

BLUEGRASS
INTEGRATED COMMUNICATIONS



WHAT HAPPENED?



January 2026

Federal grant delays.

Slower approvals and delayed reimbursements.



February 2026

Partial DHS shutdown.

Many nonprofit programs face disruption.



March 2026

Federal funding disruptions.

\$414M in funding for nonprofits paused, delayed, or canceled.



April 2026

1,400+ humanities grants terminated.

Over \$100M in arts, education, and research funding cut.



May 2026

Federal judge blocks some cancellations.

Courts rule against several funding cuts, but uncertainty remains.



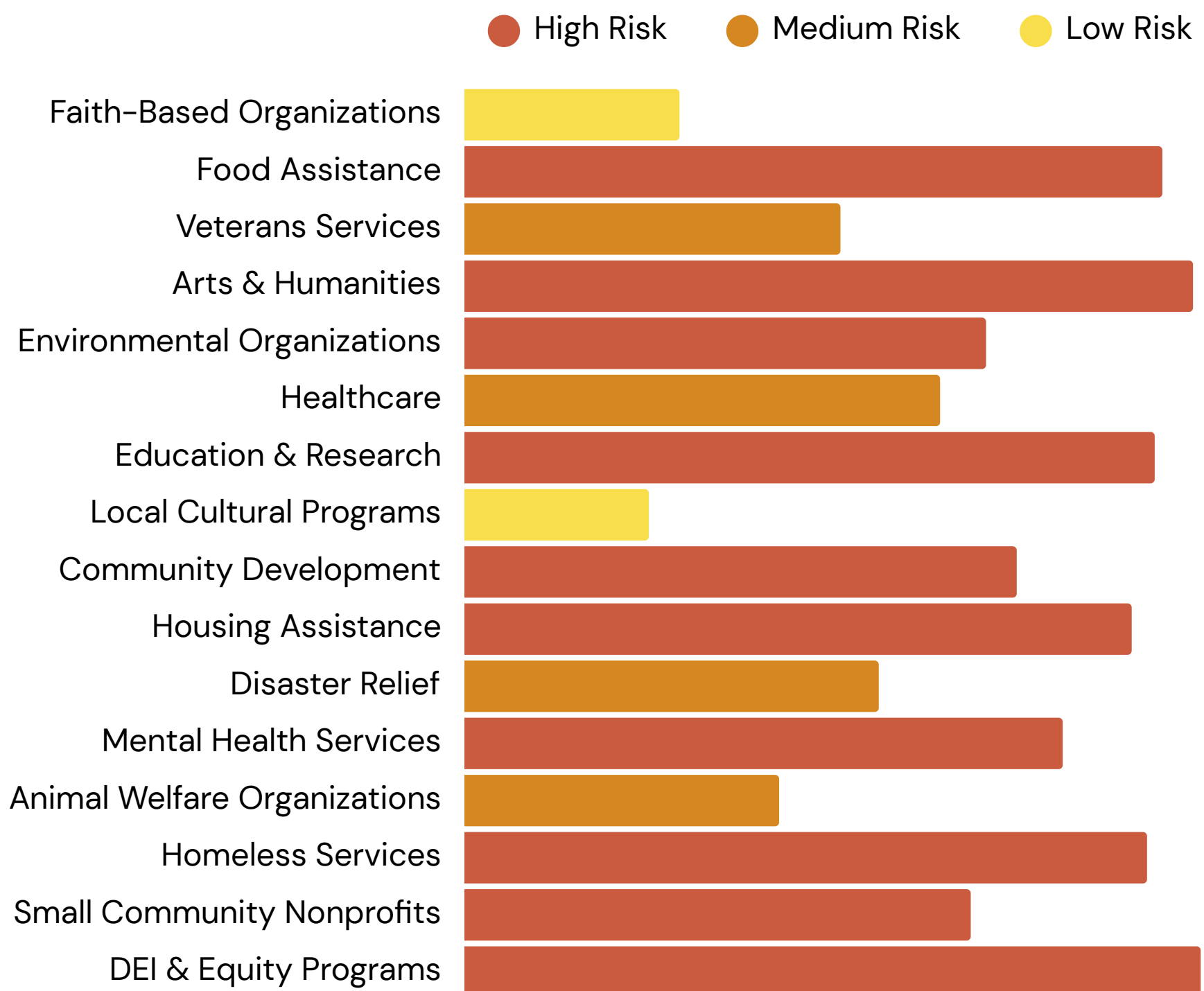
Looking ahead >

73% of nonprofits report increased demand as funding uncertainty and financial pressure continue to grow.

Stay informed, diversify funding, and plan ahead.

NON-PROFITS, BRACE FOR IMPACT


Federal funding delays, rising costs, and growing demand are putting pressure on nonprofits nationwide. Some sectors are already seeing grant disruptions, staffing strain, and increased financial uncertainty.



WHO'S FEELING THE PRESSURE?

 **Education** – Federal funding uncertainty and delayed grant reviews are impacting universities and research programs.

 **Diversity, Equity & Inclusion (DEI) Programs** – Funding cuts and policy shifts are forcing some DEI initiatives to scale back or pause.

