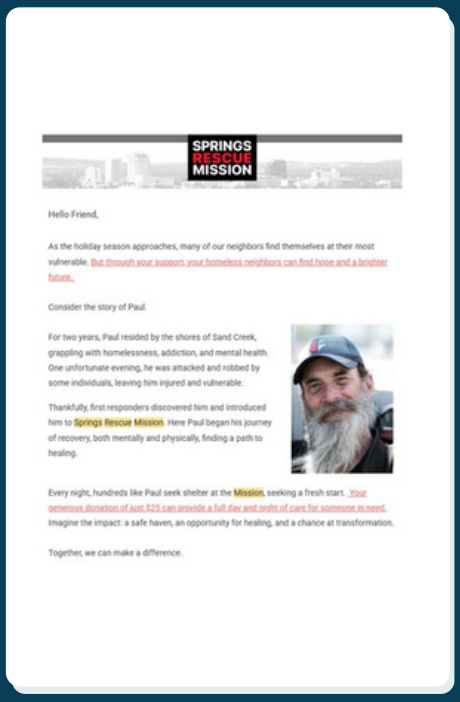
BRITESPUR Solutions

FUNDRAISING & RESULTS

Reported fundraising and supporter outcomes.


SPRINGS RESCUE MISSION

Hello Friend,

As the holiday season approaches, many of our neighbors find themselves at their most vulnerable. But through your support, your homeless neighbors can find hope and a brighter future.

Consider the story of Paul.

For two years, Paul resided by the shores of Sand Creek, grappling with homelessness, addiction, and mental health. One unfortunate evening, he was attacked and robbed by some individuals, leaving him injured and vulnerable.

Thankfully, first responders discovered him and introduced him to Springs Rescue Mission. Here Paul began his journey of recovery, both mentally and physically, finding a path to healing.

Every night, hundreds like Paul seek shelter at the Mission, seeking a fresh start. Your generous donation of just $25 can provide a full day and night of care for someone in need. Imagine the impact: a safe haven, an opportunity for healing, and a chance at transformation.

Together, we can make a difference.


10 soulcare INSTITUTE

Dear <<First Name>>,

This year, we celebrate a decade of what God has done and continues to do through the Soul Care Institute. 10 years of lives transformed. 10 years of building community. 10 years of diving deeper into God's presence.

With over 250 alumni, we have witnessed testimony after testimony of changed lives. Michelle from Cohort 6 describes her experience in one word: "Transformation." Matt from Cohort 12 calls the Institute miraculous. Dustin, one of our many volunteers, says, "There is no greater work." Chuck DeGroat maintains that he's "never known transformation to happen apart from honest and authentic relationships," like what we experience in the Institute.

Our core commitments are the same today as they were 10 years ago:

- Authentic transformation takes time
- Spiritual formation happens in community
- Excellence in teaching and resources
- A balance of informational and formational learning
- Soul care must be accessible for everyone
- Jesus is our center

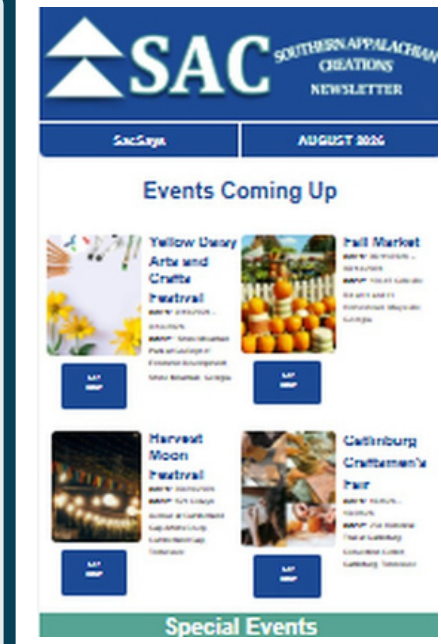
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The Soul Care Institute has received incredible generosity over the past decade. And while that generosity has carried us far, the need is growing. More and more people are reaching out, but without the resources to join a cohort. That's why your support is so vital. Your gift helps us continue saying "yes" to those hungry for lasting transformation.

