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## The Sheltered Guide- 12/02/20

Hello Alliance Members,

We are all in the midst of year-end campaigns and have made it through #GivingTuesday, yet there is still time to fundraise! Lets empower our donors to not only give, but to be advocates for our missions!

- **Development Strategies** (36 minutes)- Sheltered Virtual presentation by Holly Bunn- view [video](#).
- **Strategic Email Marketing Campaign** (20 minutes)- Sheltered Virtual presentation by James Yao- view [video](#).
- **Writing Tips for Non-writers** article by Campbell & Company (Goren, 2020).
- **6 email examples to thank year-end donors** by Classy (Bishop, 2020).
- Webinar about how to **Maximize Year-End Giving** (55 minutes)- by the Nonprofit Times (Finch & Baker, 2020).

Have questions/feedback about your membership? Email us at [membership@shelteredalliance.org](mailto:membership@shelteredalliance.org).

### Reminder! NTSA Member Conference Call!

A reminder that our next Alliance Member conference call (video optional but we would love to see you) is **Thursday, December 3, 3:00-4:00pm ET/Noon-1:00pm PT**.

Specialists from **Key Financial Inc.** will explain how the **CARES Act** will impact your year-end campaigns and how to effectively communicate to your donors!

*No need to register, just click on the button below to join us.*

[Join Us!](#)

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