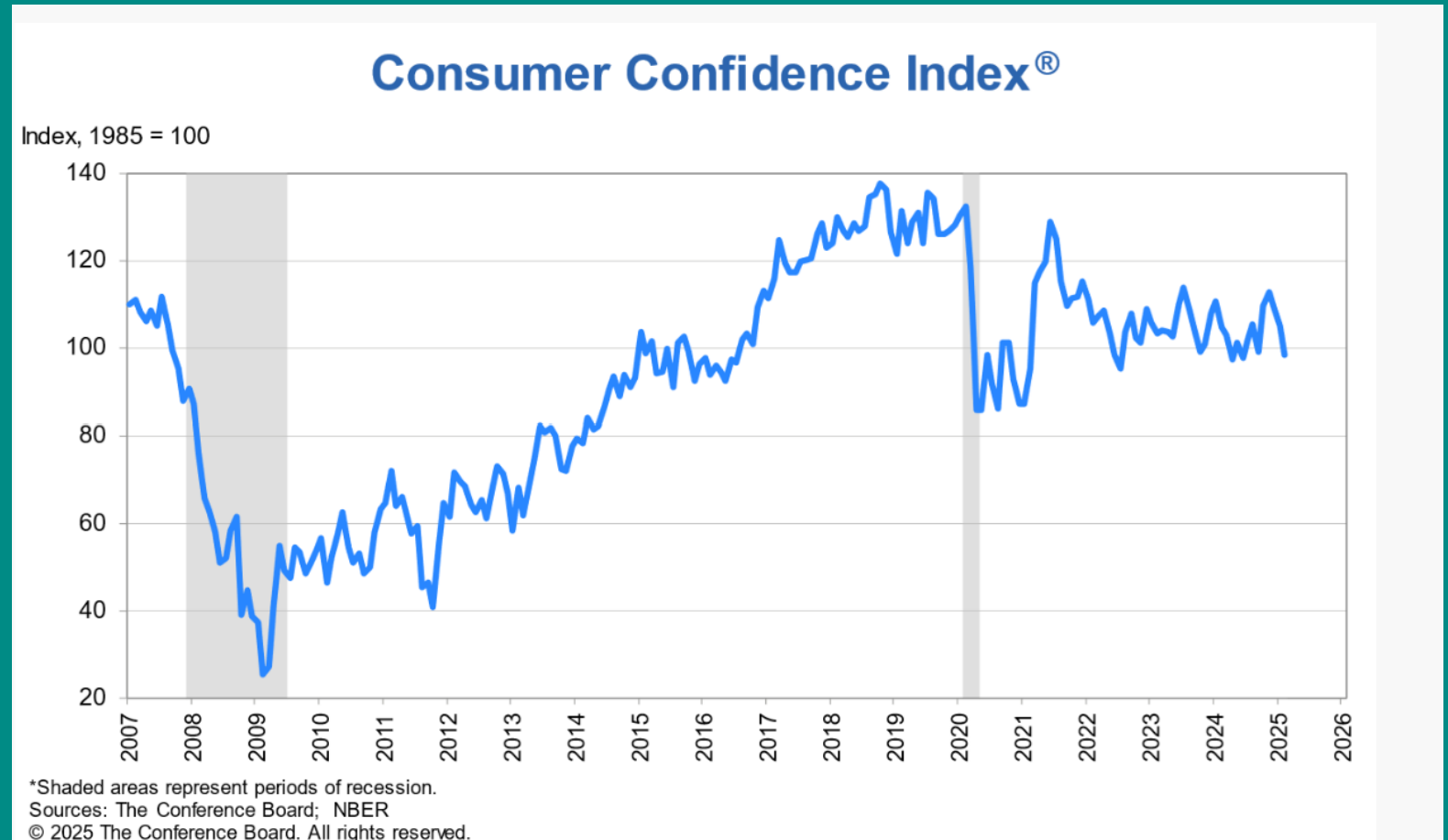


As of March 7, 12:07 p.m. ET  
Source: FactSet



# Consumer Confidence Is at a 3-Year Low

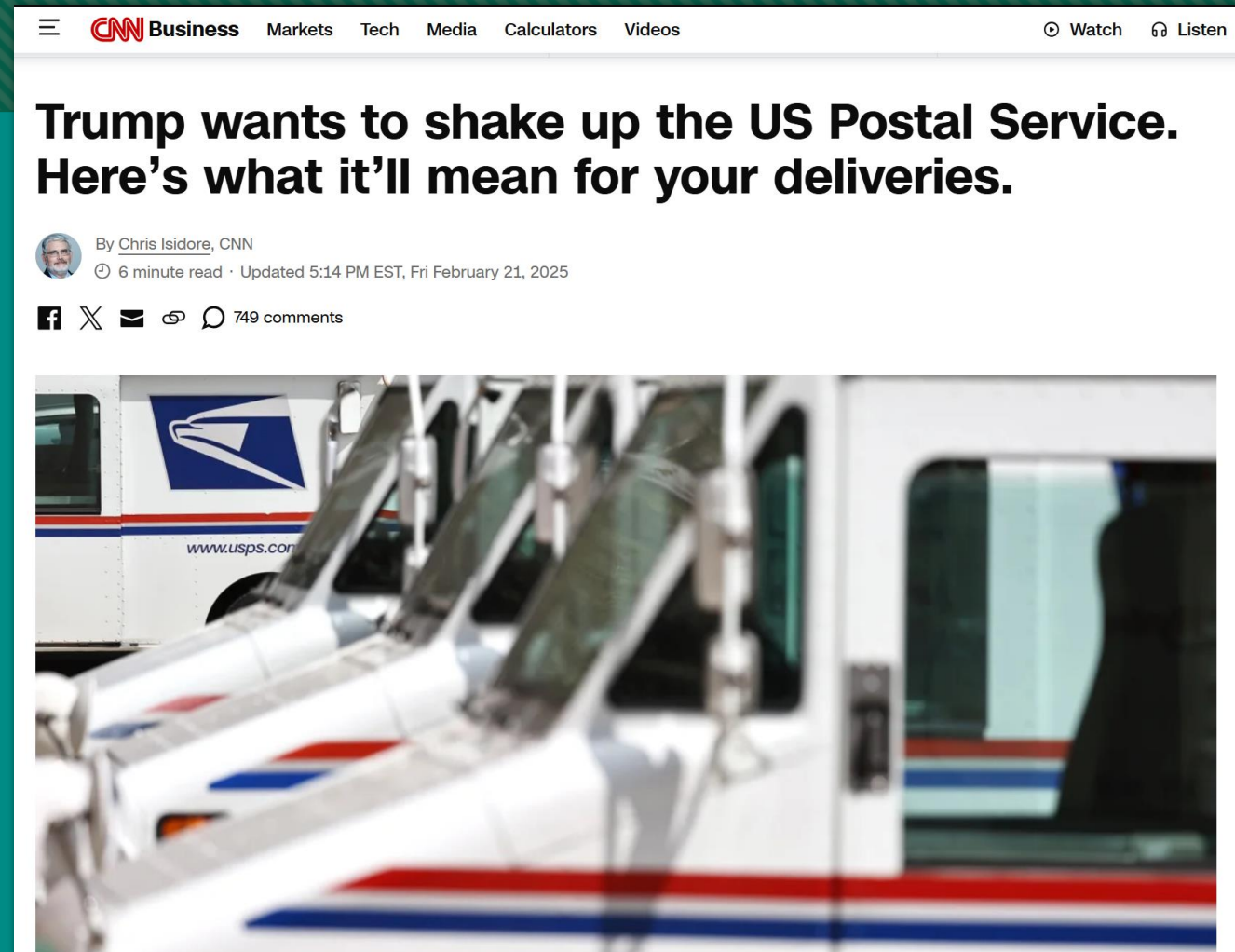
In February 2025, consumer confidence registered the largest monthly drop since August 2021



# USPS Under Threat

Changes reportedly being considered:

- Aggressive layoffs
- Charging by distance
- Steeper rate increases – 11% expected July 2025
- Privatizing the USPS



# Industry Associations Are Leading the Charge

Lautman is working with our industry partners to advocate on behalf of our nonprofit clients.

Providing data on how the USPS changes could impact your ability to deliver your services can help fight to keep postal services affordable.



