Events & Annual Appeals

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2015 Contributions: $373.25 billion by source

in billions of dollars – all figures are rounded

Source: Giving USA
2015 Charitable Giving by Sector

in billions of dollars – all figures are rounded

Source: Giving USA
Fundraising Matrix

<table>
<thead>
<tr>
<th>Mission Impact</th>
<th>Profitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Impact • Low Profit</td>
<td>High Impact • High Profit</td>
</tr>
<tr>
<td>Special Event</td>
<td>House Parties</td>
</tr>
<tr>
<td>Social Media</td>
<td>Individual Gifts</td>
</tr>
<tr>
<td>Keep but contain net loss</td>
<td>Invest</td>
</tr>
<tr>
<td>Low Impact • Low Profit</td>
<td>Low Impact • High Profit</td>
</tr>
<tr>
<td>Badly attended special event</td>
<td>Grant Writing</td>
</tr>
<tr>
<td>Keep but enhance impact</td>
<td></td>
</tr>
</tbody>
</table>
Different Types of Fundraising Events

Each type of event requires a goal, a plan, and a budget!

- Friendraiser
- Cultural Event
- GALA Dinner
Know your Event Goals and Purpose

• Is your event a fundraiser?
  • What other goals do you have?
  • How much do you want to raise?

• Who is your audience?
Know your Event Goals and Purpose

• What is the event budget?
• What are the opportunities for invitees to donate?
• What benefits will you offer your sponsors?
• How many volunteers will you need?
  • Who will head this effort?
How to do a Friendraiser at Your Home

Pre Event:
• Invite 15-20 people and 3+ board members
  • Tell them they will learn about your organization and be asked, but not pressured, to make a contribution and enjoy dessert!
• Week night at 7 pm

Day before party:
• Call everyone again & urge them to attend
• Make or buy finger desserts and cupcakes
How to do a Friendraiser at Your Home

At Event:

• Have one client speak for 5-10 minutes about what the organization has meant in his/her life
• ED or staff person speaks for 5-10 minutes
• Explain why you are on the board and why the organization is important
• Ask if there are any questions
• Ask attendees, if they feel it is worthwhile, to make a contribution before leaving.
  • Give them two cupcakes to take home (if they make a contribution).

cc. CompassPoint
Real World Fundraiser Example

- Client with a $25,000 budget in 2013
- Raised $4,000 in new donations at first fundraiser.
- Increased gift from major donor by 40% to $7,000.
- Total raised in 2015: $94,000
Larger Event and Sponsorships

Event Sponsor - $5,000

• Logo on event invitation sent to 4,500 individuals
• Mention in Press Release and on website
• Collateral in “handout bag at event”
• Full page ad in event brochure in print and online
• Logo display at event and on event bag
• Table Top Display and 1 attendee at podium
• Signage at event and podium
• Three attendees at event
Larger Event and Sponsorships

Lunch Sponsor- $2,000

• Logo on bag at event
• Collateral in bag at event
• Logo on event invitation sent to 4500 individuals
• Mention in press release and on website
• Half page ad in event brochure in print and online
• Signage at event
• Two attendees at event
Considering a New Fundraising Event?

- Could it attract a new demographic of donors?
- Could it “downgrade” gifts from current donors?
- Would it genuinely afford volunteers an opportunity to be involved in a rewarding fundraising experience?
- Could the necessary staff support be contracted out?
- Could the event have long-term sustainability?
  - An event done only once is a waste of time, resources and volunteer goodwill.

Source: Penelope Burk, Donor-Centered Fundraising
Your Annual Appeal:
Engage your reader in a silent dialogue
What is an Annual Appeal?

- Unrestricted donations raised by direct appeal to the largest possible number of donors and prospects.
- Usually sent out in late Fall
  - Set a goal to get this done prior to Thanksgiving
Why do People Open Fundraising Letters?

• Your contact information is correct
• Organization name, information and logo in upper left hand corner
• Photo on the envelope that looks like “my dog”, “the child I saw last week crying for food”…
• Maybe the group has something interesting to say…
Nadia, please help me...

Just a few nickels a day can help save wolves from being brutally slaughtered!

PETITIONS ENCLOSED FOR:
Ms Nadia Prescott
Your Letter Or Email

Engage your reader in a silent dialogue
Successful Annual Appeal

*Can bring in 50-70% of total yearly income!*

- Arrange early!!!
  - Be ready to have your mail piece arrive prior to Thanksgiving
  - Remember your return envelope, donor card and nonprofit mail rate

- Personal
  - Personal note; top right hand corner

- Follow up!
  - By staff or board members
Successful Annual Appeal Opportunities

*Can bring in 50-70% of total yearly income!*

- Set a target $ goal
- Arrange for matching dollars.
  - Ask a group of donors to match existing dollars
  - Ask your board members to come up with a challenge grant
The Most Important Elements of a Fundraising Letter

Compelling First Sentence
• Second most important block of text is the first paragraph

The PS
• 90% of all direct mail recipients read the PS first!

