

BLUEGRASS
INTEGRATED COMMUNICATIONS



WHAT HAPPENED?



January 27, 2025

Federal funding freeze announced.

All new federal financial assistance paused.



January 28, 2025

Federal judge blocks freeze.

Legal challenge forces review.



January 29, 2025

Freeze rescinded—but uncertainty remains.

Future funding shifts possible.



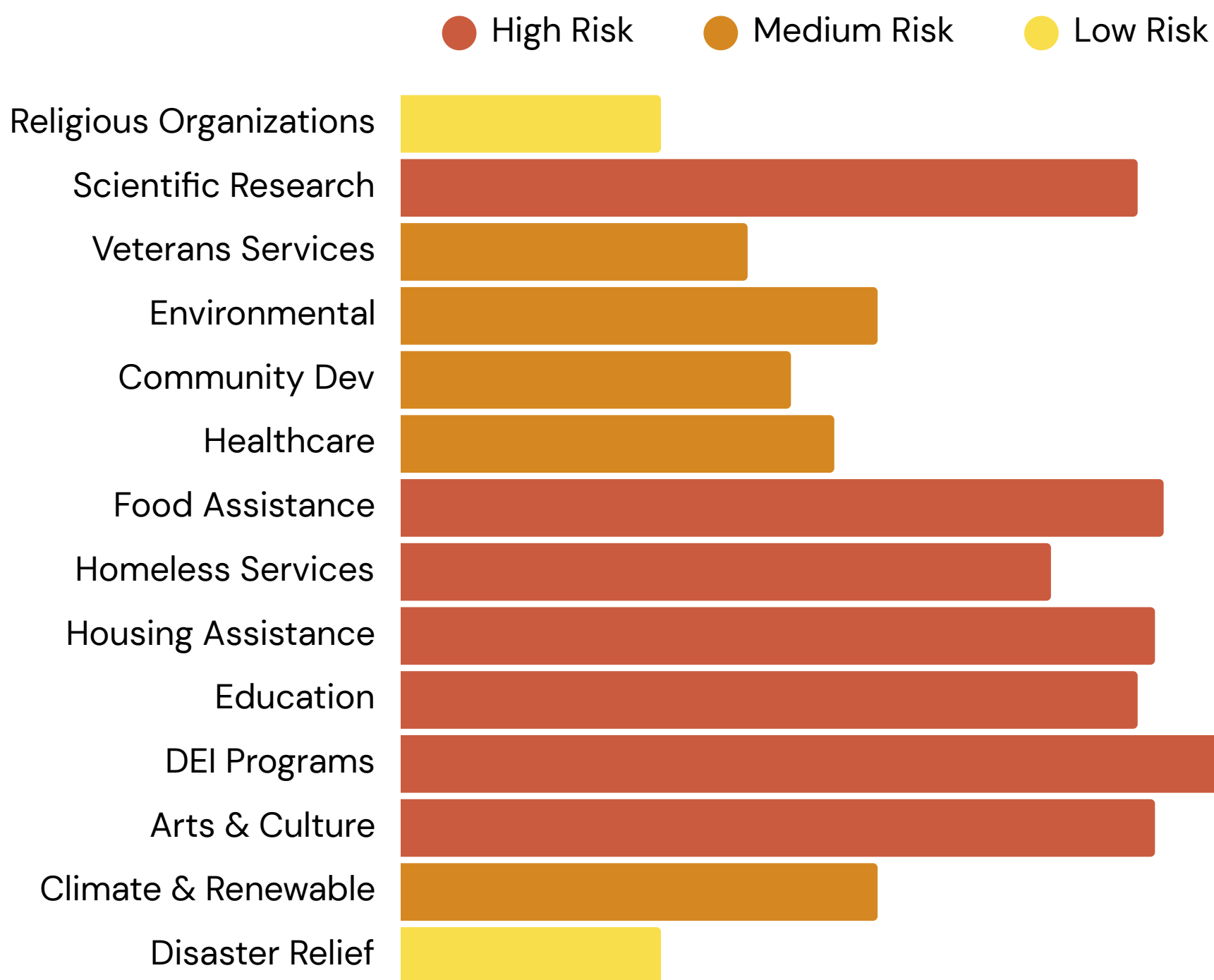
Looking ahead >

Funding priorities could still change. Stay informed—**review funding sources, explore diversification, and plan ahead.**

NON-PROFITS, BRACE FOR IMPACT

Although the funding freeze was lifted, uncertainty remains. Some sectors may see **reduced grants, processing delays, or shifting priorities.**

Nonprofits need to be ready to adapt.



