

Mission *Critical*

A 30-day emergency appeal for Zero Abuse Project that turned the board into fundraisers, doubled every gift with a \$40,000 match, and told the story before making the ask.

CLIENT	ROLE	CHANNELS	TIMELINE
Zero Abuse Project	Strategy, design, email build, peer-to-peer setup	Email, Bloomerang/ Qgiv peer-to-peer pages, social, direct mail	Aug 27 – Sep 30, 2026



HELP US STAY READY

DONATE NOW.
HELP KEEP KIDS SAFE.



YOUR GIFT **x2** **EVERY DOLLAR YOU GIVE OR PLEDGE
WILL BE MATCHED, UP TO \$40,000.**

Keep the doors open when the funding *doesn't arrive*

2026 was a hard year for nonprofits that rely on federal grants. Awards that once supported Zero Abuse Project's training, investigations, prosecution and survivor programs were delayed, cut, or lost to record competition for the same dollars.

The organization needed fast, flexible, unrestricted money to protect the programs it had spent years building, and to do it without sounding like every other crisis appeal in donors' inboxes.

My role: co-planned the campaign strategy and timeline with the Chief Advancement Officer, designed the campaign graphics (social, thermometer and direct mail postcard), built emails in Mailchimp, set up the Bloomerang/Qgiv campaign and board peer-to-peer pages, and ran social.

\$150K

campaign goal

\$40K

matching gift

\$5K

goal per board member



READY TO HELP KEEP KIDS SAFE?

Give or pledge today and your gift will be
matched, up to \$40,000.

DONATE NOW



HELP US REACH \$150,000 BY SEPTEMBER 30, 2026.

Launch-day donate graphic

Story first, then a *sprint*

Instead of opening with an ask, the campaign spent two weeks showing donors who the work serves and what was at risk. Then it gave them a deadline, a match and an easy way in.

WARM-UP · AUG 27

Thank-a-thon

Board members called \$500+ donors. Everyone else got a personal video thank-you. Gratitude before any ask.

BUILD THE CASE · SEP 1-14

The situation, the people, the threat

Three story-led emails, one theme each, ending with "Mission Critical starts tomorrow."

SPRINT · SEP 15-30

15 days to \$150,000

Launch with the match, segmented follow-ups to engaged non-donors, and a final push to meet the match.

GRATITUDE · OCT 1

Thank and invite

Results shared honestly, with a monthly-giving invitation for anyone who didn't give yet.

The math that started at \$80,000

Every board member got a personal fundraising page with a \$5,000 goal. Together, the board's goals add up to \$40,000. Paired with a donor's \$40,000 matching gift, that put the campaign at \$80,000 toward \$150,000 before the public ask.

\$40K

board pages

+

\$40K

matching gift

=

\$80K

head start

zero abuse PROJECT

DOUBLE YOUR IMPACT IN 3 STEPS

- 1 MAKE YOUR GIFT TODAY.**
- 2 PLEDGE YOUR YEAR-END GIFT NOW.**
- 3 YOUR IMPACT WILL BE DOUBLED.**

FOR EXAMPLE: GIVE \$250 TODAY + PLEDGE \$250 BY DEC. 31 = \$500 COMMITMENT + \$500 MATCH = \$1,000 IMPACT.

\$250 (MY GIVING NOW) + **\$250** (P.L. GIVE BY DECEMBER 31) = **\$500** (MY PLEDGE) **x2 MATCHED** = **\$1,000** (TOTAL MISSION CRITICAL IMPACT)

YOUR GIFT TODAY!

HELP US REACH \$150,000 BY SEPTEMBER 30, 2026.

Explaining the give-plus-pledge match in one graphic

Lowering the barrier to give

Donors could give today and pledge a second gift by December 31, and both counted toward the match. That turned “not right now” into “yes, later,” and kept the campaign working into year-end giving.

One message, many audiences

The plan set a different message and ask for each group: major donors, mid-level donors, grassroots donors, lapsed donors, monthly donors, and people who opened campaign emails but hadn’t given.

Board members became *fundraisers*

I set up the campaign in Bloomerang's Qgiv peer-to-peer platform: one main campaign page and a personal page for each board member, all feeding the same live thermometer and match.