Source: Siegfried Vogele: Handbook of Direct Mail
1984/The Dialogue Method
Questions from Donors to Consider in Your Appeal

• How much money do they want from me?
• Do they get government help?
• What difference will it make if I respond?

Basic Questions
• Where did this letter come from?
• How did they get my information?
• Who signed it?
Questions from Donors to Consider in Your Appeal

- Who runs this organization?
- Does anyone famous support it?
- Is there a better solution for this problem?
- Do they really need my help?

Basic Questions
- Where did this letter come from?
- How did they get my information?
- Who signed it?
Fundraising Emails or Letters – General Principles

Prospects
- Ask them to join you
- End of year appeal

Donors
- New donor acknowledgement letter
- Appeal for an additional gift/special appeal
- End of year appeal

Remember
Integrate your email campaigns with social media especially Facebook and Twitter
The Fundraising Letter Ask

• Be very clear what you will do with donated funds
• Use emotion. Give life with stories
• Use picture, photos, infographics

Don’t overthink or overpay on design!
How Can You Tailor Opening Sentences?

“Here is my promise to you. Your donation is going to make a difference in the life of a young child”

“Soon it’s going to be winter in Colorado. Joe and his family have no place to live, and it is going to be -15 at night. You can make a difference.”

“Soon it will be tax time. Perhaps not something you want to think about. But there is a silver lining…..if you support Todd.”
GlobalGiving can help in a number of different ways:

- Leverage existing donors
- Expand supporter base
- Fundraising webinars
- Bonus days (matching grant money quarterly)
- Noteworthy: Microsoft gives 2:1 to youth
Teach Literacy through the Arts in DC, MD, and VA
by Story Tapestries Inc.
United States 🇺🇸 Arts and Culture

Give the Gift of LITERACY! Arts integration techniques are one of the most effective, meaningful and efficient methods for teaching literacy to a wide range of learning styles and levels. Our programs not only establish the building blocks...

Help America’s Premature Foster Care Infants!
by Angels In Waiting
United States 🇺🇸 Children

America has a growing number of premature babies who are entering into foster care at an alarming rate! Too many of these precious innocent souls are going into group home or institutional care settings. We are a charity of dedicated Nurse...

STEM plus Arts = Learning Full STEAM ahead!
by Story Tapestries Inc.
United States 🇺🇸 Education

Every 26 seconds, a student drops out of high school. Education Week reports that average math test scores for 17-year-olds have remained stagnant since the 1970s. U.S. eighth-
Global Giving Example

Mickaboo Companion Bird Rescue

All volunteer organization
$295,000 budget

• 2/3 income is from GlobalGiving
• 17 recurring monthly donors
• Raised over $105,000 from GG
  • including $17,000 in bonus money
• Had donor database of 3,300
  • added 1000 names with GG
• Expanded reach outside of California
Harness the Power of Email Marketing

- Keep in touch with your donors with regular email newsletters
- Make sure your email campaigns are mobile friendly
- Integrate with social media

www.mailchimp.com
www.constantcontact.com
Email Fundraising

Spring Violence Prevention Fundraiser Raffle

Raffle Drawing June 8th - Click to Purchase Tickets

First Prize: $1200
Second Prize: $800
Third Prize: $500

Fourth Prize: Amazon gift card
Fifth Prize: TJ Maxx, Marshalls, HomeGoods

COMPASS STRONG 5th Annual Violence Prevention Spring Raffle

Our 5th Annual Spring Raffle Supports Year Round Violence Prevention Services & Activities

Violence Prevention is an operating principle that underlies all of COMPASS’ programs and activities. Violence Prevention includes surrounding youth, adolescents and families with opportunities for healthy development, a COMPASS foundation philosophy.

Each year COMPASS provides services to over 1,000 youth and parents / guardians.
Tips to be Successful!