WHO'S FEELING THE **PRESSURE**?



Education – Federal grants for universities & schools are in limbo, affecting research programs & financial aid.



Diversity, Equity & Inclusion (DEI) Programs – Funding cuts are pausing initiatives, leading to potential program shutdowns.



Arts & Culture – Federal arts grants are frozen, threatening community programs & creative projects.



Food Assistance – Programs like Meals on Wheels face uncertainty, potentially impacting millions of meal deliveries.



Homelessness Services – Funding delays reduce shelter capacity & emergency aid, putting vulnerable populations at risk.



Housing Assistance – Rental & housing support programs struggle to maintain services amid funding shifts.



Scientific Research – Federal funding cuts threaten critical research, especially in climate science, public health, and social sciences.

IN THE GRAY AREA

These sectors aren't in crisis yet, but funding delays and shifting priorities make the future uncertain.

-  **Healthcare** – Organizations providing medical services and public health initiatives are encountering funding delays, potentially affecting patient care and community health programs.
-  **Environmental Nonprofits** – Groups focused on conservation and environmental advocacy are seeing pauses in federal support, impacting projects aimed at sustainability and climate action.
-  **Community Development** – Initiatives aimed at urban development and social services are facing funding uncertainties, which may slow down efforts to improve local infrastructure and support underserved populations.
-  **Climate & Renewable** – Federal funding cuts jeopardize sustainability projects and renewable energy initiatives.
-   **Veterans Services** – Support programs for veterans face instability, risking critical resources for housing, healthcare, and job assistance.

WHAT NONPROFITS SHOULD DO NEXT



Here's how nonprofits can stay ahead of funding shifts and secure their future

Diversify Funding

Explore **corporate sponsors, major donors, and digital fundraising** to reduce reliance on federal grants.

Track Policy Changes

Stay updated on **grant eligibility shifts, budget reallocations, and legislative updates.**

Boost Grant Applications

Emphasize **measurable impact and financial sustainability** to improve approval chances.

Engage Your Network

Build relationships with **local governments, private funders, and advocacy groups.**

VISIBILITY IS VIABILITY.

If they can't *find* you, they can't *fund* you. Nonprofits must be **loud, visible, and unforgettable.**

Increase Outreach



Be where your donors are. **Expanding your reach and staying visible** ensures your message is seen and remembered.

Storytelling



Facts inform, but **stories inspire giving**. Strong brand identity and **personalized messaging** help nonprofits **stand out and connect**.

Build Partnerships



Corporate partnerships and major donor relationships provide stability. Smart, **data-driven donor outreach** makes those connections stronger.

Engage & Retain



Retention is just as important as acquisition. Strong donor relationships grow through **consistent, meaningful touchpoints** that keep supporters engaged.

EVERY MESSAGE MATTERS

DATA-DRIVEN ENGAGEMENT

Use insights to understand donor behavior and refine messaging

DIGITAL MARKETING

Expand your reach and stay visible where donors already engage

DIRECT MAIL

Make an impact with tangible, memorable outreach.

CONSISTENCY

Unified branding and messaging create familiarity and trust.

FOLLOW-THROUGH THAT GETS FUNDING



Timely, personalized follow-ups – The right message at the right time turns first-time donors into repeat supporters.



Data-driven donor retention – Smart segmentation and automation ensure every outreach is relevant and meaningful.



Show Impact – Personalized impact updates, behind-the-scenes stories and testimonials keep them connected to the mission.



Build Loyalty – Recognizing milestones, celebrating impact, and personal thank-yous turn one-time donors into lifelong advocates.



Ongoing Engagement – Fundraising isn't a one-time ask. Strong nonprofits create a year-round donor experience.

IF THE OLD
STRATEGIES
**AREN'T
WORKING,**
WHY KEEP
USING THEM?



NONPROFITS USING
MULTI-CHANNEL
OUTREACH SEE

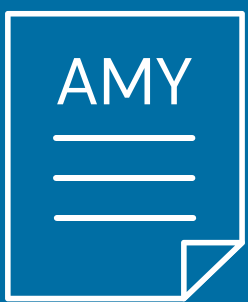
3X

HIGHER
DONOR

A single email or mailer isn't enough anymore. The nonprofits that thrive are the ones meeting donors *where they are, across multiple channels.*

RETENTION

4 STRATEGIES TO MAKE IT HAPPEN



Variable Data Printing

Personalized outreach that increases response rates.