With gratitude,

Kaylene and Jimm Derksen

Scan to Give


SAC SOUTHERN APPALACHIAN CREATIONS NEWSLETTER

AUGUST 2026

Events Coming Up

Yellow Daisy Arts and Crafts Festival

Fall Market

Harvest Moon Festival

Gatlinburg Craftsmen's Fair

Special Events

HOW WE WORK

Communication built for the next step

Different organizations need different messages. These examples connect the audience, the communication piece, and the reported response.

SPRINGS RESCUE MISSION

Fundraising appeals, monthly donor stewardship, and a first-time donor follow-up sequence.

Result Highlight: $5K in 48 hours

FAITH-BASED NONPROFIT

Direct-mail appeals and digital giving campaigns, with messages developed across print and social channels.

Result Highlight: ~$5K from one letter

SOUTHERN APPALACHIAN CREATIONS

SAC-Says supporter emails featuring regional events, stories and ways to participate.

Result Highlight: ~30% growth in new contacts

All outcomes in this portfolio are supplied by Britespur. Source images show actual client work; excerpts of longer materials are identified.

CASE 01 / COMMITMENT

A story that leads to a specific ask

A donor appeal centered on a real person, a clear need and a concrete invitation to give.



Dear Friend,

It's time for our Mission Update, where we share the incredible impact you've made in the lives of those in need through your support of Springs Rescue Mission. You continue to transform lives and bring hope to your community.

We invite you to read our full update here. This season's update captures guest stories of resilience as we celebrate the graduations of individuals like Mary, Austin, and Jason from our life-changing programs. We also share impactful program updates and services your support makes possible.



From the enrollment of 146 individuals in our Hope Program to the provision of showers, recovery meetings, and Bible studies, your support continues to transform lives and provide a pathway to a brighter future.



Click this link to check it out! Through these inspiring stories and impactful updates, we hope you will witness the tangible difference your support has made and continues to make in the lives of our neighbors in need.

Thank you once again for being an invaluable part of our mission. Together, we are transforming lives!

REPORTED RESULT

$3,000

GOAL
Commitment

AUDIENCE
Supporters who had not yet donated

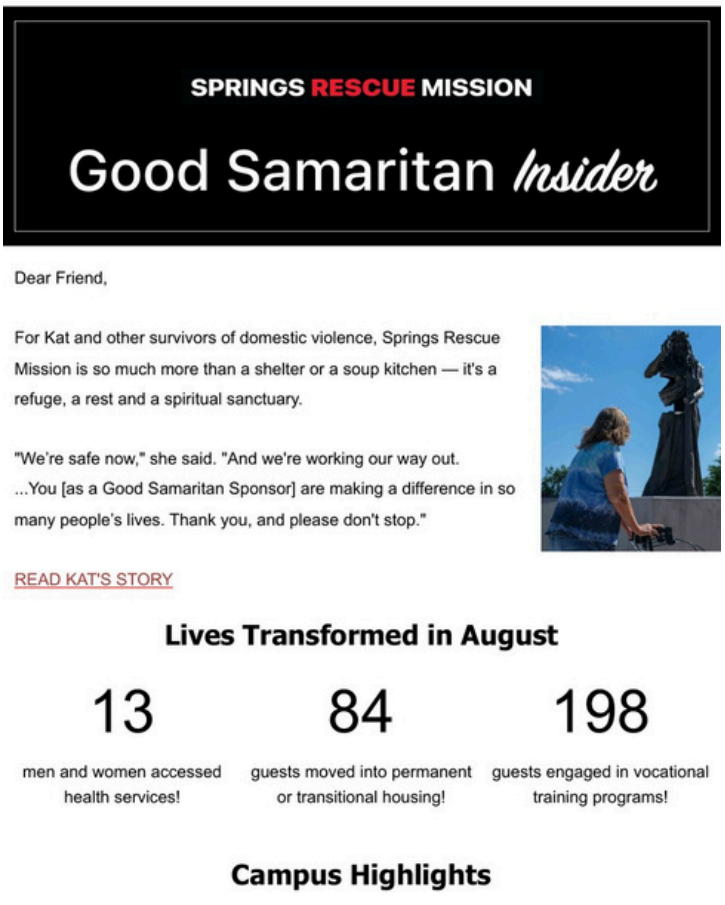
THE WORK

A story-led appeal that connects a neighbor's experience with the value of a gift. The message shows a clear next step and keeps the client's visual identity.