• Use #Giving Tuesday as your online kick off to the annual appeal! (Tuesday after Thanksgiving)
• Use peer-to-peer fundraising
  • Set up board members and supporters with their own fundraising page
• A visible online donation button on your website and all email marketing
  • Picture, Suggested Giving Amounts and their impact
Additional Webinars Available

• Building your Fundraising Plan
• Building your Fundraising Case
• The Board and Fundraising

• Visit [www.emergingexecutive.com/resources](http://www.emergingexecutive.com/resources) to download the full webinar series or individual webinars
## EVENT PLANNING SHEET

<table>
<thead>
<tr>
<th>EVENT LOGISTICS</th>
<th>GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Coordinator</td>
<td>$$$ (Net Profit) =</td>
</tr>
<tr>
<td>Date</td>
<td>Public Relations</td>
</tr>
<tr>
<td>Time</td>
<td>Program</td>
</tr>
<tr>
<td>Venue</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>BUDGET</th>
<th>NEEDS / RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>All expenses associated with event:</td>
<td>Volunteers</td>
</tr>
<tr>
<td></td>
<td>Equipment/Supplies</td>
</tr>
<tr>
<td></td>
<td>Staff</td>
</tr>
<tr>
<td></td>
<td>Insurance certificate needed?</td>
</tr>
<tr>
<td>All revenue / sources associated with event:</td>
<td>Transportation</td>
</tr>
<tr>
<td></td>
<td>Media Outreach/Advertising</td>
</tr>
</tbody>
</table>

### NOTES:

<table>
<thead>
<tr>
<th><strong>LOGISTICS</strong></th>
<th><strong>GOALS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Appeal Coordinator</td>
<td>What is your fundraising goal? Other goals?</td>
</tr>
<tr>
<td>Type of Campaign:</td>
<td>Build awareness?</td>
</tr>
<tr>
<td></td>
<td>What is the Story?</td>
</tr>
<tr>
<td></td>
<td>What is the impact of our Work?</td>
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<tr>
<td></td>
<td>What is “the ask” – which program?</td>
</tr>
<tr>
<td>Date to Start:</td>
<td></td>
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<tr>
<td>Tuesday after Thanksgiving.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th><strong>BUDGET</strong></th>
<th><strong>NEEDS / RESOURCES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>All expenses associated with campaign:</td>
<td>Database</td>
</tr>
<tr>
<td></td>
<td>Designer</td>
</tr>
<tr>
<td></td>
<td>Staff/Volunteers</td>
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<td></td>
<td>Other technical needs for online</td>
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<td></td>
<td>Social Media</td>
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<tr>
<th>Activity Checklist</th>
<th>When/Who?</th>
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</thead>
<tbody>
<tr>
<td><strong>6 months prior to campaign:</strong></td>
<td></td>
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<tr>
<td>Agree focus of the campaign and story.</td>
<td></td>
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<tr>
<td>Is this a matching opportunity?</td>
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<tr>
<td>Who are your matches</td>
<td></td>
</tr>
<tr>
<td>Build and agree budget</td>
<td></td>
</tr>
<tr>
<td>Select designer</td>
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</tr>
<tr>
<td><strong>Segment database.</strong> Will you send a “slightly” different letter to donors and prospects. Do you have email addresses?</td>
<td></td>
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<tr>
<td>When all the above is done, present proposal to board.</td>
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<tr>
<td><strong>3 Months</strong></td>
<td></td>
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<tr>
<td>Finalize Budget</td>
<td></td>
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<tr>
<td>Finalize matching donors.</td>
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<td>Agree impact amount levels</td>
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<tr>
<td>Build peer-to-peer fundraising pages on platform like Network for Good or Global Giving.</td>
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<tr>
<td>Alternatively, see if there is a way through your database to be able to</td>
<td></td>
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<tr>
<td>Task</td>
<td>Details</td>
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<tr>
<td>----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Personalize emails from board members.</td>
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</tr>
<tr>
<td>Agree follow up strategy to emails for your “A rated donors” and the thank you follow up.</td>
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</tr>
<tr>
<td>Ensure website donate button is visible and integrated with your fundraising system.</td>
<td></td>
</tr>
<tr>
<td>Test your online donation button!</td>
<td></td>
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<tr>
<td>Agree role for board members. Agree type of volunteers you need (and skills) and recruit these volunteers</td>
<td></td>
</tr>
<tr>
<td>Ensure website, Facebook and Twitter feature/take you straight to donation page on website</td>
<td></td>
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<tr>
<td>Write letter or hire appeal letter and gain approval.</td>
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</tr>
<tr>
<td>Ensure you have nonprofit postage rate, donation card and enough envelopes!</td>
<td></td>
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<tr>
<td><strong>Six Weeks Out</strong></td>
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<tr>
<td>Sign off on letter and design layout.</td>
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<td>Send to printer and/or setup on</td>
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<tr>
<td>Line.</td>
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<tr>
<td>Email blast starting with #Giving Tuesday</td>
<td></td>
</tr>
<tr>
<td>At board meeting before the campaign goes out, have board members and staff write a personal note on letters to top donors and prospects.</td>
<td></td>
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</tbody>
</table>