PHILANTHROPIC GIVING

- Religion: 31%
- Education: 14%
- Human Services: 12%
- Gifts to foundations: 11%
- Health: 9%
- Public-society benefit: 7%
- International Affairs: 6%
- Arts, culture, and humanities: 5%
- Environment/animals: 3%
- Gifts to individuals: 2%

$410 billion

Source: Giving USA
WHAT RAISES MONEY?

- Purpose and Vision
- Momentum
- Relationships!!! ← THE KEY

Psychology of giving
- Donors what to make a difference
- Invest in success
- Part of a team
- Legacy
- Vanity
- Guilt
- Tax reasons
100% giving from the board.

Who is on the team?
Executive director, board members, key volunteers, and senior program staff.

How do you get the gift?

Dos
• Personal visits
• Face-to-face
• Office
• Perhaps lunch/dinner

Don’ts
• Letters
• Phone calls
• Emails
MEMBERSHIP MODEL CHALLENGES

- Perpetuates a culture of transaction giving – “What’s in it for me?”
- Promotes exclusivity, rather than inclusivity
- Cost and labor intensive (t-shirts, mugs, multiple renewal letters, etc.)
- High acquisition cost
- Perceived political weakness if low numbers
• Board revamped bylaws at annual meeting
• Slowly evolved messaging to member over two years
• Improved internal processes, designed themed giving campaigns, and measured results
• Shift value to community, information, and actionable results
• Changed terminology
  – Give vs. Join
  – Donor vs. Member
Before 2013...

- 6,000 email addresses from tradeshows and camo coalition
- Outdated website with little functionality
- Online donations required PayPal
- No active social media presence
- Uninspiring public policy center
- The many roles of communications weren’t leveraged
Senate’s Wildlife Act almost meets the challenge

In a significant step forward for wildlife, the Senate version of the Reintroductions to America’s Wildlife Act (S. 2223) was introduced in July by Senator Cornyn, among others, including Sen. Lisa Murkowski.

This bill is designed to provide nearly all American states with a federal program to reintroduce endangered or threatened species into their natural habitat. It is already underway in the House, and it is hoped that the Senate version will be introduced soon.

According to the Reintroductions to America’s Wildlife Act Act, the Senate version of the bill is designed to address habitat destruction and loss, as well as to provide funding for the conservation of endangered species.

In order to deliver on the promise of the Reintroductions to America’s Wildlife Act, these components are needed: funding to address habitat destruction, adequate funding to address habitat destruction, habitat restoration, and the creation of new habitats that can be used to reintroduce threatened species.

Both local and federal funds are needed to conserve native habitat and to support the reintroduction and reestablishment of species. The Senate version of the bill is designed to provide funding for these purposes, and it is hoped that the House version will be introduced soon.

The Senate version of the bill is designed to address habitat destruction and loss, as well as to provide funding for the conservation of endangered species. It is hoped that the House version will be introduced soon.

So proud of all our Tennessee SCDP athletes! Our teams and athletes were top competitors at Nationals and are doing amazing things in and around their communities. We’re proud of you! http://www.t-g.com/story/2664441.html

T-G.COM
Trap team completes another successful year

The Bedford County Crush just wrapped up the clay target year with...
FOR MORE THAN DEVELOPMENT

LAND & WATER CONSERVATION FUND E-BLAST

OCTOBER 15, 2015

150,959 e-mails sent

31,701 opens
21%

2,708 clicks to website

2,800 page views
of Mike’s LWCF story

4:21 average time spent

Angry call from Rep. Jim Cooper’s office complaining of 150–200 e-mails

TNWF.ORG
WORKING WITH THE TENNESSEE GENERAL ASSEMBLY

The Federation is working to solve a variety of issues facing the state’s wildlife and natural resources, and to the lawmakers who create them. Here are just a few of the bills and initiatives we worked on this legislative session as well as links to the state’s legislation website:

1. **TENNESSEE LEGISLATION**

   - [Session 2023](https://www.capitol.tn.gov/session/session2023)
   - [Previous Sessions](https://www.capitol.tn.gov/session/sessionhistory)

FEDERATION HABITAT CONSERVATION PROJECTS UNDER CONSTRUCTION

Habitat conservation and restoration is a top priority for the Federation and scores of conservation-minded individuals. These projects are a key part of the Federation’s mission to ensure healthy, balanced wildlife populations and, in turn, ensure healthy, balanced ecosystems and wildlife populations for generations to come.

Tennessee Wildlife Federation is proud to announce the following Habitat Conservation Projects under construction:

1. **Habitat Restoration Project in the Tennessee River Valley**
   - [Project Details](https://www.tnwf.org/habitat-restoration-projects)
   - [Donate to the Project](https://www.tnwf.org/donate)

YOUTH RECRUITED INTO AN OUTDOOR LIFESTYLE FOR A LIFETIME

Federation supporters successfully create a bridge for the next generation of outdoor enthusiasts. With the goal of bringing youth engagement programs to several new youth groups, the Federation is proud to announce that they’ve just met that goal.

Because of your dedication and contributions to the Federation, we are not only guardians of our natural resources, but we are also growing programs and initiatives, emphasizing conservation, and inspiring youth to understand and support our natural heritage.