CASE 02 / STEWARDSHIP

Good Samaritan Insider

A monthly-donor update that connects an individual story with program outcomes and gratitude.



SPRINGS RESCUE MISSION

Good Samaritan *Insider*

Dear Friend,

For Kat and other survivors of domestic violence, Springs Rescue Mission is so much more than a shelter or a soup kitchen — it's a refuge, a rest and a spiritual sanctuary.

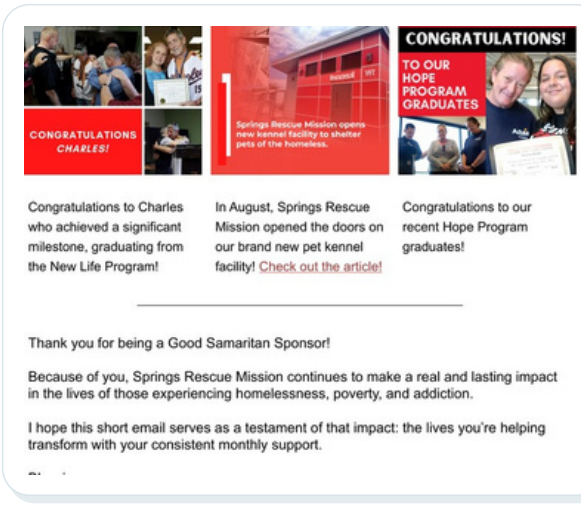
"We're safe now," she said. "And we're working our way out. ...You [as a Good Samaritan Sponsor] are making a difference in so many people's lives. Thank you, and please don't stop."

READ KAT'S STORY

Lives Transformed in August

13	84	198
men and women accessed health services!	guests moved into permanent or transitional housing!	guests engaged in vocational training programs!

Campus Highlights



CONGRATULATIONS CHARLES!

Springs Rescue Mission opens new kennel facility to shelter pets of the homeless.

CONGRATULATIONS! TO OUR HOPE PROGRAM GRADUATES

Congratulations to Charles who achieved a significant milestone, graduating from the New Life Program!

In August, Springs Rescue Mission opened the doors on our brand new pet kennel facility! Check out the article!

Congratulations to our recent Hope Program graduates!

Thank you for being a Good Samaritan Sponsor!

Because of you, Springs Rescue Mission continues to make a real and lasting impact in the lives of those experiencing homelessness, poverty, and addiction.

I hope this short email serves as a testament of that impact: the lives you're helping transform with your consistent monthly support.

$2,000+

reported within 24 hours of the stewardship email.

AUDIENCE

Monthly donors

WHAT THIS EMAIL DOES

Thanks supporters and shows the work their ongoing gifts make possible.

CASE 03 / DONOR DEVELOPMENT

Four emails. One continuing relationship.

A first-time donor series designed to acknowledge a gift, share a story, invite a visit and introduce monthly support.

Sacred Grace Ministries

40% of recipients either gave again or became monthly donors

01 THANK THE DONOR

Subject: Your generosity at work: Changing lives in real time

Connect the first gift to tangible care and healing.

02 SHARE A PERSONAL STORY

Subject: Can I tell you my story?

Charlie shares his journey and the role of donor support.

03 INVITE PARTICIPATION

Subject: You should see our campus in-person...

A tour lets donors see their impact and meet the mission.

04 ASK FOR ONGOING SUPPORT

Subject: What happened last night?

A monthly invitation tied to the time healing can take.

CASE 04 / PRINT APPEALS

Fundraising letters that made the ask

Campaign-focused letters with a reason to give and an accessible giving path.



soulcare INSTITUTE

Dear <<<First Name>>>,

What we do in the Soul Care Institute is how we obey Jesus' call to go and make disciples. One student this year told me "the care, depth of teaching, and embrace of community are helping me come back to life after a long season of grief and burnout."

