

It's the season of giving + gratitude

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Welcome back to

The 50 Digest

“That's what I consider true generosity: You give your all, and yet you always feel as if it costs you nothing.”

— Simone de Beauvoir



Find a way to give back with the whole team this month!

Looking for a way to give back while team-building this holiday season? Find a group volunteering opportunity with [VolunteerMatch](#). Your team can bond while giving to a cause outside of your own. [Find your opportunity today.](#)



Get your social media ready for Giving Tuesday.

Is your social media ready for Giving Tuesday? Nonprofit Tech for Good pulled together [5 ways to ensure your social media content works in time for Giving Tuesday](#). This guide includes tips on how not to use social media, and tips to be more effective on social media. Check it out and get started on your social media revamp.

Have you heard of nonprofit math?

You've heard of girl math, boy math, mom math, and everything in between...how about some nonprofit math? Nonprofit math is when you spend \$80,000 to net \$50,000 at your annual fundraising gala. Nonprofit math is when a question on a grant proposal is 2,000 characters long, but you only are given 500 characters to answer it. [Check out the other 19](#) for a relatable laugh!



Forecast Your Fundraising Revenue for 2024

Join Stephanie Sample from [Bloomerang](#) in a 60-minute webinar to walk you through the process of forecasting your 2024 fundraising revenue. You will explore a new lens to uncover greater revenue potential from recurring fundraising activity and tools for identifying and discarding unproductive fundraising activity. [Save your spot today!](#)



Client Spotlight:

We are thrilled to announce "Facing Life", a project commissioned by Pulitzer Center in partnership with visual artist Brandon Tauszik and writer Pendarvis Harshaw, recently won [THREE w3 awards!](#)

- General Websites-Activism, Best in Show
- Website Features-Best Use of Photography, Gold
- Website Features-Best Editorial Experience, Gold

Fifty & Fifty was honored to be the web design lead on this creative journey, and this recent recognition is further proof that impactful storytelling makes all the difference.

Marketing/Nonprofit Humor:

End of year can be a scramble, so don't get lost in the shuffle and miss critical opportunities to not only connect with but **ENGAGE** with your donors.

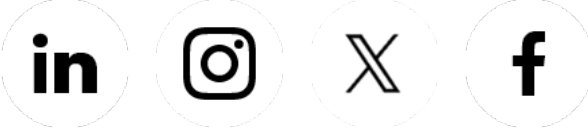
Not sure what to try this fundraising season? Consider an exploratory session with our team. We can spend a day analyzing your business, unearthing opportunities, and helping find your next steps. Reach out to [Julie, Director of Business Development](#), today.



Til' next month!



Fifty & Fifty



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