To date, the Federation’s youth programs have recruited over 5,000 new outdoor enthusiasts to outdoor lifestyles. We encourage you to continue to support our efforts by donating to the Federation or participating in one of our many volunteer opportunities.
**TENNESSEE WILDLIFE FEDERATION**

**eNEWSLETTERS**

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**2019 Photo Contest Is Here**

Submit your best wildlife pictures today! It's back! Our Tennessee Wildlife Federation calendar photo contest is officially open. Submit up to 20 photos for your chance to be featured in the calendar showcasing Tennessee's spectacular wildlife and naturalリソース.

More details and tips for successful submission are available at [TWF.org/PhotoContest]. Photographers whose images are featured in the calendar will receive gift cards and Tennessee Wildlife Federation swag. And a year's supply of bragging rights.

Stay tuned for People's Choice voting—opening in early September!

In the meantime, hop over to our Facebook page and check out this gallery of past winning images.

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**The Federation's Work on The Hill**

**The Federation's Work on The Hill**

This Tennessee legislative session, the Federation's policy team worked on dozens of issues facing the state's wildlife and natural resources—from keeping livestock out of streams by removing barriers to adding needed public funds.

See a summary of the 42 bills that we contributed to at [TWF.org/Legislation].

Tennessee Wildlife Federation was founded by sportsmen and outdoors writers on the principle of shaping and advocating for sound conservation policy at local, state, and national levels. That legacy continues to grow to this day.

Our team is working hard every day to promote sound policy. Give today to support these efforts.

---

**Take Action: Email Your Congressman!**

Wildlife conservation depends on outdoorsmen and women like you.

Recovering America's Wildlife Act would manage species to keep them from ever becoming threatened or endangered. It's more effective and cheaper in the long run.

But we need your support! Click here to take action—tell your Congressman to cosponsor the bill.

---

**Athletes Complete Season, Begin Lifetime Outdoors**

State Championships showcase the role of rising conservationists.

During the third week in June, more than 1,000 student athletes from all corners of the state competed in...
ATTENTION GETTERS

TENNESSEE WILDLIFE FEDERATION presents the TOP 6 ELEMENTS of CONSERVATION

WHAT IS CONSERVATION?
Conservation is the act of managing for the betterment of wild plant and animal species and their habitats. The conservationists who followed the North American Model of Wildlife Conservation, the first formal plan for wildlife, held the public trust. This means that wildlife belongs to all of us, and it is up to all of us to keep wildlife and plants healthy and supported for future generations.

WHY DO WE NEED IT?
As more humans inhabit the Earth and technology continues to progress, the state of our connection to nature is becoming more important. Wildlife conservation is necessary to protect our planet’s natural resources and wildlife using the best science available.

HERE’S HOW IT WORKS...
Public Policy

WILDLIFE & ITS HABITAT CANNOT SPEAK, SO WE MUST AND WE WILL.

The Conservation Movement in the United States began in the early 20th century when Theodore Roosevelt’s conservation policies led to the creation of many new national parks and refuges. Conservation policies today continue to protect wildlife and their habitats.

1940s
1970s
1980s

1946
Conservation

1971
Endangered Species Act

1973
Habitat Conservation

1977
Endangered Species Act

TNWF.ORG
ATTENTION GETTERS

TENNESSEE WILDLIFE FEDERATION

TNWF.ORG
☐ YES!  I agree our wildlife and great outdoors are worth conserving for future generations. I am enclosing my gift of:

☐ $50  ☐ $75  ☐ $150  ☐ $250  ☐ Other: $___________

*See reverse to make your gift in memory or honor of a loved one.

☐ Enclosed is my check made payable to Tennessee Wildlife Federation.

☐ Please bill my:  ☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Card number ____________________________ Exp date ________________

Has your address changed? Please help us keep our records up to date:

Address ____________________________ City ____________________________ State ________ Zip ____________

TENNESSEE WILDLIFE FEDERATION Champions of Tennessee’s Great Outdoors
EMAIL APPEALS

TENNESSEE WILDLIFE FEDERATION

CALCERON PHOTO CONTEST

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Stay tuned for People's Choice voting—opening in early September!
In the meantime, hop over to our Facebook page and check out this gallery of past winning images.

Elementary students
make unexpected gift
Youth engagement is possible in and out of the Wild

In early May, the Federation received an unexpected phone call. Students from Julia Green Elementary School in Nashville requested the presence of

The Federation’s Work on The Hill
Donor-bolstered policy team makes strides for conservation

This Tennessee Legislature session, the Federation's policy team worked on dozens of issues facing the state’s wildlife and natural resources—from keeping livestock safe off the range to removing barriers to adding needed public lands.

See a summary of the legislative bills that we contributed to and won victory on.

Tennessee Wildlife Federation was founded by sportingmen and outdoors writers on the principle of shaping and advancing for sound conservation policy at local, state, and national levels. That legacy continues to grow to this day.
Our team is working hard every day to protect and promote wildlife. Give today to support these efforts.

SUPPORT WILDLIFE TODAY

TAKE ACTION: EMAIL YOUR CONGRESSMAN!
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But we need more support! Click here to take action—tell your Congressman to cosponsor the bill.

Athletes Compete
Season, begin Lifetime Outdoors
State Championships showcase the role of rising conservationists

During the third week in June, more than 1,300 student athletes from all corners of the state converged on

TNWF.ORG
Together, we will continue to champion Tennessee’s great outdoors, and the Federation is excited to count you as a supporter as we work hard to conserve Tennessee’s wildlife and natural resources.

Thank you and happy new year!

Tom Lewis

Thank you for your recent gift. You’re ensuring our state’s wildlife will be healthy and accessible for all Tennesseans.
• FY18 had 516 annual giving donors, many were once members
• Average gifts have increased