 **Arts & Culture** – 1,400+ humanities grants were terminated, impacting arts & cultural organizations.

 **Food Assistance** – SNAP reductions, rising food costs, and increased demand are putting major strain on food banks and hunger relief organizations.

 **Homelessness Services** – Growing housing instability and rising operational costs continue increasing demand for shelter and support services.

 **Environmental Organizations** – Climate-focused political scrutiny, grant uncertainty, and shifting federal priorities.

 **Scientific Research** – Delayed funding reviews and federal scrutiny are creating uncertainty for research institutions and STEM programs.

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.
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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 can't afford to rely on outdated fundraising models. The landscape has changed—has your strategy? What's actually working in 2025?→

NONPROFITS USING MULTI-CHANNEL OUTREACH SEE

3X

See the tools and strategies making the biggest impact →

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

See how top nonprofits are using this to drive real results →

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.

ATTENTION IS EARNED.

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.



Restoring Stability, Rebuilding Lives

Thank you **Josh!**

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

Dear **Josh,**

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,

Donna Stroupe
Donna Stroupe

Executive Director
HopeWorks Foundation



✉ hello@hopeworks.org
🌐 www.hopeworks.org
📷 @hopeworksfoundation



IMPACT SNAPSHOT

327

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

78%

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

1,042

Volunteers made a difference in 2024

Local Data

Recipient's Name

Recipient's City

Recipient's Previous Gift Amount

BENEFICIARY NAME

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.



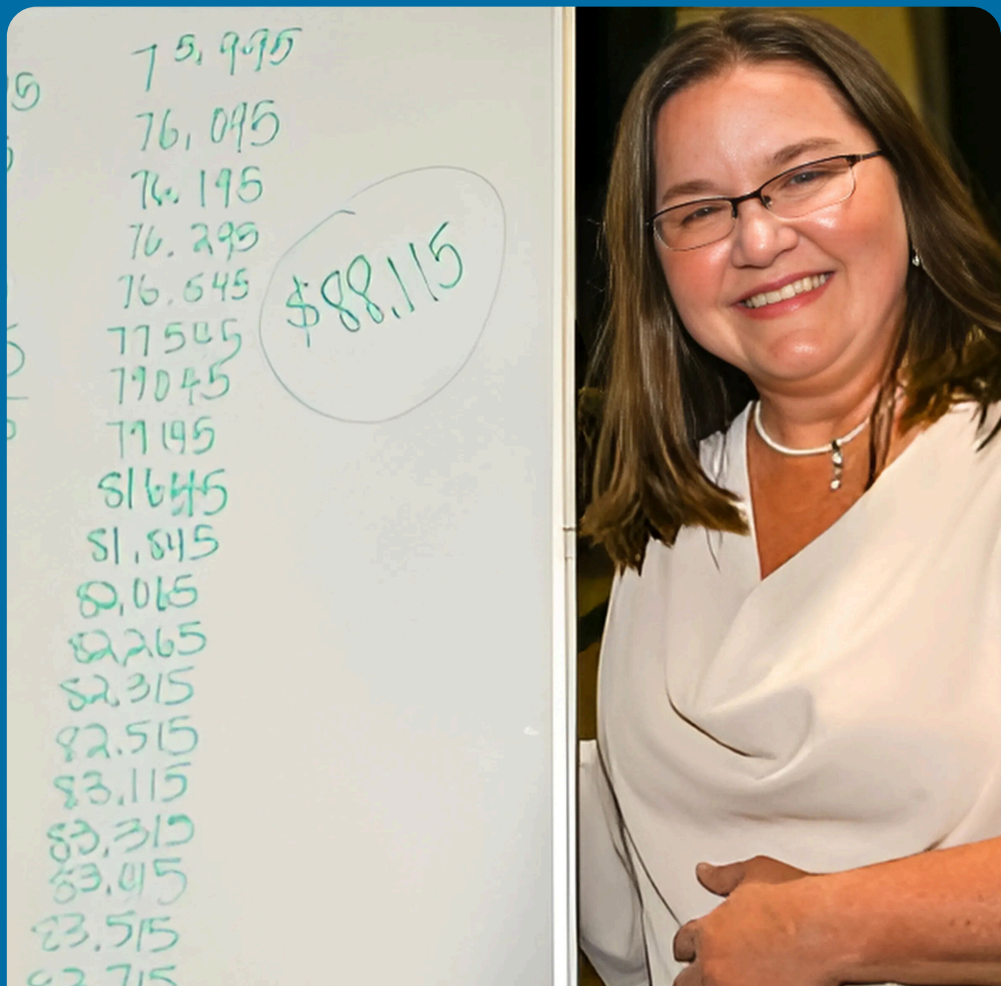
\$88K
RAISED



<500
MAILERS SENT



\$70K
GOAL EXCEEDED



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

[See how we made it happen →](#)

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.