[Home](#) > [Mailers Technical Advisory Committee \(MTAC\)](#)



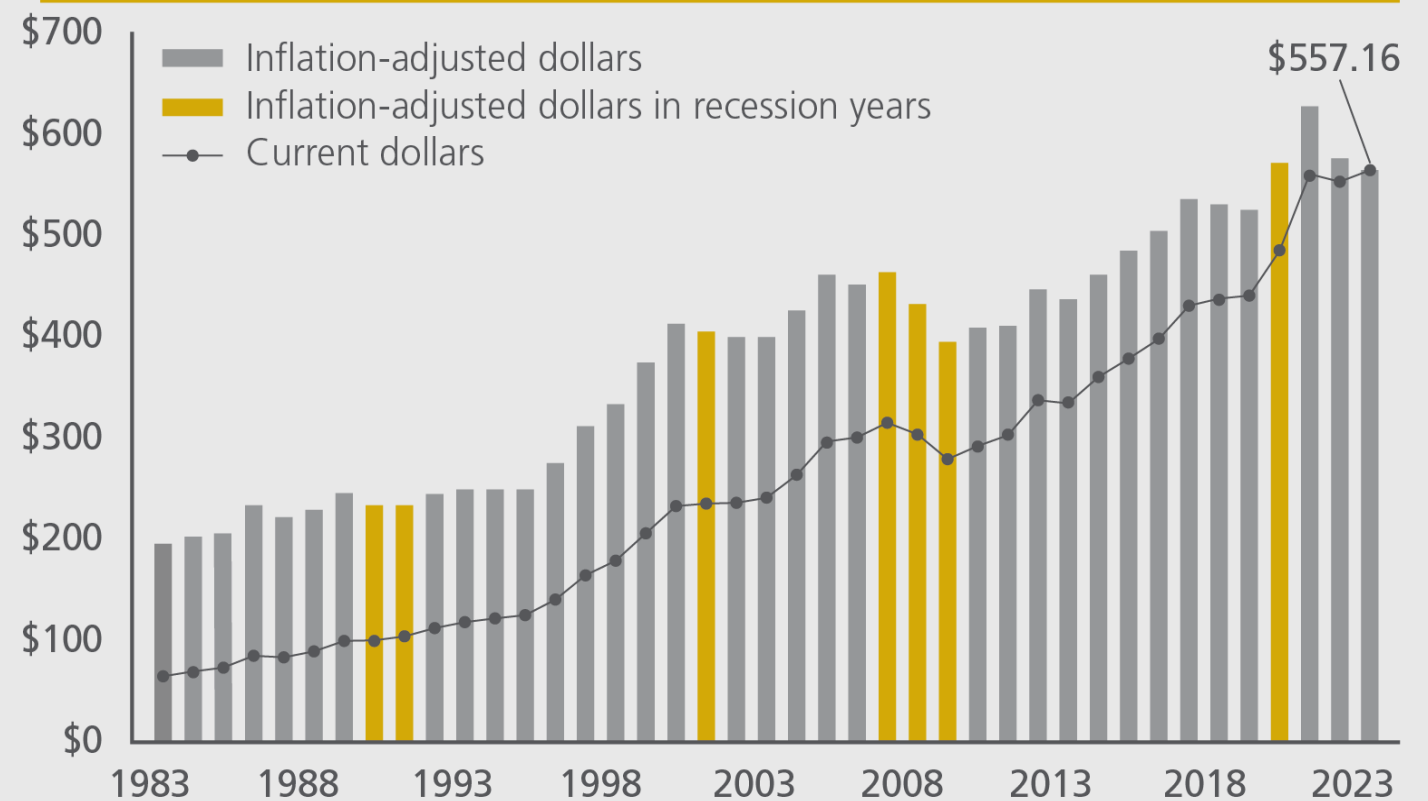
# But there is reason for optimism!

Americans have continued to give over the years, rebounding after recessions like the one in 2008, as well as after national emergencies.

Continue to talk about your organization's mission, its relevance, and your donors' impact through you.

## Total giving, 1983–2023

(in billions of dollars)



# What is *Giving USA*?

Longest-running  
annual U.S. charitable  
giving report

Data is reported by  
charities, and  
analyzed by sources  
of giving  
and organization type

Published by Giving  
USA Foundation™

Started in 1956 by the  
American Association  
of Fundraising Counsel  
(now The Giving  
Institute)

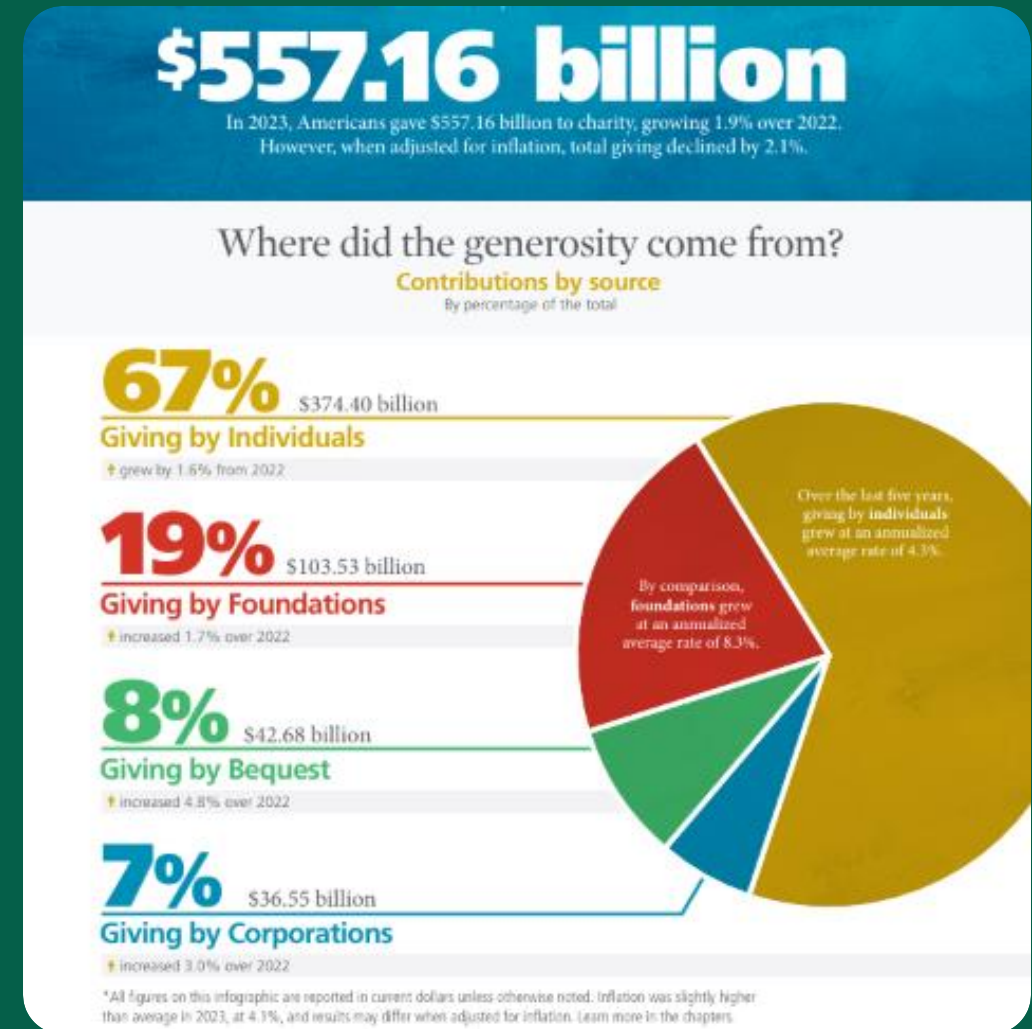
Researched & written  
by Indiana University  
Lilly Family School of  
Philanthropy

Published annually in  
June (next report will  
be issued June 2025)

# 2023 Charitable Giving Reached \$557.16 Billion

- Individual giving UP from 64% to 67%
- Corporate giving UP from 6% to 7%
- Foundation giving DOWN from 21% to 19%
- Bequest giving DOWN from 9% to 8%

## Individual Giving is **Key!**





# Some Giving Trends

Lautman Meals on Wheels Co-op



# 2024 exceeded projections for nearly all MOW Co-op partners!

- More than 90,000+ gifts
- Nearly 30,000 new donors acquired, with gifts averaging \$56–\$122—well above industry standards
- Retention rates still outpacing most other nonprofit sectors
  - Average New Donor First Year Retention- 30%
  - Average Multi Year Donor Retention- 60%



**\$12.7  
Million  
Raised**



# WEST COAST IS THE BEST COAST!

- More than 30,000 gifts, at an average of \$128!
- 17,786 new donors
- Average gift of those new donors... \$91.26!
- **557** gifts of \$1,000 or more:
  - 2 \$20,000
  - 1 \$15,000
  - 6 \$10,000

**9 CA Co-op  
partners raised 30%  
(nearly \$4.1 million) of  
the \$12.7 Million**

## So, what did we see for **Nonprofit Fundraising** in 2024?

More groups hit goals in 2024 than  
in 2023, but nothing is guaranteed.  
**A strong program remains key.**



# What does this mean for fundraising?



Stay the course –  
continue to tell donors  
about the impact of their  
gifts.

