

Fun_d Raising

(Beyond Bingo!)

or.....how do I get donors excited about paying my hydro bill!?!

Q & A for Audience

How many.....

- *work for Charities?*
- *have less than 5 staff?*
- *have more than 10 staff?*
- *have worked in NFP for less than 5 years?*
- *have worked in NFP for more than 10 years?*
- *got into NFP to provide service delivery initially?*
- *Are CAE's?*
- *Are CFRE's?*

My Background

- *14 years: Promotions, A Channel TV station*
- *5 years: Office Manager, Big Brothers of Barrie & District*
- *1.5 years: Communication Coordinator, Greater Barrie Chamber of Commerce*
- *5 years: Executive Director, Grieving Children at Seasons Centre*
- *Certified as a CFRE (~500 in Canada)*
- *Writing final exam for CAE (~500 in Canada) in 3 weeks*
- *Currently only 1 other person in Canada with both designations*



Banner rep wins . . . Sue Jacklin holds the \$50 chocolate Santa she presented to Steve White, at centre, circulation assistant for The Banner, following last week's media collection for the local Christmas Cheer fund. Jacklin and Penny Spence, at right, with the promotions department at CKVR-Television in Barrie, organized the collection with Lou Olivero, also at the station. White won the draw on a random pick from all tickets sold. The \$157.12 raised provided extra funds for Christmas hampers distributed to needy families in the Barrie area. - Krause

From Rags to... well...to Nice Rags!!

When I was recruited to the Centre 5 years ago

- It was in debt \$35,000 and had a bank balance of -\$2,500 dollars.
- It had recently downsized and all of the equipment and furnishings were crammed into an area half of the original size.
- All but one staff member had given their notice by *my first day* of work.

First Steps.....

- ***Within 2 months:*** written a Trillium proposal for \$26,000, which was approved 2 months later.
- ***Within 6 months:*** approached a celebrity spokesperson (*Country Musician Jason McCoy of the Road Hammers*) who agreed to help the Centre create awareness.
- ***Within 8 months:*** had an agreement from the local television station to create and run a commercial featuring Jason to create awareness. This contact eventually surpassed the \$200,000 mark in on-air donations!



The Changes Takes Place (Begin)....



- ***Within 1.5 years:*** started a new home fund in partnership with our Celebrity spokesperson, who participated in fund-raising events.
- ***Within 2 years:*** paid off the debt (early!)
- ***Within 2.5 years:*** purchased a 4,000 sq. ft. 98 year old home.

**Events
& Foundations
& Corporations
& Passive Revenue Streams**

(oh my!)

a5Media's 6Ps of Marketing

1. **People** How well do you know your clients and your potential market? What are their likes and dislikes, age groups, ethnic backgrounds, professions and incomes? Importantly, what are their emotional and intellectual levels?
2. **Product** In terms of non-profit marketing a package of altruistic opportunities is also a product. Are there ways in which you can customize your mission or service to most satisfy the philanthropic motivations of your clients?
3. **Place** Ensure that the location and image (interior design, ambience) of your office is relevant to the kinds of clients you want to draw. How pertinent is your website design and content? What are your networking channels? Do you include the Internet?

a5Media's 6Ps of Marketing

4. **Price** In non-profit marketing the 'price' factor may be related to membership fees, donations, or prices of tickets for fund raising events and shows. Have you properly valued them? Have you considered various novel collection programs?
5. **Promotion** Create ads that reflect your image and motivate your clients to participate. Appeal to their emotions first and their wallet second. Remember, with proper branding, you are selling the experience of your whole mission, not just the event itself.
6. **Publicity** Build your corporate image. Gain client confidence through media coverage. Publicity campaigns conducted professionally using an agency is a cost-effective way to communicate with your client base and to the market at large.

What is a agency?

- *Is it a NFP?*
- *Is it a Registered Charity?*
- *Is it a NGO?*
- *Is it a Volunteer Agency?*
- *Is it a Foundation?*

There are 100,000 NFP's in Canada and 78,000 registered charities

Yes.....

Where does the \$\$\$\$ come from?

We all need funding and there are many, many ways to secure it, most typically:

- *NFP*
 - membership dues
 - events
- *Charity*
 - events
 - government money
 - foundations
- *NGO*
 - government money
 - pledges



Look outside the box and integrate new revenue bases into your agency....