We continue to witness more people becoming devoted to the way of Jesus and living that way regardless of the obstacles. My spiritual director shared these words with me, "The Soul Care Institute is perfectly situated to stand in the midst of the mess of humanity and encourage many people."

The beautiful work of the Soul Care Institute is made possible by God's provision through your generosity. As we wind down another year, I ask for your help in December to reach our 2024 fundraising goal.

End-of-year giving is essential for the Soul Care Institute because half of our overall budget comes from donors like you. As a member of the soul care community, please consider a special tax-exempt end-of-year gift. Every dollar given over and above sets us up for a solid financial beginning in the new year.

In a world that so badly needs it, help us keep planting seeds for transformation and calling people back to life!

With gratitude,

Kaylene Derksen
President of Soul Care Institute

2024 YEAR-END APPEAL

REPORTED RESULT

$10,000 in campaign donations

GOAL: COMMITMENT



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With gratitude,

Kaylene and Jimm Derksen

Scan to Give

2025 MID-YEAR APPEAL

REPORTED RESULT

~$5,000 from the campaign

GOAL: COMMITMENT

CASE 05 / GIVING CAMPAIGNS

Campaigns across digital channels

Real fundraising social designs developed to support donor invitations and matching-gift communication.



GIVING TUESDAY DESIGN



MATCHING-GIFT POST

~2/3

of the planned campaign window was all that was needed to exceed the match-giving goal.

CASE 06 / PARTICIPATION

SAC-Says keeps people connected

A community email that gives supporters reasons to keep opening, reading, sharing and participating.

FULL EMAIL



EVENT HIGHLIGHTS



FOUNDER LETTER



Letter from the Founder

Apple Stack Cakes and Old Memories

While planning this issue of *SAC Says*, we knew we wanted to share stories about apples, apple growers, festivals, and old-time recipes. It was not long before apple stack cakes came to mind. I thought about Grandma Gipson and Aunt Oma Gipson and the stack cakes they used to make. I asked Von to see what her mother, Thelma, could remember. It had been many years, so we did not expect her to remember a full recipe. What she shared was even better. It was a sweet memory filled with love, care, and family.

Thelma remembered Aunt Oma cooking the apples with sugar, spices, and probably a little butter. The cake was sometimes served at supper, which was usually a light evening meal. Country people often ate their biggest meal at noon after working all morning. Supper might be fresh, hot cornbread, beans left from dinner, and a slice of apple stack cake.

There may not be a written recipe left, but the memory is still with us. Sometimes that is how old family recipes are passed down, not through exact measurements, but through the stories we continue to tell.

REPORTED RESULT

~30%

GOAL
Participation

AUDIENCE
Supporters who are not donors

COMMUNICATION MIX

Community events, local makers, cultural stories and a letter from Mildred invite continued connection to the mission.

SELECTED ADDITIONAL OUTCOMES

Communication and fundraising results

Additional project-level results from Britespur's internal record. These figures come from different organizations and periods.

+30%
more donations over six months
FAITH-BASED NONPROFIT

600+
people added to engaged audience
EDUCATIONAL NONPROFIT

+29%
website traffic during year-end appeal
HUMAN-SERVICES NONPROFIT

+5%
above annual fundraising goal
FAITH-BASED NONPROFIT

~15%
of engaged new donors converted to monthly giving
HUMAN-SERVICES NONPROFIT

$400K+
raised online in seven months in a wider marketing effort
HUMAN-SERVICES NONPROFIT

THIS WORK STARTS WITH A CONVERSATION

Build the relationship.

Make the invitation count.

Fundraising communication works across more than one moment. A campaign, a thank-you, a story and the next invitation should all help supporters understand what their involvement makes possible.

WHAT BRITESPUR CAN HELP WITH

- **Campaign communication**
  Email appeals, print letters and giving pages
- **Donor follow-up**
  Welcome sequences, recurring giving and stewardship
- **Supporter engagement**
  Newsletters, stories and participation invitations

See more work or start a conversation

BRITESPUR.COM