Be transparent with  
donors so they  
understand how vital  
individual support is to the  
organization

Be sure to make your  
donors feel appreciated.

**Don't stop acquiring new donors!**  
**Acquisition is key.**



Start By Using  
**Proven** Best  
Practices!



# The Basics

**Thank donors  
meaningfully**

**Demonstrate impact**

**Go deeper into your  
mission**

**Give donors a variety  
of things they can  
respond to**

**Cultivate and  
steward**

**Amplify efforts online**

# Plus...



**Continue to mail  
Acquisition**



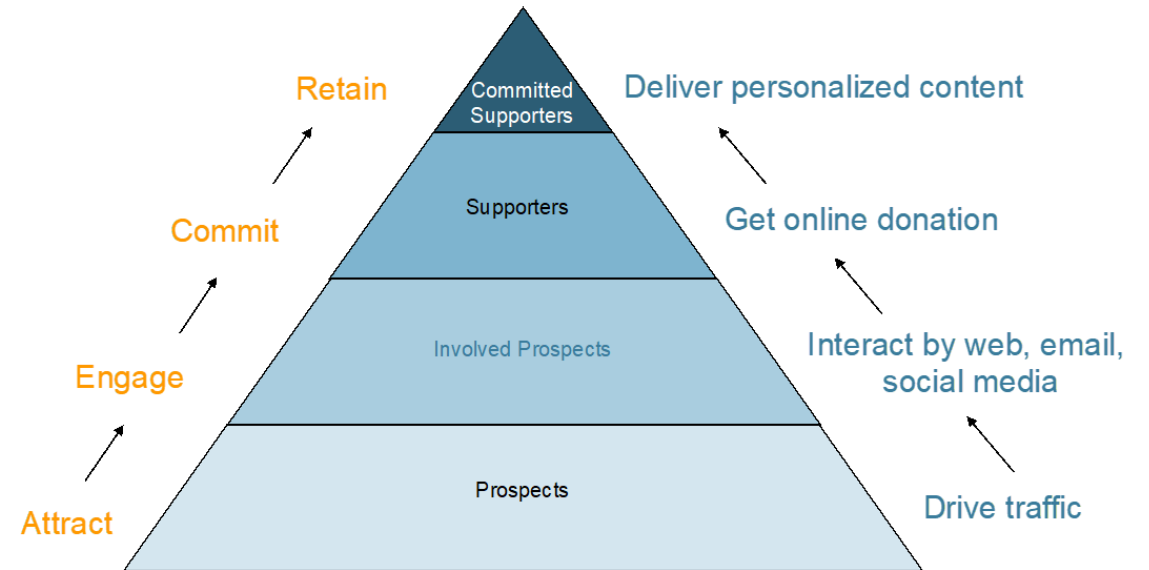
**Go deeper into Lapsed**



**Solicit Volunteers**

The Most Important Goal:

# Build Relationships Offline and Online



# The critical first step remains building your donor file through acquisition



New donor acquisition is often an investment in Year 1.

The payoff comes as those donors give again, and again, and upgrade over time.





# The proof is in **new donor** value

New Donor Group	2017	2018	2019	2020	2021	2022	2023	2024	Cumulative Revenue
Donors Acquired in 2017	\$129,084	\$77,518	\$65,112	\$103,506	\$105,134	\$69,634	\$46,829	\$46,131	\$642,948
Donors Acquired in 2018		\$113,269	\$60,373	\$94,340	\$82,835	\$72,083	\$57,438	\$57,040	\$537,378
Donors Acquired in 2019			\$128,082	\$99,793	\$98,665	\$68,227	\$55,304	\$46,865	\$496,936
Donors Acquired in 2020				\$222,102	\$173,447	\$120,114	\$92,193	\$82,127	\$689,983
Donors Acquired in 2021					\$293,359	\$120,844	\$89,878	\$89,256	\$593,337
Donors Acquired in 2022						\$224,030	\$93,517	\$83,943	\$401,490
Donors Acquired in 2023							\$127,125	\$52,458	\$179,583
Donors Acquired in 2024								\$115,537	\$115,537
Revenue Totals for Donors Acquired 2017-2024									\$3,657,192

In 2017, **1,720** new donors gave this California MOW Co-op organization \$129,084 in first time gifts. Since then, the Class of 2017 has given cumulative revenue of **\$642,948!**

# Cautionary Tale

In January 2013, American Cancer Society suspended direct mail acquisition.

Despite bringing it back 18 months later, **they lost \$29.5 million** over the next 5 years.

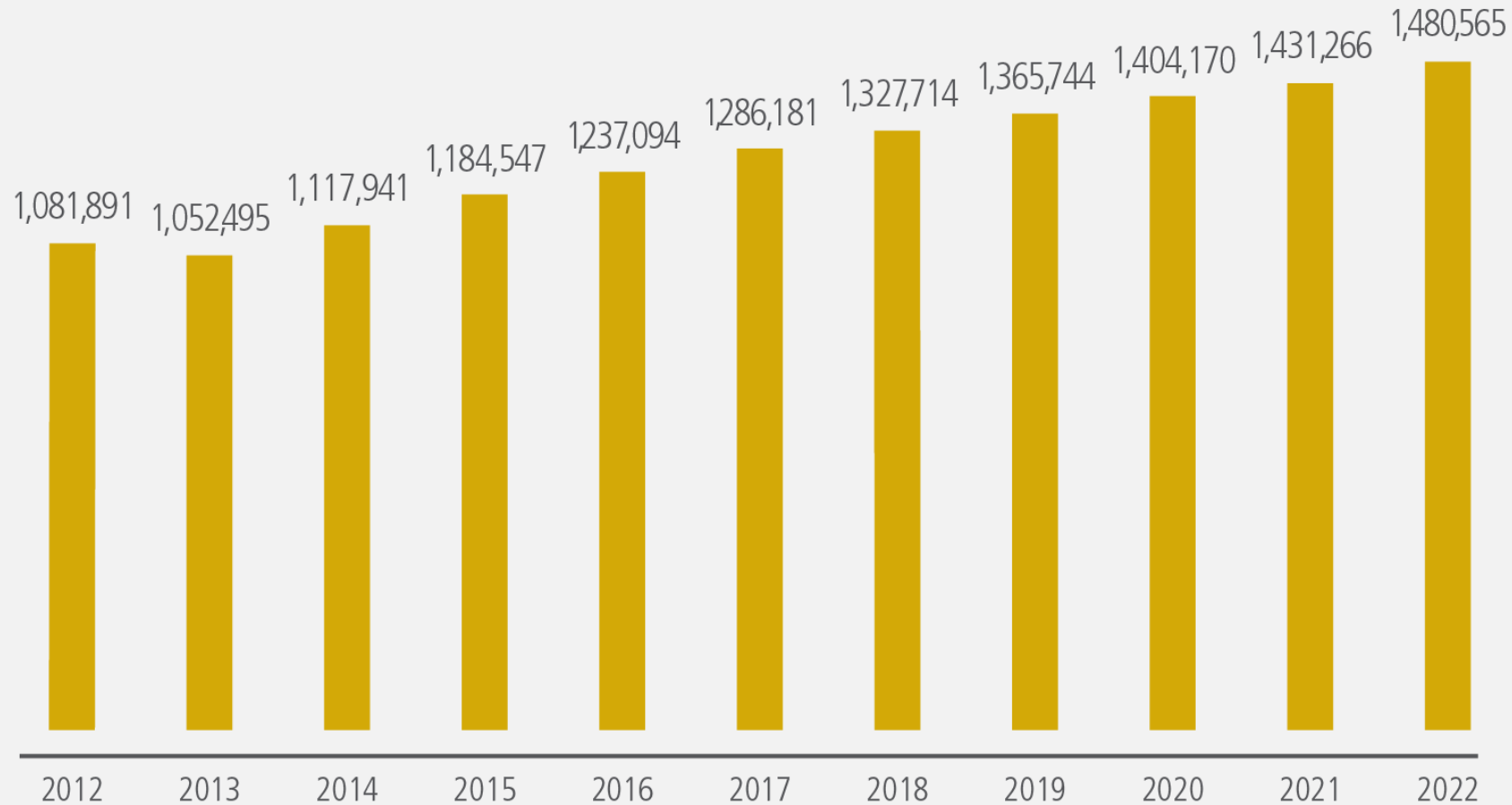
“It’s tempting to look at things through a one-year lens, but the runway for direct mail acquisition is much longer than that.