Putting the Special in Events

- Don't follow the pack
.....*lead it!*
- Golf tournaments, bar-b-ques and gala dances (*oh my!*) have been *done and done and done and done and.....*
- Even if the event is not completely new, add a twist, make it your own and make it visual to support television and newspaper needs and *work it!*
- Don't forget...everyone is out asking for prizes, attendees, sponsors...it is hard work and often requires a 'champion'



Putting the Special In

Events

- Make sure the attendee gets good value, they will support something if it is a good cause, but they will come back year after year if they have fun!
- Try something new.....co-ordinate an extreme mini make-over, charge \$1,000 and partner with local supports to provide items such as:
 - Waxing
 - Laser treatments
 - Massage
 - Chiropractic
 - Tanning
 - Spa
 - Nails
 - Highlights
 - Peels
 - Fitness Programs
- Try something old.....collect ink cartridges, some companies are paying \$1 - \$3 each

Foundations – Not as scary as five years ago.....

- Operational dollars can be tied to projects, but insure that your project can be sustained after the foundation dollars are finished to maintain you and your agency's credibility
- Make sure you provide doable projects, don't just 'chase the money' if you ever do have a glitch...be upfront and work with the foundation to complete your commitments

Corporations

- Before approaching a Corporate for sponsorship, ask not what they can do for your charity, ask what you can provide them in terms of their:
 - FROI (*financial return on investment*)
 - *recognition?*
 - EROI (*emotional return on investment*)
 - *an opportunity to visit your agency and meet your clients?*
 - SROI (*societal return on investment*)
 - *knowledge of how support has made a difference*

Passive Revenue Streams

- Secure cause related marketing arrangements (CRM's) to match your agency to a for-profit organization and share revenue, such as a percentage of sales in exchange for your endorsement
Example: Arthritis to aspirin
- Publish your own, or partner with book authors who's books are based on your area of expertise
Example: Heart & Stroke partners with book publishers on healthy eating choices
- Offer educational opportunities, training people to provide a modified version of your service
Example: My Centre trains teachers, E.C.E and social workers to assist grieving children in their care



But what about Mission anyways?

One common and one less common problem in the NFP sector:

- Mission drift - focus on process of dollars being raised by board and staff (often of necessity, but without a plan to change that culture), instead of on services provided
- What if a supporter persuaded, dictated or at the very least came from a personal agenda stance, what programs should be altered, expanded or eliminated, and subtly or blatantly used a donation to be given as leverage?

Comparing Operational Expenses to For Profit Business

Article by Clara Miller in Philanthropy Magazine

- A guest is staying at a hotel. It is time to pay the bill. They write a cheque, however as they hand it to the registration clerk, they indicate "I don't want this money to be used to pay the hydro or the cleaners or the laundry bill".
- Or you scramble to find supporters to pay the bill for the guest.

This would be a significant problem for the motel, and yet that is what NFP's are faced with every day.

Awareness

We have been contacted via email from as far away as Ireland and B.C. (from someone who had a connection with someone murdered on the Penticton farm) even though we are a stand-alone, 4 staff agency in Barrie, Ontario!

Why??!!??

We created a 'buzz' by saturating our community!



Celebrity Spokespersons

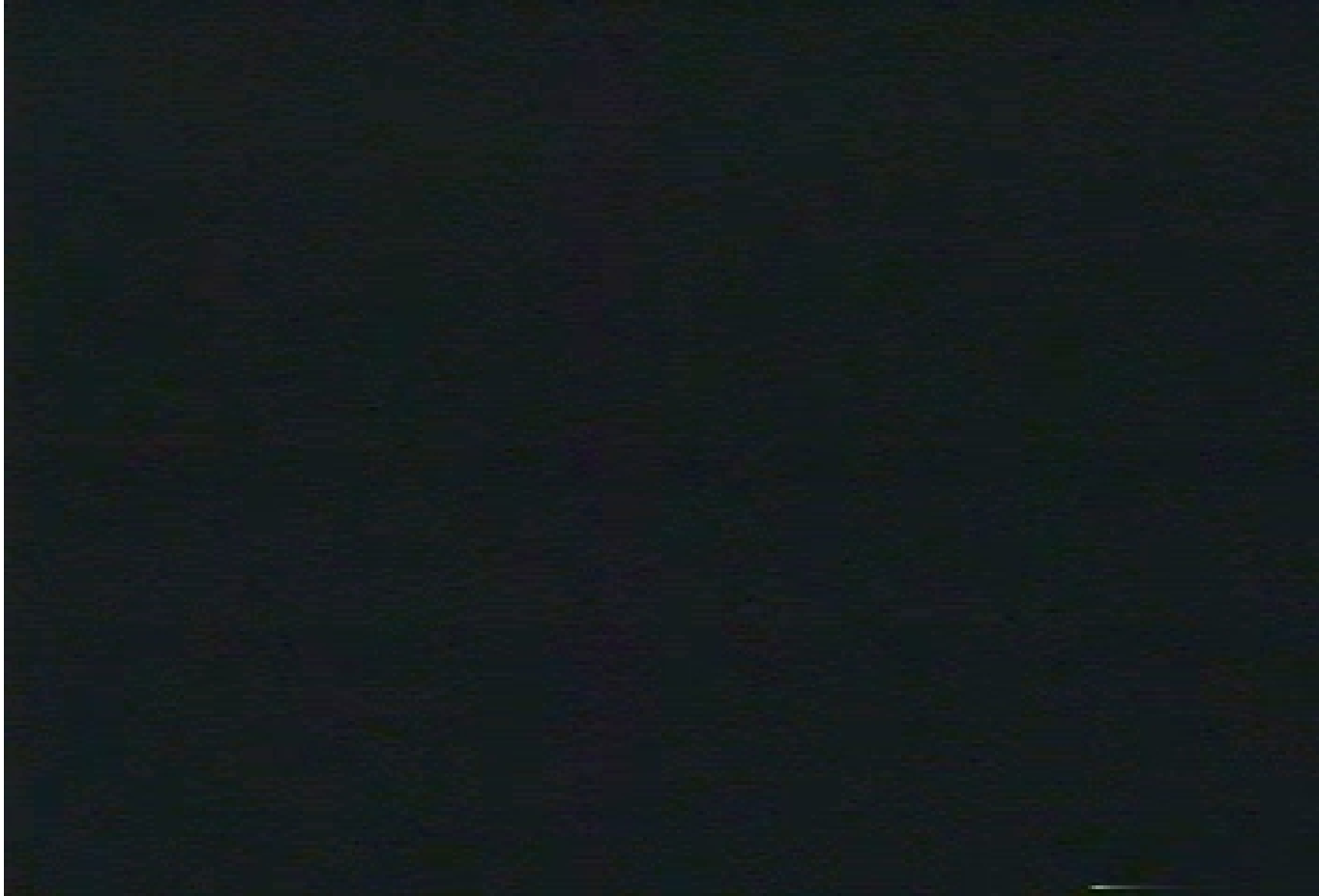
....say what??!!