Targeted Direct Mail

Print that feels personal, not mass-produced.



Retargeting & Digital Ads

Stay visible to donors where they already are.



CRM & Donor Data Analytics

Know who to reach, when, and how.

PERSONALIZED
MAIL SEES

135%

HIGHER
RESPONSE RATE

People respond to what *feels* relevant to them. When donors see their name, their city, and the impact they can have—it's no longer just another letter. It's their opportunity to make a difference.

Donors don't give to organizations—they give to people. Variable Data Printing (VDP) makes every mailpiece feel like a personal conversation, not just another solicitation.



123 Hope Ave
Lexington, KY 40511
hello@hopeworks.org
800-432-1000

Every day, families in Lexington face housing insecurity, food shortages, and unexpected crises. Thanks to compassionate supporters like you, HopeWorks Foundation is providing **real solutions**.

Because of donors like you, this year we've been able to:

- ◆ Provide 327 families in Lexington with safe, stable housing.
- ◆ Serve 47,582 meals to individuals experiencing food insecurity.
- ◆ Help 98 people secure full-time employment.

But **we can't do this alone.** The demand for our services is growing, and right now, we need your help to ensure that no family is left without a home.

Last year, your gift of \$50 changed Jordan's life.

Because of you, he had a safe place to stay, fresh clothes to wear, and access to job counseling. Today, Jordan is a full-time assistant manager at The Green Thumb, just two blocks from his new apartment.

You did that Josh.




Now, someone else in Lexington is facing the same struggle. Your support today can help them find stability—just like Jordan.

Scan the QR code below to give today. Together, we can build a future where everyone in Lexington has a place to call home.

With gratitude,

Executive Director
HopeWorks Foundation



 hello@hopeworks.org
 www.hopeworks.org
 [@hopeworksfoundation](https://www.instagram.com/hopeworksfoundation)

Families in **Lexington** received emergency housing assistance this year

Of families we helped last year are now in stable housing.

Volunteers made a difference in 2024.

SUCCESS STORY

SMALL MAILING, BIG RESULTS.

Less Than 500 Mailers. Over \$80K Raised in an Hour.

A smart, data-driven campaign turned a small, personalized mailing into a record-breaking fundraiser—exceeding a \$70K goal.