We need acquisition to feed the core audience or else the entire program loses profitably through the natural customer cycle.”

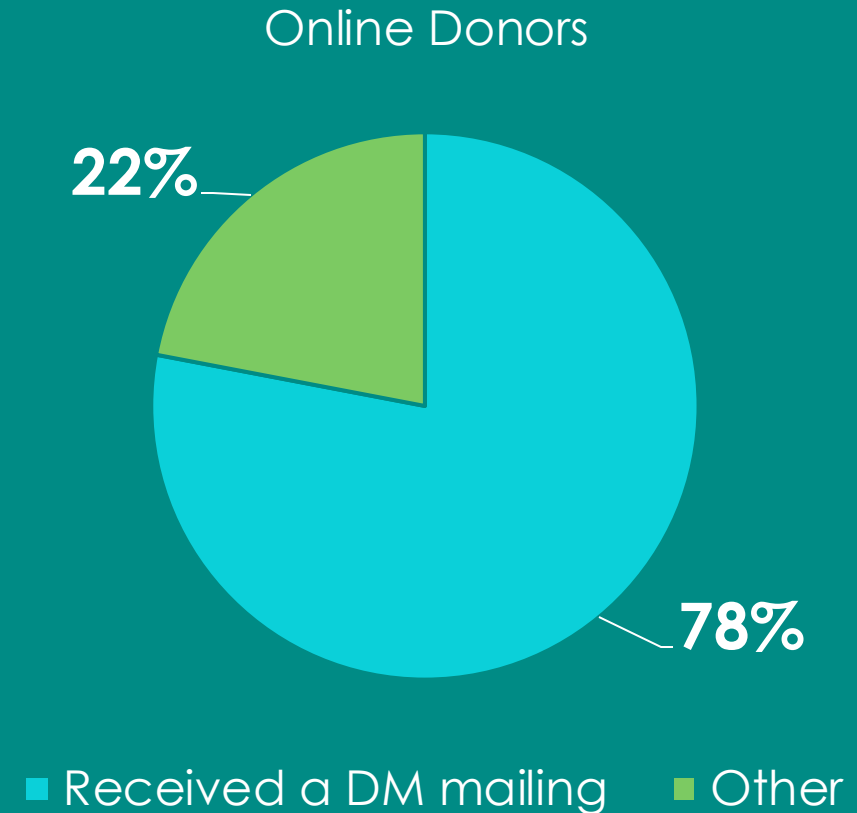


- Managing Director, Direct Mail & Marketing Operations  
American Cancer Society

# The number of 501(c)(3) organizations, 2012–2022



**Direct mail  
acquisition is the  
primary source of  
new online  
donors**



For one organization who has a robust online presence, **78%** of their new online donors received a direct mail piece first before going online to make a gift.



# Case Studies

Two California Meals on Wheels programs invested in donor acquisition in 2016 and 2019 and now have thriving, growing donor bases.



# Case Study #1: Meals on Wheels Solano County

- **Market Viability:** 120,000 prospects
- **Meals Served:** 200,000 Annually
- **Co-op Membership:** Joined in 2019 with 1 campaign (Oct 2019 Acq)
- **Starting Donor File:** 80 active donors
- **First-Year Results:** 850 new donors
  - \$95k gross revenue
  - 29 gifts of \$1,000+ or more (including 1 \$25k!)



**Service Area:**  
7 cities, 21 zip codes

# Case Study #1: Meals on Wheels Solano County

- **4th FY Complete:** 5,000 active donors
- **Current Campaigns:** 5 per year + new donor welcome kits
- **Internal Efforts:** Newsletters, Emails/Social Posts, Monthly E-Newsletters, Thank you calls, invitation to new donors to tour facility and/or ride along with a volunteers
- **FY24 Results:** \$1 60K+ gross, avg. gift \$97, acquiring 300+ new donors each year
  - \$10K gift!



# Case Study #2: Large Metropolitan City MOW Program

- **Market Viability:** 130,000 +prospects
- **Meals Served:** Nearly 1 million annually
- **Co-op Membership:** 2016 with 4 campaigns (2 Acquisition, 2 Renewal)
- **Starting Donor File:** ~8,000 active donors
- **First-Year Results:** 2,000 new donors
  - \$350,000 gross revenue
  - 42 gifts of \$1,000+, including a \$10K gift


## **Service Area:**

70+ zip codes with nearly 1.7 million in the population



# Case Study #2: Large Metropolitan City MOW Program

- **8th FY Complete:** 11,000+ active donors
- **Current Campaigns:** 9 mailings (6 renewals, 3 acquisitions)
- **Internal Efforts:** Newsletters, Emails/Social posts, Thank you calls and notes, Events
- **FY24 Results:** \$570K+ gross, 1,000+ new donors
- **Avg. Gift:** \$116, with 68 gifts of \$1,000+



"What is the **secret sauce** to finding great donors to support my organization for years to come?"



# The Right Prospects Are Key



Simply targeting addresses in your service area won't work (voter lists, etc).

The best prospects are both direct mail responsive and philanthropic.

They will respond to your message, and keep giving over time.

## We know how to **find them!**

# Demographics

**MOW donors are older!**

**50% are over the age of 65**

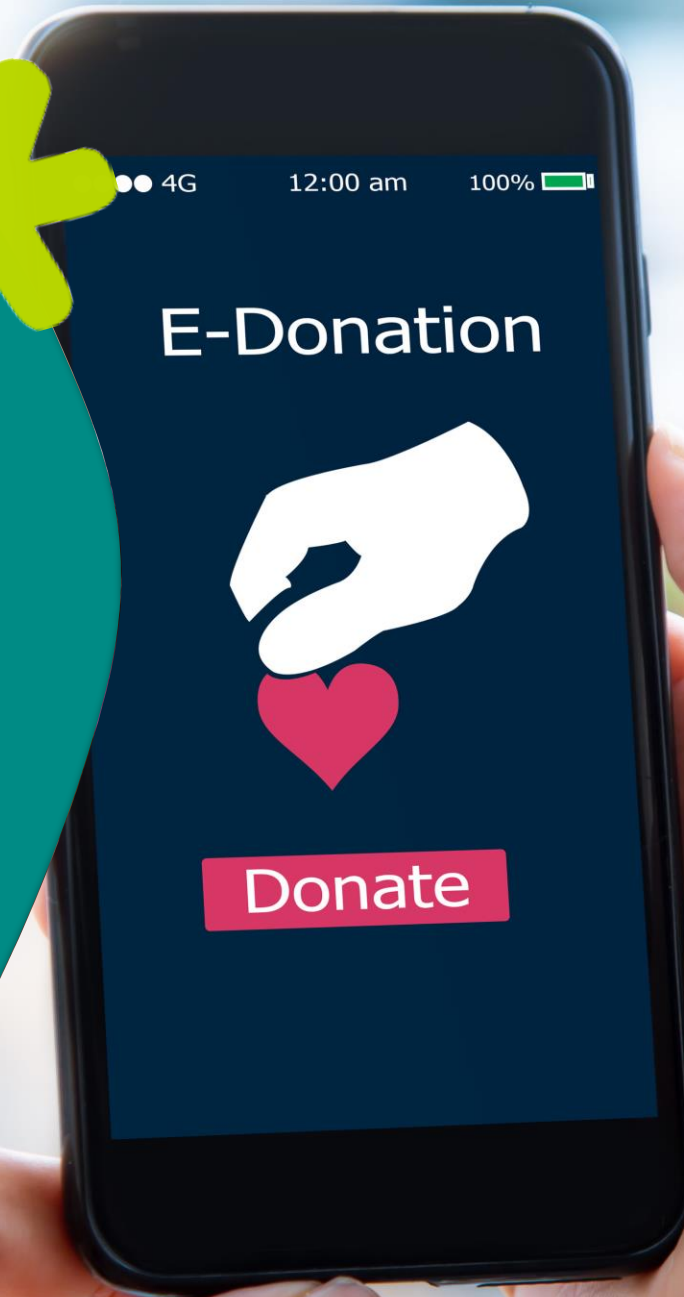
**Over half of MOW donors  
are women**

**They are very generous!**

**They regularly support 19  
other charities – compared  
to the national average of  
12**

# Integrated Campaign Packages

All samples art and  
copy are owned  
by Lautman. Not  
for use.





