

“Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God.”
Philippians 4:6

Can you count all the ways things have changed for you in the last few years? Many of our partners tell us they have survived the pandemic fairly well. The summer gave us a chance to recharge. However, as we look forward to a new season of ministry, we are discovering that we may need to modify our plans, and processes since much has changed.

What has not changed is that communication is a key ingredient to working together, so let's talk!

In This Issue:

- **Reconnect with Purpose**—What can we do for you?
- **Did you know...** We do joint visits!
- **Are your donors hearing you?** The background music of your organization



What can we do for you? Reconnect with Purpose

Last June we gathered for the CSS Partner Conference with a view to 'reconnect with purpose'. The world has changed, so we are asking "How has your world changed?" A discussion of where we find ourselves, and the changes we have made can lead to insights about what to tackle next, how to get you the next win.

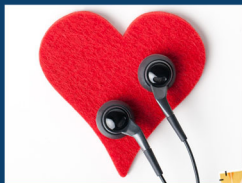
We are actively seeking opportunities to discuss how CSS can help you with your planned giving needs. If we have not contacted you yet, give Linda a call at 800.267.8890 ext. 257 to arrange a meeting with Maynard or one of our consultants.



We do joint visits!

Have any clients considering working with CSS, but unwilling to commit to an introductory meeting? We know that a relationship of trust exists between you (the charity they support) and the donor, so when an unknown third party is introduced into the mix, it can lead to some hesitation.

Consider suggesting a joint introductory visit where you can introduce the relationship between CSS and your organization to the donor. A warm introduction can be effective, and be the encouragement they need to act.



Are your donors hearing you?



How many times have you heard that a marketing message needs to be repeated numerous times before the 'buyer' will act? Our messaging to our donors is no different. Although there may be spikes of interest in our communications (a personal invitation to an event perhaps), the need to maintain a certain amount of consistent messaging to keep our donor engaged is essential. It's like the background music of your organization.

The issue is keeping the communication fresh, and that is where CSS can help. Building a planned giving campaign around one of our themed marketing pieces is relatively easy. Use our materials as is, rebrand them with your own colours, or modify the language to fit your style. Our materials are designed for use by our Partners.

Contact CSS for more information about how to share the opportunity with more of YOUR supporters today.

CSS Quick Clicks!

- [RDA News Release](#)
- [Partner Resources at CSS](#)
- [Upcoming Webinars for Donors](#)
- [Will & Estate Planning Services](#)
- [Contact a CSS Consultant](#)
- [Host an Will Clinic or Webinar](#)