Live thermometer and countdown on the main page, so donors could see progress toward \$150,000

Board directory inviting donors to "give through someone you know"

Match badges on every matched gift, showing donors their impact doubled

Give-now-plus-pledge checkbox with an automatic reminder before December 31

Ambassador toolkit with suggested language, social posts and images, plus a nudge to tell their own story

[See the campaign page →](#)

SPOTLIGHT · BOARD AMBASSADOR PAGE



Anthony Edwards

Board member, Zero Abuse Project

"The work is still here. The funding we expected isn't."

\$9,350

raised

187%

of his \$5,000 goal

Anthony's page alone brought in about a quarter of the dollars raised on the campaign page, much of it from his own network, with many gifts doubled by the match.

[View Anthony's page →](#)

Nine sends, one *story arc*

Each email had one job. The early emails built the case without an ask; the sprint emails got shorter, more direct and more segmented as the deadline got closer.

DATE	SUBJECT & PURPOSE	PHASE
● Aug 27	Thank-a-thon Board calls to \$500+ donors; video thank-yous from Kristi for everyone else	Warm-up
● Sep 1	Kids can't wait. Neither can we. Set the scene: the people who protect kids, and what happens when their resources disappear	Build the case
● Sep 9	"We need the training. We can't afford it." The professionals: investigators, prosecutors, educators and advocates who depend on ZAP	Build the case
● Sep 11	Mission Critical: Your role Board kickoff from the CEO: every board member enrolled as an ambassador with a \$5,000 page	Ambassadors
● Sep 14	The threats won't wait for us to catch up. The threat: AI-generated abuse material and new offender tactics. Sent from Stephanie	Build the case
● Sep 15	What could your gift make possible right now? Launch: \$150,000 in 15 days, a \$40,000 match, and a give-now-plus-pledge option	Sprint
● Sep 23	You've been following this story. Segmented to people who opened campaign emails but hadn't given	Sprint
● Sep 28	Before September 30: double your gift Final match push: \$50 becomes \$100, \$250 becomes \$500	Sprint
● Oct 1	You helped us stay ready. Thank you. Gratitude and results, with a monthly-giving invitation for people who didn't give	Gratitude

“Somewhere today, an investigator is trying to make sense of evidence in a child exploitation case.”

SEP 1 · OPENING EMAIL

“The threats won’t wait for funding to catch up. Neither can we.”

SEP 14 · THE THREAT

“That means your \$50 gift can become \$100. \$250 can become \$500.”

SEP 28 · MATCH PUSH

Writing principles from the plan: name the program every time (Mission Critical), keep the same core line across channels (“The threats haven’t stopped. Neither can the training.”), and remember that our boredom with the message doesn’t mean donors have heard it yet.

One look across *every channel*

A dark navy and yellow system with the ZAP mark, built to read well in an inbox, on social and on a postcard. Every piece repeats the same three things: the match, the deadline and the way to give.

zero abuse PROJECT

HELP US STAY READY

DONATE NOW.
HELP KEEP KIDS SAFE.

YOUR GIFT **x2 EVERY DOLLAR YOU GIVE OR PLEDGE WILL BE MATCHED, UP TO \$40,000.**

"Help Us Stay Ready" hero graphic with QR code and match banner

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\$250 I'M GIVING NOW + **\$250** I'LL GIVE BY DECEMBER 31 = **\$500** MY PLEDGE **x2 MATCHED** = **\$1,000** TOTAL MISSION CRITICAL IMPACT

YOUR GIFT TODAY!

HELP US REACH \$150,000 BY SEPTEMBER 30, 2026.

Give + pledge + match, explained in three steps

zero abuse PROJECT

KIDS NEED YOU NOW.

Across the country, changes in federal funding are forcing child protection organizations to make impossible choices. Among nonprofits hit by government funding disruptions, nearly 1 in 3 reduced staff and nearly 1 in 4 reduced programs. **Zero Abuse Project is still here, and we need YOUR help protecting kids.**

YOUR GIFT KEEPS MISSION CRITICAL WORK MOVING BY:

- Equipping Professionals
- Strengthening Cases
- Supporting Survivors
- Preventing Abuse

MAKE YOUR MISSION CRITICAL GIFT.
zeroabuseproject.org/missioncritical

Direct mail postcard, front: "Kids Need You Now"

MAKE YOUR MISSION CRITICAL COMMITMENT.

Right now, changes to federal funding are threatening Zero Abuse Project's critical work in the child protection field. Your Mission Critical gift helps Zero Abuse stay ready to respond. **And right now, your impact can go TWICE as far thanks to a generous \$40,000 matching gift.** That means every dollar you give can make double the impact. Use the form below to see how far your commitment can go.

