



# jsb-writer

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## WRITING SAMPLES

### Special Projects

#### Fundraising Appeal – Brochure Copy

##### Fundraising appeal

"Asking for your help will always feel like the toughest job of all"

There are just some things in life you feel good about – that offer you a sense of security. Like when your life insurance is paid up, or you don't owe anything on your car.

It's dependability – something you don't have to think about. It's off your "to do" list.

The Collins Center is a lot like that for many people.

It's dependable, it's always been there ready to tackle the tough jobs and you generally don't have to worry about it. Somehow, the private foundations and grant monies always seem to be there to sustain the initiatives.

And that's our problem.

##### Diverse funding sources needed

The Collins Center has historically been funded primarily by grants that are project specific. While that has allowed us to accomplish significant results, it leaves very little room for growth. We're lacking basic funding for research and development, so that limits the potential for future initiatives.

To build a more stable foundation under the Collins Center, we are actively seeking more individual donations. This will not only preserve this 18-year old organization, it will allow more people to be part of the Collins story.

That doesn't mean that we'll abandon the non-commercial model that has gotten us where we are. We'll instead focus on raising awareness about Collins in a way that makes people naturally want to invest in the story.

##### A new look

At the Collins Center's summer staff retreat, held this past June, we unveiled a new branding strategy and a plan to start telling our story to Florida businesses and the public. We're bringing all of our programs and initiatives under the one Collins Center umbrella "look," too, so people will better recognize our work. And we are making other changes to do a better job at communicating what Collins Center does and has done in the past.

We also created a new staff position called "Director of Growth Initiatives," and hired seasoned business developer and financial strategist Roger Newsome. He will be taking the Collins story on the road and developing relationships with potential donors.

"The Collins Center is in a great position because we have so many committed supporters," Newsome said. "They know our integrity and know we generate results. You really won't find a better financial steward than Collins, and that's what people want for their charitable giving dollars."

He says the new mission statement adopted in August makes the story easier to share. It states:

"The Collins Center finds smart solutions to important issues facing the people of Florida and the nation. We are independent, nonpartisan, nonprofit and passionately committed to lasting results."

Newsome adds that potential donors are pleasantly surprised to find that the Collins Center is such a good value when compared to other nonprofits. The Better Business Bureau's Wise Giving Alliance offers standards for charity accountability, including how funding is spent, and the Collins Center well exceeds those standards, he says.

To ensure that a nonprofit organization spends its funds "honestly and prudently," the Wise Giving Alliance states that it should spend at least 65 percent of its total expenses on program activities. The Collins Center has always maintained a lean staff, keeping administrative costs to a minimum. Currently 92 percent of donations go directly to programs. "That means your dollar goes farther at Collins," Newsome says.

We hope to count on you, our past supporters, to help us tell the Collins story. If you would like to assist in distributing brochures with more information, or provide names of potential donors, please contact Roger Newsome at: 850-219-0082, ext. 107, or e-mail him: [rnewsome@collinscenter.org](mailto:rnewsome@collinscenter.org).

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