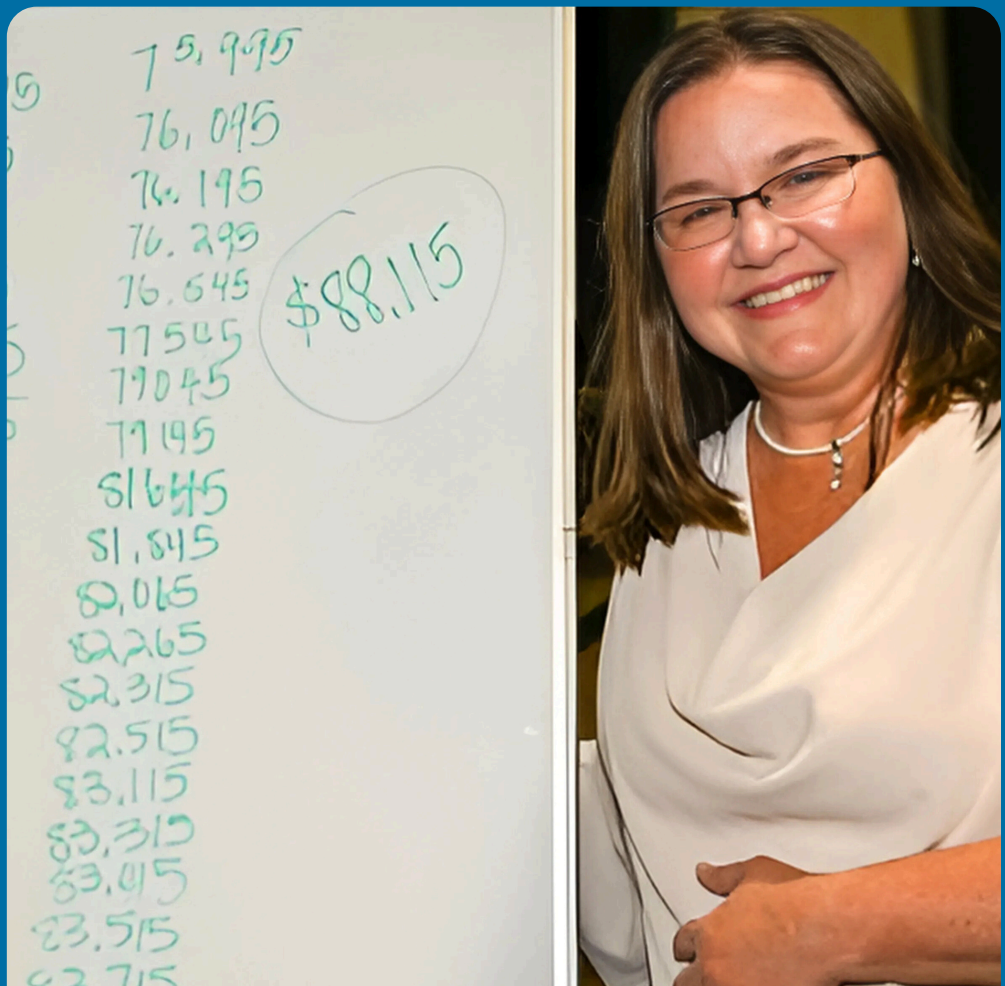
\$88K
RAISED



<500
MAILERS SENT



\$70K
GOAL EXCEEDED



Hyper-local nonprofit raising money for backpack lunches in their community.

THE RIGHT APPROACH

With a **data-driven strategy**, every touchpoint counts.



Personalized Direct Mail

Personalized mailers incorporate recipients names into art



Cross-Channel Consistency

Coordinating mail, digital ads, and social reached donors



Smart Retargeting

Engaged donors saw reinforcement ads leading to action.



PRESENTED BY

Denim & Pearls

TO FULLY FUND OUR AMEN HOUSE BACKPACK WEEKEND MEALS PROGRAM FOR THE 2024-25 SCHOOL YEAR.

Goal for the Evening	VENUE
350 students	QUEENSLAKE
x40 weekends	CATERING
x \$5 invested	DARAE and Friends
\$70,000	MUSIC



292 SOARDS ROAD,
GEORGETOWN, KY 40324

THUR **26** SEPTEMBER
6:30-10 PM

SCAN FOR MORE INFO



Amen House
319 E Main St,
Georgetown, KY 40324

Jessica

You're Invited

Jessica Williams
833 Nandino Blvd.
Lexington, KY 40511





BEYOND THE MAIL

One Mailer. Everywhere they looked.

With fewer than 500 mailers sent, this campaign relied on *precision*, not volume. Personalized invitations landed in mailboxes. Within days, digital ads followed recipients across social media, Informed Delivery and Google.



The event stayed top-of-mind, creating a seamless experience from mailbox to inbox to social feed. The result? More engagement, higher turnout, and fundraising goals shattered in less than an hour.

Consistent branding across direct mail, social, and display ads ensured donors instantly recognized the event—no matter where they saw it.



PRECISION **PAYS** OFF

THE POWER OF AN OMNI-CHANNEL APPROACH

This campaign wasn't about precision, not volume. By combining personalized mail, digital ads, and smart retargeting, every touchpoint worked together to engage donors & drive action.

The result? 35+ impressions per piece, 16k Ad displays, 76% engagement, and 124 leads—all from fewer than 500 mailers.