\$ I'M GIVING NOW + **\$** I'LL GIVE BY DECEMBER 31 = **\$** MY PLEDGE **x2 MATCHED** = **\$** TOTAL MISSION CRITICAL IMPACT

FOR EXAMPLE: GIVE \$250 TODAY + PLEDGE \$250 BY DEC. 31 = \$500 COMMITMENT + \$500 MATCH = \$1,000 IMPACT.

Your gift to the **Mission Critical Fund** helps keep critical training, support, resources, and expertise available to the people working every day to protect children.

READY TO HELP? Scan to learn more or make your gift: zeroabuseproject.org/missioncritical or mail your check: 366 Jackson Street, Suite 300, Saint Paul, MN 55101

zero abuse PROJECT | The threats haven't stopped. You can help us stay ready.

Direct mail postcard, back: a fill-in give + pledge + match form with QR code

The countdown series

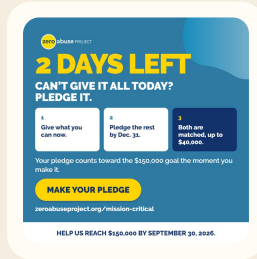
A daily social countdown for the last week of the sprint. Each post moves the deadline closer and changes the color and focus, but keeps the same three things: the match, the deadline and one clear button.



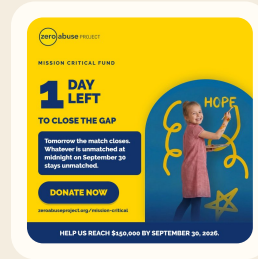
Wed, Sep 23
7 more days to close the gap



Sat, Sep 26
4 days left: her safety can't wait



Mon, Sep 28
2 days left: can't give it all? Pledge it



Tue, Sep 29
1 day left: the match closes tomorrow



Wed, Sep 30
Final day: give before midnight

A real start on a *hard* goal

The 30-day sprint closed on September 30, but the campaign keeps going: pledges are due by December 31 and outreach continues.

\$36,786

raised on the
campaign page by
September 30

~\$50K

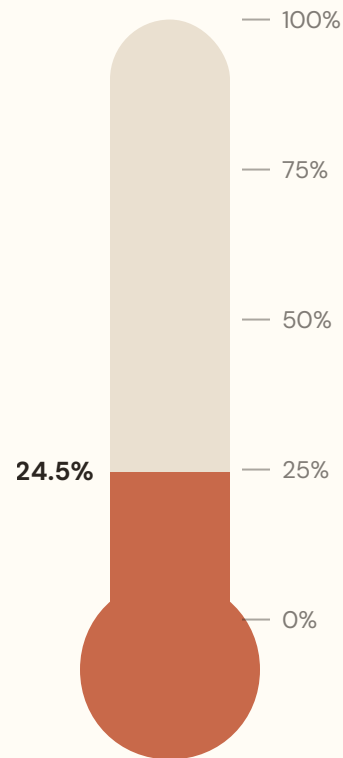
expected once
pledges and other
gifts are counted

187%

of goal on Anthony
Edwards's board
page (\$9,350)

2×

impact on
matched gifts and
pledges, up to
\$40,000



\$36,786 of \$150,000 raised online at the
September 30 close

What I'd *keep*

01 People give to people

The strongest board page raised almost twice its goal. Personal networks reach donors an organization's email list never will.

02 Earn the ask

Two weeks of story-led emails meant the launch email didn't have to explain the crisis. It just had to ask.

03 Make it easy to say yes

The match plus a give-now, pledge-later option gave hesitant donors a way in, and kept the campaign working into year-end giving.

04 End with gratitude, not a door slam

The wrap-up thanks every donor and invites everyone else to give monthly, turning a one-time campaign into an ongoing relationship.



Sprint-phase donate graphic

LILAC CREATIVE

Stephanie *Hall*

Fundraising campaigns, email strategy, design and marketing systems for mission-driven organizations.

Start a conversation →

lilaccreative.io · stephaniehall.ai ·
contact@lilaccreative.io

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$\$250 + \$250 = \$500$

IT'S GIVING NOW | I'LL GIVE BY DECEMBER 31 | MY PLEDGE

x2 MATCHED

$= \$1,000$

TOTAL MISSION CRITICAL IMPACT

YOUR GIFT TODAY!

HELP US REACH \$150,000 BY SEPTEMBER 30, 2026.

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Campaign created for Zero Abuse Project with Chief Advancement Officer Kristi Roye, September 2026.