Help support and feed hungry seniors right here in Cooke, Fannin, and Grayson Counties!

## 2022 FALL MEALS CAMPAIGN



We Miss You!  
Please renew your support today.



Ms. Jane Q. Sample  
09 2022 Renewal Texoma Low Donor  
1234 Anywhere Street  
Anytown, US 12349  
[Barcode]

## 2022 FALL MEALS CAMPAIGN

September 2022

Dear Ms. Sample,

There are more than 1,400 seniors in Cooke, Fannin, and Grayson Counties who depend on Meals on Wheels Texoma every day. All too often, the meal they receive from us is the only meal they eat that day.

That's a big responsibility, but thanks to your generous support we have been there for every elderly neighbor who has needed us, and we pledge to continue to be there day in and day out.

The increase we've seen in prepared and delivered meals over the last two years has been unprecedented. Additionally, the costs we've incurred to adjust our programs to address the impact of the pandemic have been staggering.

Now, we face the coming fall and winter months, which always bring an **increase**

## CONTRIBUTION FORM

☒ **Yes!** I want to help provide food and friendship to seniors in Cooke, Fannin, and Grayson Counties. Enclosed is my gift to the **2022 Fall Meals Campaign**, along with my signed card for a homebound neighbor in need.

☐ \$95    ☐ \$120    ☐ \$145    ☐ \$190    ☐ Other \$ \_\_\_\_\_

Thank you so much for your last gift in 2022!

Ms. Jane Q. Sample  
09 2022 Renewal Texoma Low Donor  
1234 Anywhere Street  
Anytown, US 12349



Please make checks payable to: Meals on Wheels Texoma, 4114 Airport Drive, Denison, TX 75020  
To make a gift by credit card, please see reverse. To make a gift online, please go to [www.mowot.org](http://www.mowot.org). Thank you!

Happy Holidays

meal with our best wishes.



4114 Airport Drive  
Denison, TX 75020

### Holiday Meals Still Needed!

Please respond within 15 days!



### 2022 Holiday Meals Campaign

4114 Airport Drive • Denison, TX 75020 • (903) 786-3351 • [www.mowot.org](http://www.mowot.org)

I am 90 years old, and I only had a few cans left in my cabinets and very little food in the freezer. But because of meals on wheels I don't have to worry about food... My delivery person is such a dear! I can't say thank you enough.

- Patricia

November 2022

Dear Ms. Sample,

Imagine what the holidays would be like if you were hungry, homebound, and had outlived your family and friends.

Sadly, every day of the year, far too many seniors right here in Texoma face that reality. To be hungry and alone during the holidays is more than any of our neighbors

Detach Here and Return the Form Below with Your Gift

### HOLIDAY MEALS CONTRIBUTION FORM

☐ Yes! Please use my gift to provide food and friendship to our homebound seniors in Cooke, Fannin, and Grayson Counties this holiday season. I have enclosed a check for:

- |   |   |
|---|---|
| <input type="checkbox"/> \$98 – 14 Meals  | <input type="checkbox"/> \$245 – 35 Meals |
| <input type="checkbox"/> \$147 – 21 Meals | <input type="checkbox"/> \$392 – 56 Meals |
| <input type="checkbox"/> \$196 – 28 Meals | <input type="checkbox"/> Other \$ _____   |

Ms. Jane Q. Sample  
11 2022 Renewal Texoma Low Donor  
1234 Anywhere Street  
Anytown, US 12345

12345678  
R22BTMSM

Please make your check payable to: Meals on Wheels Texoma, 4114 Airport Drive, Denison, TX 75020  
To make a gift by credit card, please see reverse. To make a gift online, please go to [www.mowot.org](http://www.mowot.org). Thank you!

Your generosity is more important than ever before, especially now with the cost of food and gas on the rise. We need your help!

(over, please)

Detach Here and Return the Form Below with Your Gift

# Don't be afraid to be **transparent** with donors – they care and want to help

## **URGENT: RISING COSTS MAY MEAN FEWER MEALS**

Right now, we are seeing an alarming increase in senior hunger here in Lafayette, Louisville, Superior and Erie. Surging costs are forcing more older adults than ever to turn to us for meals. We're even seeing requests from those who have never had to ask for help before.

**At the same time, the dramatic increase in inflation means we are stretching our budget to the limit.**

That's why your support is critical. **Will you make a gift today? We need to make sure that no one is left hungry and alone.** Together, we can provide nutritious meals and other vital services to those in need. Thank you for your support and generous heart!

## **\*\*\*\*\* URGENT: MEALS ON WHEELS NEEDS YOUR HELP \*\*\*\*\***

We are heartbroken for our clients, friends and partners impacted by the devastating fires in our region in recent months. We hope that you and yours are safe and well.

As the Palisades fire broke earlier this year, we immediately contacted seniors in the affected areas to urge them to evacuate. While meal deliveries to clients in the stricken areas had to be halted briefly, we resumed our services as quickly as possible.

Thanks to your support, Meals on Wheels West is able to provide meals and vital support to all of our 435+ clients, who are truly the most vulnerable among us.

**Will you help? Please make a generous gift today to provide critical food and friendship to our elderly, homebound neighbors.** These are frightening times for us all, but especially for the seniors we serve. You can be their lifeline. Thank you.

SM



January 28, 2025

Dear Friend,

Things are moving quickly, so as promised, I want to keep you updated on the latest developments.

First, I want to acknowledge the outpouring of care and support we have received from so many of you. It is heartwarming to know that you are standing with us in our fight against senior hunger.

Late this afternoon, the President's Office of Management and Budget issued a memo providing additional information related to the Executive Order pausing federal grants. In part, it states that, "any program that provides direct benefits to individuals is not subject to the pause."

While there is still a lot of confusion, it appears on the surface that this "pause" may not impact Meals On Wheels. I am confident that we will receive more clarity in the coming days and hope to be able to report with confidence that our federal funding will continue without interruption.

Thank you for keeping Meals On Wheels and our clients in your thoughts and prayers. We are committed to serving our homebound, elderly and disabled neighbors in need.

Sincerely,

Keith Harrison  
VP of Marketing & Communications  
Meals On Wheels, Inc. of Tarrant County



# What about **restricted gifts**?

Won't you please send a gift to provide your elderly, homebound neighbors a friendly, nutritious meal and other critical services?

Our goal is to end food scarcity among older adults by ensuring access to healthy meals, fresh produce, and nutrition education, and you can help. A gift of \$70 can deliver 10 meals or provide rides to and from medical appointments. A gift of \$105 can pay for 15 meals or can help to subsidize the cost of personal care or provide companion services.

We simply cannot let our most vulnerable neighbors struggle. And, with Senior Services and your support, they won't.

# Go deeper into **your mission**



**EMERGENCY FOOD  
DELIVERIES**



**ANIMAL  
MEALS**



**TRANSPORTATION  
ASSISTANCE**



**FALL PREVENTION  
PROGRAM**



**SAFE, AFFORDABLE  
HOUSING**



**HOME REPAIR  
SERVICES**



**SOCIAL WORKER  
CALLS**



**HELP NAVIGATING  
RESOURCES**


## Vary the ask options and integrate across channels

## URGENT SUMMER MEALS CAMPAIGN

☐ Yes, I want to make a gift to help provide food and friendship for seniors in need this summer. I enclose:

☐ \$25    ☐ \$35    ☐ \$50    ☐ \$75    ☐ Other \$ \_\_\_\_\_

**Every \$5.00 delivers 1 meal!**

Ms. Jane Q. Sample  
06 2022 Renewal Lubbock Low Donor Test  
1234 Anywhere Street  
Anytown, US 12345  


Please make checks payable to: Lubbock Meals on Wheels, 2304 34th Street, Lubbock, TX 79411

To donate by credit card, please see reverse. To donate online, visit [www.lubbockmealsonwheels.org](http://www.lubbockmealsonwheels.org). Thank you!

