

The Bottom Line

- According to Emma Balina, Director of Leadership Giving at the Thacher School, **donors "don't want to hear from the development office."** So what does that mean for their advancement strategy?
- It means **personalization, simplicity, and authenticity**. Learn about all that and more in our short, 5 minute [interview](#).
- Did you know that you can **increase giving 25%** by decreasing the amount of clicks a donor has to make before donating? [Here's how](#) Kimball Union Academy took that to heart by embedding a giving widget directly into their ThankView page.
- **Your annual fund is competing with, on average, four other causes for donations**, is yours ready to stand out? Click [here](#) to get the resources from our recent webinar to make sure your annual giving strategy is up to the test!

Estimated read time: 4 minutes.

Hi there!

I hope September treated you well and you're as excited as I am for October and Fall! We have so many exciting things to share with you this week, so many, in fact, that I don't want to take up too much of your precious time with my greetings.

Enjoy this Month's content! As always, if you want to get in touch, discuss advancement 1:1, or just say hi, just respond to this email and I'll get back to you ASAP!

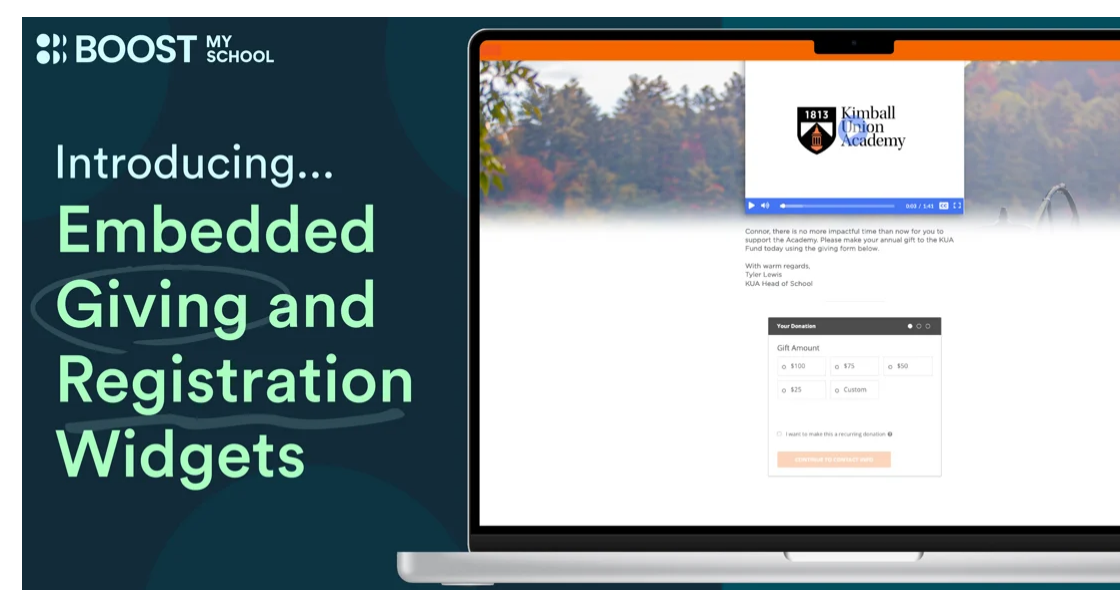
- Hudson



5 min watch, 4 minute read

[Watch the Video](#)

Tool Spotlight: Embedded Giving and Registration Widgets



It's no secret that decreasing the amount of clicks it takes your donors to give is critical to maintaining a high conversion rate. Unfortunately, with most embedded giving and registration widgets being too expensive for K-12, lacking functionality, looking terrible, or all three, many schools either settle for something subpar or forgo them all together.

At Boost, we don't think that's the way it should be. That's why we made Embedded Giving and Registration Widgets *the right way*.

With functionality on websites, emails, and even ThankView pages, your constituents are always one click away from giving. Plus, with modern payment options like Venmo, PayPal, DAFs, and more combined with a sleek and fast design, your donor experience has never been better. All at a price made for K-12.

Want to learn more? Click the button below to see how Kimball Union Academy combined an Embedded Giving Widget with their ThankView page.

[Check it Out](#)

Bite Sized Boosts

- Did you know that **impact-centered giving makes 64% of donors want to donate more?**
- Did you know that **55% of donors say they would stop giving if they felt that outreach to them wasn't targeted correctly?**
- Did you know that **more than 9 decision-making factors influence whether your constituents want to give?**