AMEN HOUSE
PRESENTED BY

Denim & Pearls

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

Goal for the Evening 350 students x40 weekends x \$5 invested \$70,000	VENUE QUEENSLAKE CATERING DARAE and Friends MUSIC
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292 SOARDS ROAD,
GEORGETOWN, KY 40324

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

SCAN FOR MORE INFO



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



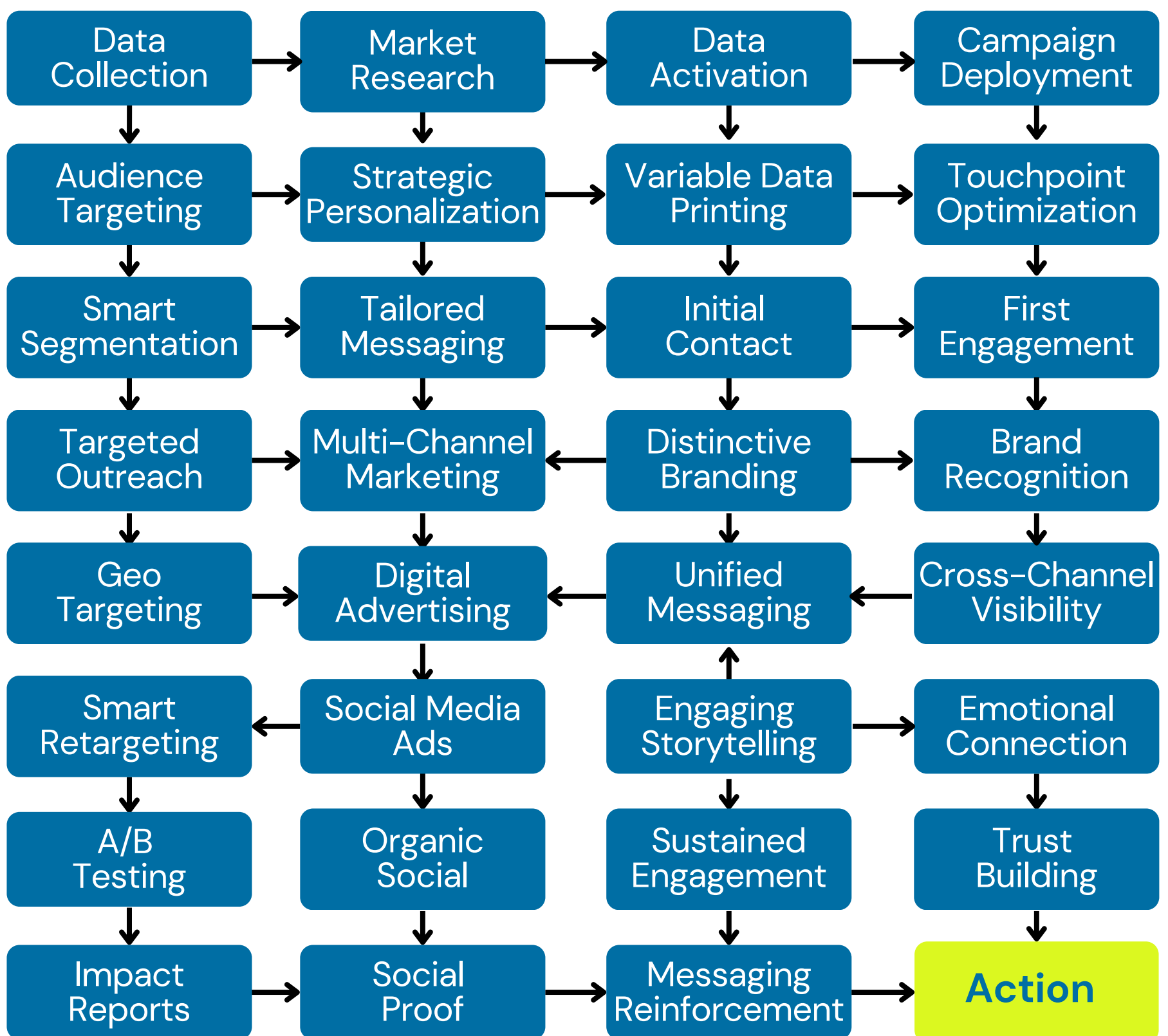
6,211
Ad Displays



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*

WHO NEEDS TO SEE THIS?

ITS TIME TO RETHINK FUNDRAISING

Marketing agencies can help you reach the *right people*, with the *right message*, at the *right time*. We might be a little biased, but with over a decade of experience, we know a thing or two about helping nonprofits raise more, engage supporters, and drive lasting impact.

- ✔ Need a **smarter donor strategy**?
- ✔ Want **expert insights** tailored to your nonprofit's goals?
- ✔ Looking for **brand identity** and **design** that stands out?
- ✔ Ready to optimize **direct mail** and **digital** outreach?
- ✔ Want to boost donor **retention** and long-term engagement?
- ✔ Curious how **data-driven marketing** can maximize impact?

Let's make it happen. Reach out today for a consultation to learn how we can help you build and execute a smarter, data-driven donor strategy. 🙌

SO WHAT'S NEXT?

ITS TIME TO RETHINK FUNDRAISING

Marketing agencies can help you reach the *right people*, with the *right message*, at the *right time*. We might be a little biased, but with over 5 decades of experience, we know a thing or two about helping nonprofits raise more, engage supporters, and drive lasting impact.

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