## URGENT SUMMER MEALS CAMPAIGN

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To donate by credit card, please see reverse. To donate online, visit [www.lubbockmealsonwheels.org](http://www.lubbockmealsonwheels.org). Thank you!

## Meals Are Needed All Summer Long!

☐ Yes, I want to make a gift to help provide food for Lubbock and Wolfforth seniors in need for June, July, and August. I enclose:

☐ \$105    ☐ Other \$ \_\_\_\_\_

Ms. Jane Q. Sample  
06 2022 Renewal Lubbock Low Donor Test  
1234 Anywhere Street  
Anytown, US 12345

Please make checks payable to: Lubbock Meals on Wheels, 2304 34th Street, Lubbock, TX 79411

To donate by credit card, please see reverse. To donate online, visit [www.lubbockmealsonwheels.org](http://www.lubbockmealsonwheels.org). Thank you!

**June:  
17,704  
meals  
needed**

12345678 R224LUSM

**July:  
17,653  
meals  
needed**

12345678 R224LUSM

**August:  
18,043  
meals  
needed**

12345678 R224LUSM

Use this coupon to  
provide meals for  
the entire summer!

12345678 R224LUSM

The graphic features the Meals on Wheels San Francisco logo at the top, which includes a stylized 'M' and 'W' icon. Below the logo, the text 'MEALS on WHEELS' and 'SAN FRANCISCO' is displayed. The main heading 'SUMMER MEALS CAMPAIGN' is in large, bold, white letters. A subtitle asks, 'Will you help our precious seniors this summer?'. A yellow banner contains the text 'WITH YOUR HELP, WE CAN DELIVER 900,000 MEALS TO NEIGHBORS IN NEED! THAT IS:'. Below this, three identical sets of icons represent the goal: a blue box with '300,000', a plate with a fork and knife, and a yellow circle with the text 'MEALS IN JUNE', 'MEALS IN JULY', and 'MEALS IN AUGUST'. At the bottom, a white banner says '300,000 meals delivered to isolated, homebound older adults that won't go hungry because of you!'. The footer has a large red button that says 'DONATE TODAY'.

Brian Chin  
Meals on Wheels by ACC  
7375 Park City Drive  
Sacramento, CA 95831

Chris Q. Sample  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036



URGENT

SC

meals  
on  
wheels  
by acc

Brian Chin  
Board President

**Your help is urgently needed!  
We are experiencing an increased demand  
for meals right here in Sacramento.  
Our seniors need your help!**

May 2022

Dear [Salutation],

Today I write to you with a heavy heart.

Due to the recent and dramatic increase in requests for meals from our frail and homebound elderly, Meals on Wheels by ACC is experiencing a funding shortfall. I know you share my deep commitment to providing for our most vulnerable neighbors, so I am writing to plead for your help.

Please consider making a generous donation of \$[ASK2] or more today. Only increased charitable support will allow Meals on Wheels by ACC to continue to meet the needs of our community's older adults.

The number of seniors who need our help is at an all-time high. There are 400 additional older adults right here in Sacramento who are in desperate need for home-delivered meals. We are also serving nearly double the number of seniors than usual at our curbside pick-up locations.

**[Salutation], if we cannot raise the additional funds to cover this shortfall, our homebound vulnerable neighbors will continue to go hungry.**

Every day our phone rings with more requests for assistance.

And even before the increased need, we were enduring a very difficult time. A growing aging population — along with rising prices of food, utilities, and medical care, puts more seniors at risk.

In desperate times like these, I must turn to loyal supporters like you for additional support.

(over, please)

Meals on Wheels by ACC • 7375 Park City Drive • Sacramento, CA 95831  
(916) 444-9533 • [www.mowsac.org](http://www.mowsac.org)

### EMERGENCY CONTRIBUTION FORM

☒ **Yes!** I will help provide urgently needed meals to homebound senior neighbors in Sacramento County.  
I have enclosed a generous gift of:

☐ \$ASK1 ☐ \$ASK2\* ☐ \$ASK3 ☐ \$ASK4 ☐ Other \$ \_\_\_\_\_

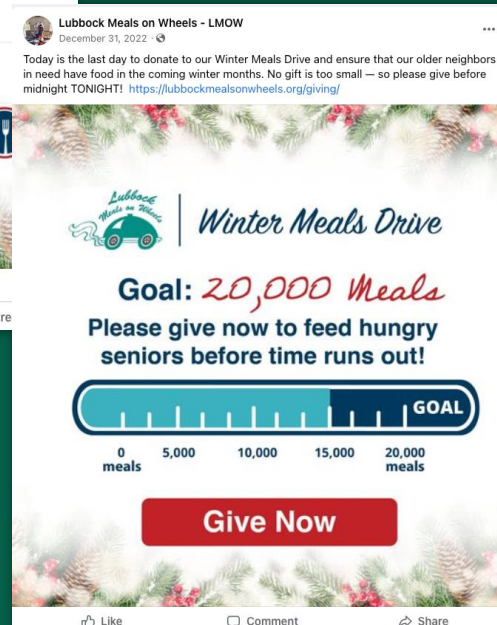
**\*Your gift today of this amount will really help!**


Chris Q. Sample Control  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036

meals  
on  
wheels  
by acc  
[www.mowsac.org](http://www.mowsac.org)  
Donor ID Mailcode


Please make checks payable to: Meals on Wheels by ACC, 7375 Park City Drive, Sacramento, CA 95831  
To make a gift by credit card, please see reverse. To make a gift online, please go to [www.mowsac.org](http://www.mowsac.org). Thank you!

# Integrate messages across channels






## Lubbock Meals on Wheels



### Holiday Meals Campaign

Help Deliver Holiday Meals to Lubbock Seniors

[Donate Now](#)



This is why Lubbock Meals on Wheels is launching this year's Winter Meals Drive with the goal to serve 20,000 meals to seniors in need. [With your support, we'd like to ensure that the choice between groceries, medication, and a holiday meal doesn't need to be made.](#)

Because of the community's generous contributions last year, we were able to serve healthy and nourishing meals to over 900 of your senior neighbors. After seeing their profound gratitude and excitement, we hope to far surpass that number this year with you at our side.

[Please help us continue to keep our elderly community fed and cared for this holiday season.](#)

Many thanks,  
Lisa Gilliland  
Executive Director

#LetsDoLunch



# Include what they gave initially

J. Greg Pittman  
Meals on Wheels Texoma  
2626 Hilltop Dr  
Sherman, TX 75090



J. Greg Pittman  
Executive Director

## Do Not Throw Away

### MEALS ON WHEELS CONTRIBUTION FORM

☐ **Yes!** I will help provide food, friendship, and other critical services to our homebound senior neighbors in Cooke, Fannin, and Grayson counties. I have checked off one of the boxes below and enclosed a contribution of:

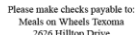
☐ \$21 ☐ \$35 ☐ \$70 ☐ \$105 ☐ \$140 ☐ Other \$ \_\_\_\_\_

Thank you so much for your last gift in [MRC Year]! Please renew your support today.

Chris Q. Sample -- 04 Acq Lapsed  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036



Put your gift into action today!  
Donate online at [www.mowot.org](http://www.mowot.org)



MEALS ON WHEELS  
TEXOMA

Please make checks payable to:  
Meals on Wheels Texoma  
2626 Hilltop Drive  
Sherman, TX 75090

To make a gift by credit card, please see reverse.

Donor ID Mailcode

Please check one of the boxes below and return this entire form with your contribution.

