



Karen Martin

Writer & Workshop Trainer for Nonprofits

Karen the Writer, LLC

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AT A GLANCE

Karen's ability to elicit emotion through writing puts her in high demand with nonprofits who seek her out to craft donor appeals that usually surpass their goals. Small to medium size nonprofits who do their communications in-house value Karen's practical workshops that teach persuasive writing tricks and simple tips to make donor communications more effective.

EXPERIENCE

2014 - PRESENT

Executive Editor / Writer & Consultant

Giving Tomorrow magazine / PlannedGiving.com

2017 - PRESENT

Writer

Healthnetwork Foundation donor communications

2014 - 2019

Major Gifts Writer & Trainer

The Salvation Army Eastern Territory

2016 - 2021

Conference Presenter

- Eastern Regional Conference on Philanthropy
- Life & Legacy Gatherings, Harold Grinspoon Foundation
- PlannedGiving.com webinars
- Salvation Army Major Gift & Planned Gift trainings
- Foundation for Fraternal Excellence annual conference

RESULTS

2017 - 2020

Took over writing the annual appeal for a nonprofit based in Cleveland, OH and saw immediate improvement. Every year the amount we raised has surpassed the prior year.

- 2017 total raised: \$824,972 (\$100K over the goal and \$200K higher than the year before)
- 2018: total raised \$1.15MM
- 2019: total raised \$1.4MM
- 2020: total raised \$1.88MM

2017

Wrote and designed a case statement for The Salvation Army in PA to launch a new feeding program. Within 18 months they had already surpassed the 3-year goal of \$1.5MM and were expanding the program.

2017

Wrote a story-based year-end appeal for a hospice in FL. It raised \$120,000, an all-time record for the organization.



“After co-leading several webinars with Karen, I knew she had to be one of the speakers at my philanthropy conference. Her workshops were just what I had hoped for—lively, interactive, ultra-practical, no BS. After the conference someone wrote to me with this suggestion: *‘Karen Martin should do several sessions on targeted topics. She’s exceptional!’* I couldn’t agree more.”

— Viken Mikaelian

Founder and CEO of PlannedGiving.com
Eastern Regional Conference on Philanthropy

WORKSHOP TOPICS

Appeal Letter Boot Camp

Write your own donor appeals—faster and better.

- How to increase response rates
- Effective P.S. ideas
- Sales writing techniques adapted for charities

How to Make Your Donor Feel Like a Hero

Learn how to put your donors at the center.

- What “donor centric” means and why it matters
- If the donor is the hero, what does that make you?
- An acronym you’ll use over and over

Effective Donor Thank You

Expressing gratitude results in deeper donor loyalty and more gifts. Here’s how to do it right.

- Do’s and don’ts for your thank you letters
- Starting lines to help you beat writer’s block
- Easy, creative ideas for a whole year of thank-yous

SCHEDULE A WORKSHOP

(more topics available than listed above)

email karen@karenthewriter.com

or call **315.956.4089**

MORE TESTIMONIALS

“ I attended a planned giving webinar and was immediately impressed by Karen Martin. She has a very easy, but compelling approach to delivering her message—and her use of real life examples/case studies really resonated with me. I admit that I am someone that often tunes into a webinar, then quickly find myself checking e-mails, etc. while only half paying attention to the webinar itself. Karen’s webinar, though, had my full attention the whole way through!

— Megan Frankel
President, Healthnetwork Foundation

“ Karen had a direct and positive impact on fundraising at our center. I’m confident that her writing and marketing efforts generated around 40% of our annual operating expenses. During a couple years of financial hardship in our community, we did not have to cut programs like many other local non-profits. We actually exceeded our budget goals—thanks in large part to Karen’s creative, targeted communication with our donors.

— Russ Smith
Former Executive Director
Life Choices Center, Binghamton, NY

“ Karen led two webinars for our Major Gift and Planned Giving staff on how to write effective copy to donors:
How to communicate in a way that puts the donor at the center. Her presentation was very well received. She was dynamic and engaging. It is not easy to do a remote presentation, and she nailed it!

— Gail J Orser, CFRE
Associate Director of Advancement
The Salvation Army Eastern Territory

“ Having attended one of Karen Martin’s workshops, where I found her to clearly be an expert on the subject matter, lead an interactive session, connect well with the audience, and provide valuable take away tools, I secured her to present at our annual conference in 2019. Participants gave Karen’s sessions high marks for usefulness of content and interactive and engaging format. Many noted that they will be taking the information they learned and putting it into practice, which is the best result a conference coordinator can hope for.

— Arlene D. Schiff
National Director, LIFE & LEGACY
The Harold Grinspoon Foundation

CONTACT KAREN TO SCHEDULE YOUR WORKSHOP OR WEBINAR:

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