When strategy meets execution, **every dollar works harder.**



35.5

Impressions Per Piece



76.82%

Engagement Rate



Total Ad Displays
16,065



Engagements
348



Total Leads
124



Attributions
16

SocialMatch



327

Ad Displays

Mail Tracking



100%

Delivered

Social Media Follow-Up



9,074

Ad Displays

Smart Targeting



6,211

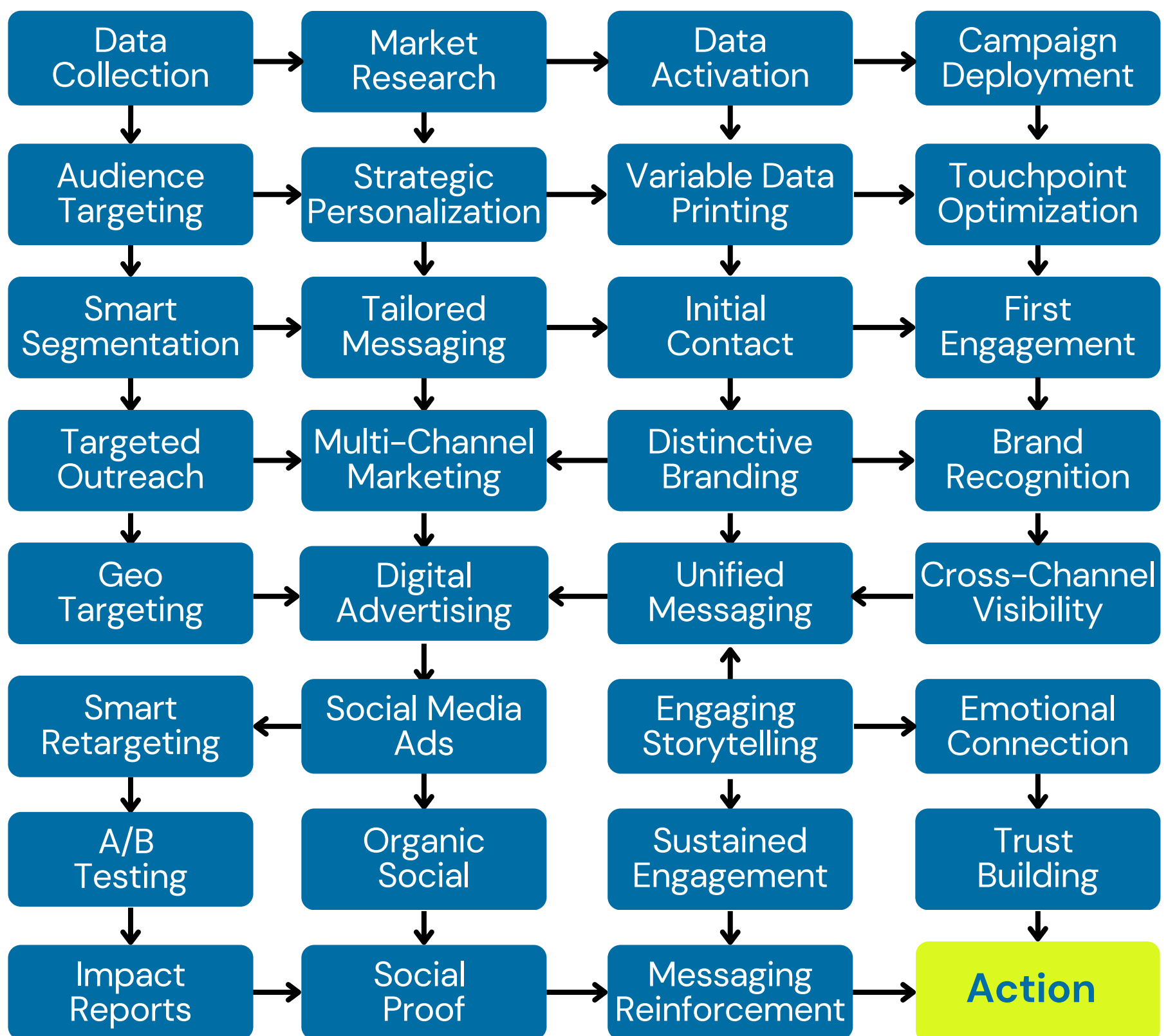
Ad Displays



STRATEGY IN MOTION

THE RIGHT THINGS IN THE RIGHT ORDER

The most effective fundraising strategies create a sequence of well-timed, relevant, and targeted touchpoints that lead donors from awareness to action.



WHY THIS WORKS

THIS STRATEGY DELIVERS—HERE'S WHY.



Multi-Channel Messaging *Wins* →

Donors don't see just one message. They see it in their mailbox, their inbox, and their social feeds—reinforcing impact.



Personalization Builds *Connection* →

When messaging feels tailored—using names, relevant causes, and past donor history—it drives deeper engagement.



Retention is Just as Important as *Acquisition* →

The nonprofits that succeed aren't just focused on getting donations today—they're keeping supporters engaged for the long haul.



DID YOU KNOW?

Organizations that implement multi-channel strategies have experienced a

204% *increase in their conversion rates*