☐ I WANT TO HELP COOKE, FANNIN, AND GRAYSON COUNTIES' SENIORS

**\$21 PROVIDES 3 MEALS**

Meals provided by Chris Q. Sample



☐ I WANT TO HELP COOKE, FANNIN, AND GRAYSON COUNTIES' SENIORS

**\$70 PROVIDES 10 MEALS**

Meals provided by Chris Q. Sample



☐ I WANT TO HELP COOKE, FANNIN, AND GRAYSON COUNTIES' SENIORS

**\$105 PROVIDES 15 MEALS**

Meals provided by Chris Q. Sample

☐ I WANT TO HELP COOKE, FANNIN, AND GRAYSON COUNTIES' SENIORS

**\$\_\_\_\_\_ FOR MEALS**

Meals provided by Chris Q. Sample

### URGENT: SENIORS NEED YOUR HELP

We are facing an increased need for meals in Cooke, Fannin, and Grayson counties. The number of neighbors who need our help is at an all-time high and our top priority is keeping them nourished. At the same time, the dramatic increase in costs means we are stretching our budget to the limit. But without more financial support from caring neighbors like you, I fear we may not be able to help feed all those who rely on us.

We know how they struggle and how much they depend on Meals on Wheels. Will you help? **The need is urgent.** Every day more and more calls for help are received from homebound, elderly neighbors here in Cooke, Fannin, and Grayson counties.

**Please make a generous gift today to help provide critical food to our older, homebound neighbors. You can be their lifeline. Thank you!**

Lisa Gilliland  
Lubbock Meals on Wheels  
2304 34th Street  
Lubbock, TX 79411

## Urgent: Holiday Meals Needed



Please enjoy this special holiday meal  
with our best wishes.

### URGENT: RISING COSTS MAY MEAN FEWER MEALS

Right now, we are experiencing an alarming increase in senior hunger here in Lubbock and Wolfforth. Surging costs are forcing us to turn to us for meals. We're even receiving requests to ask for help before.

**At the same time, this dramatic increase means to the limit.**

That's why your support is critical. **Will you make sure that no one is left hungry and alone.** Together, we can provide vital services to those in need. Thank you!

### CONTRIBUTION FORM

☐ Yes, please use my gift to provide food and friendship to Lubbock's homebound, elderly neighbors. Please deliver the placemat I've signed with a nutritious meal. I've enclosed:

☐ \$20 Provides 4 meals  
☐ \$60 Provides 12 meals  
☐ \$120 Provides 24 meals

☐ \$30 Provides 6 meals  
☐ \$90 Provides 18 meals  
☐ \$\_\_\_\_\_ Other amount

Every \$5 provides  
a meal!



Jane Q. Samplelongname MOW 10\_24 Acq Control  
1730 Rhode Island Ave, NW  
Suite 301  
Washington DC 20036

[www.lubbockmealsonwheels.org](http://www.lubbockmealsonwheels.org)  
1234567 SOURCE CODE

Please make checks payable to: Lubbock Meals on Wheels, 2304 34th Street, Lubbock, TX 79411.  
To make a gift by credit card, please see reverse. To make a gift online, please go to [lubbockmealsonwheels.org/donate-info](http://lubbockmealsonwheels.org/donate-info).

# Cultivate & Steward



Dear [Name],

Thank you! You have been such a generous friend of Meals On Wheels of Tarrant County, and we are deeply grateful.

Your loyal support has provided life-saving home-delivered meals and services to your elderly neighbors in need.

These nourishing meals and friendly visits allow seniors to live independently in their own homes — without the fear of being hungry or forgotten. Your generosity helps make this possible!

On behalf of each senior who has received a meal and more thanks to your support, I want to express my heartfelt appreciation for your generosity and for showing you care.

Gratefully,



5740 Airport Freeway  
Fort Worth, TX 76117

MOW Cultivation  
Chris Q. Sample  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036

## Thank you!



**BECAUSE OF YOUR SUPPORT**, this year  
Meals On Wheels of Tarrant County was able to:



SERVE OVER  
**1.3 million**  
MEALS



HELP  
**7,000**  
SENIORS



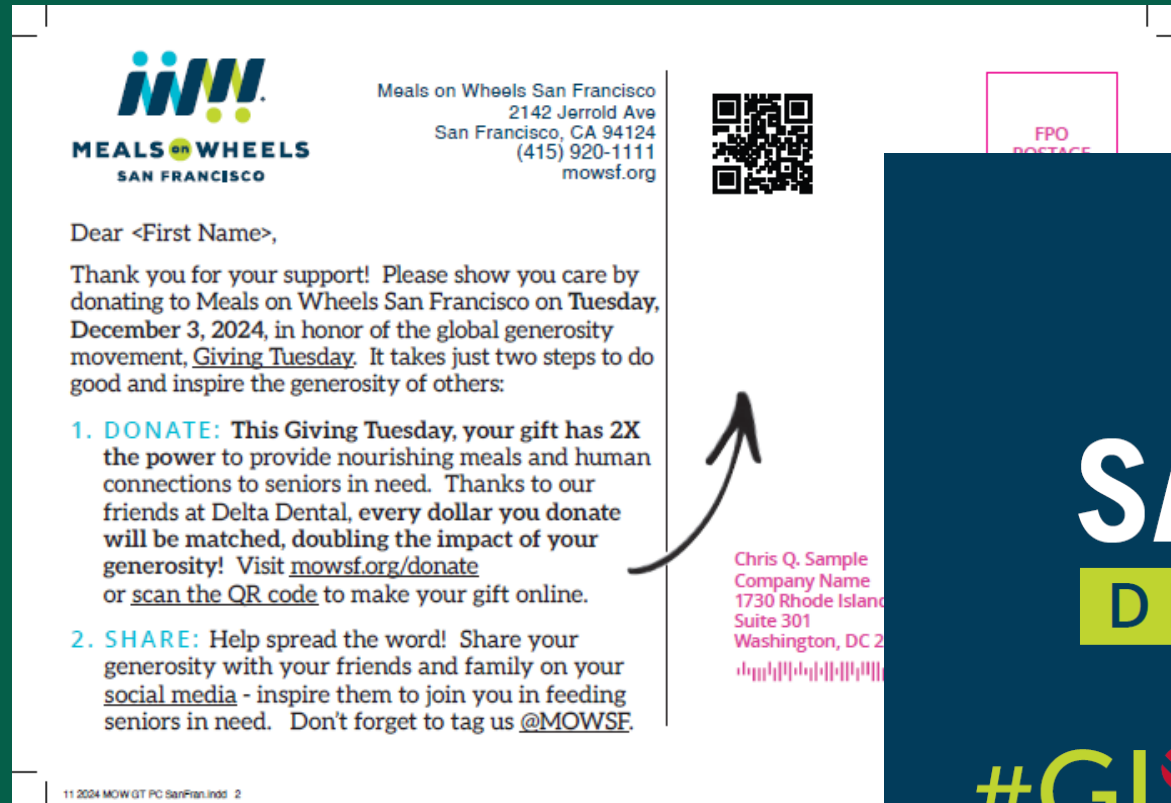
MAKE  
**countless visits**  
TO OUR NEEDIEST  
neighbors



# Use online campaigns to **amplify efforts**



# Meet the donors where they are and appeal to new (possibly younger) donors



# Use online campaigns to **amplify efforts**



Help us support  
our vulnerable neighbors  
on Giving Tuesday Now!

**Donate Now**




Will you  
help our seniors  
in Lubbock?


**Donate Now**



GIVINGTUESDAY | **NOW** is Coming!



Mark your calendar to  
help Lubbock's  
seniors on **May 5!**



# Targeted upgrades and special appeals



Exciting opportunity enclosed.  
See inside for more details.

*Wishing you a happy day!*

As you enjoy your meal, please know that someone cares. Have a wonderful day!  
Thinking of you,

## THE 2023 BREAKFAST CHALLENGE — HELP US REACH OUR \$45,000 GOAL!

☐ Yes, I want to ensure seniors in Lubbock and Wolforth receive every nutritious meal they need. Enclosed is my Breakfast Challenge gift of:

☐ \$ASK1 ☐ \$ASK2 ☐ \$ASK3 ☐ Other \$ \_\_\_\_\_

*Salutation, your gift today will mean so much!*

Jane Q. Sample  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036

ID Number Mail Code

Please make checks payable to:  
Lubbock Meals on Wheels  
2304 34th Street  
Lubbock, TX 79411

To donate by credit card, please see reverse.  
Thank you!



Put your gift into action today! Donate online at  
[www.lubbockmealsonwheels.org/giving](http://www.lubbockmealsonwheels.org/giving)

Alissa Deaton, President & CEO



5740 Airport Freeway  
Fort Worth, TX 76117



Alissa Deaton  
President & CEO

March 2025

Dear [Salutation],

Your extraordinary generosity has allowed us to serve so many seniors right here in Tarrant County. We are so grateful that we can rely on you to ensure nutritious meals are certain to the vulnerable neighbors in our community when they need them.

Chris Q. Sample  
Company Name  
1730 Rhode  
Suite 301  
Washington,



TO: Alissa Deaton  
Meals On Wheels of  
Tarrant County  
5740 Airport Freeway  
Fort Worth, TX 76117

FROM: Chris Q. Sample  
Company Name  
1730 Rhode Island Ave., NW  
Suite 301  
Washington, DC 20036

DONORID SOURCECODE

☐ **Yes!** I will increase my support to provide life-sustaining meals to elderly neighbors in our community. Here's my leadership gift to Meals On Wheels of Tarrant County in the amount of:

☐ \$Ask1 ☐ \$Ask2 ☐ \$Ask3 ☐ \$Ask4 ☐ Other \$ \_\_\_\_\_

\$2,080 guarantees the delivery of meals for a senior right here in our community for an entire year!

Your increased support is deeply appreciated and will make such a difference to seniors in need in Tarrant County.

Please return this form with your check made payable to **Meals On Wheels of Tarrant County**. To give by credit card, and to learn about other ways to give, please see reverse.

(Salutation), We would love to call you personally to thank you for your outstanding gift of \$ (Ask2) or more. Just let me know the best number to reach you.

Day-time Phone: \_\_\_\_\_

**Thank you for generously supporting our work!**

Your increased support is deeply appreciated and will make such a difference to seniors in Tarrant County. If you have any questions, please contact us by phone **817-258-6450 (voice)** or email at **Keith@mealsonwheels.org**.

Meals On Wheels of Tarrant County | 5740 Airport Freeway, Fort Worth, TX 76117  
[www.mealsonwheels.org](http://www.mealsonwheels.org)



Newsletters are  
a great way to  
report back to  
donors, and  
generate  
added revenue



#### The ALS Ice Bucket Challenge at 10: Much to Celebrate, Much to Do

**T**his summer, the ALS Association celebrated the 10th anniversary of the Ice Bucket Challenge. Generous supporters like you helped reignite the passion of this global phenomenon to create a world without ALS!

Together, we honored the lasting legacy of this global phenomenon.

##### Accelerating Research

Over the last decade, we've tripled our capacity to fund research, supporting more than 560 different projects around the world.

For every \$1 we've invested in research since the Ice Bucket Challenge, our grantees have received \$7 in follow-on funding from the government and other sources. This means the \$155 million we've committed has led to an influx of more than \$1 billion into the ALS research community.

As a result, new ALS treatments have advanced through the pipeline. New ALS-linked genes have been discovered. New assistive technologies have been developed. And new global research collaborations have been launched.

##### Expanding Care

Before the Ice Bucket Challenge, we supported 100 ALS clinics. Now, because of your partnership, we've expanded to 226 Certified Treatment Centers of Excellence, Recognized Treatment Centers, and affiliated clinics around the country. They make up the world's premier ALS clinic network.

The Ice Bucket Challenge has also allowed us to increase access to vital assistance programs to help people live better and longer with ALS. Like geo-mapping and telehealth.

What's more, 10 years ago, there were waiting lists for essential equipment such as mobility aids and communication devices. Today, with increased funding, the Association is helping provide the equipment people need to maintain their independence.

##### Raising Our Voice Louder Than Ever

Your advocacy has helped secure government funding, as well. Since the Ice Bucket Challenge, we've seen huge jumps in annual spending on ALS research:

In 2014, the National Institutes of Health spent \$48 million on ALS clinical research. In 2024, NIH spent more than \$145 million and another \$75 million to increase access for those ineligible for clinical trials.

In 2014, the National ALS Registry and Biorepository at the Centers for Disease Control and Prevention had funding totaling \$7.8 million. In 2024, its funding hit \$10 million.

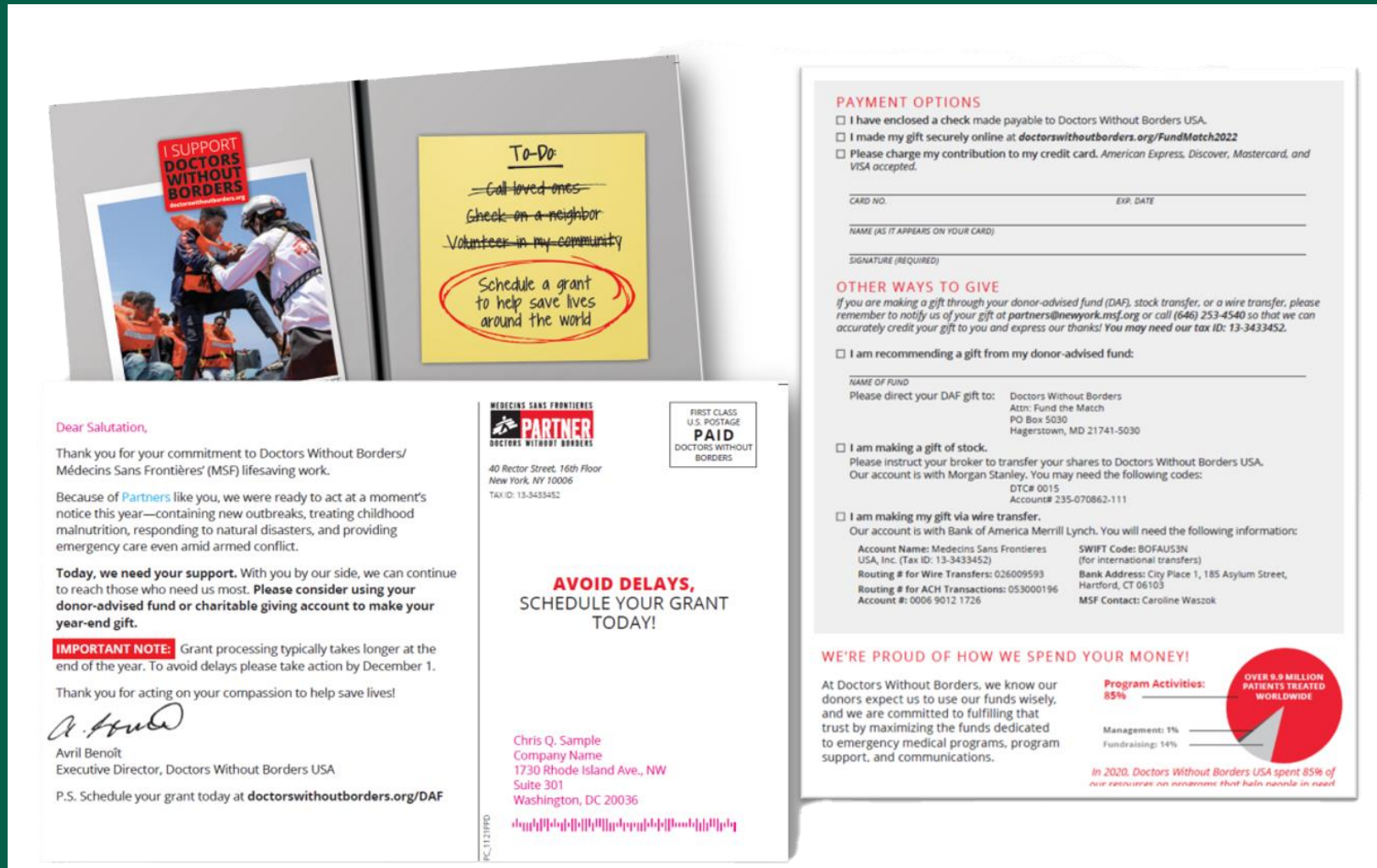
In 2014, the Congressional Directed Research Program at the Department of Defense funded ALS research at \$7.5 million. In 2024, the program received \$40 million.

Even with all this progress, our work is far from over. With you by our side, we can make ALS a fivable disease for everyone, everywhere, until we can cure it.

11\_24 ALS NL CUE NL.indd 1

10/24 12:30 PM

# Promote DAF (Donor Advised Funds) Giving



# Questions?





# Thank You!



**LISA MASKA**

[lmaska@lautmandc.com](mailto:lmaska@lautmandc.com)



**LYNSEY GALLAGHER**

[lgallagher@lautmandc.com](mailto:lgallagher@lautmandc.com)