Media...not just radio & television & newspapers (*oh my!*)



Global Produced Show Segment



As long as they spell your name correctly.....



Currently best selling CD in Canada



Jason would like to thank ...

For taking the time to say hello to all the folks at ...

A very special thank you to ...

Awards, Recognitions & Honours (oh my!)



Human and Social Services Finalists

CROSSING ALL BRIDGES LEARNING CENTRE Strengthening independence through abilities

The centre was created by a determined group of mothers to provide more options for their children with developmental disabilities. It opened in November 2003 with 20 students, providing opportunities for formal learning as well as meal preparation, fitness and money management. It was awarded \$75,000 over six months to renovate a section of the Brantwood Centre.

GRIEVING CHILDREN AT SEASONS CENTRE Healing support

Since 1995, the centre has helped hundreds of children and teenagers deal with bereavement with free programs. The centre received a two-year \$115,000 grant to upgrade information technology equipment and develop an awareness campaign for its many program activities. With OTP's assistance, support programs at the centre have doubled.



Tools of the Trade

Learning and Development



Professional Organizations & Designations & Education (oh my!)

- *Organizations*
 - CASE (Canadian Association Society Executives)
 - AFP (Association of Fund-Raising Professionals)
- *Designations*
 - CAE (Certified Association Executive)
 - CFRE (Certified Fund-Raising Executive)
- *Courses*
 - AFP
 - Charity Village
 - University of Toronto
- *Fund-Raising Programs*
 - Georgian
 - Fanshawe
 - Humber
 - Algonquin
 - Ryerson



Public Speaking & Appearances...

where ever and whenever



11 May 2006

Created by Susan Laycock, CFRE

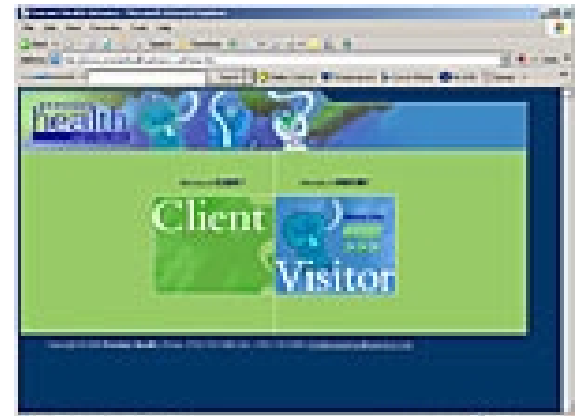
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Webs Sites

- Have a professional design it with drop in boxes so that the look is current but you can maintain it yourself.

Or.....

- Invest in software, make them visual but not busy, like a good introduction in a book, it should leaving you wanting to keep reading!
- Make sure they are not static, updating weekly, there is always an event to promote or wrap-up, an service that has been modified, volunteer news etc. etc.
- Put you web address EVERYWHERE!



& Newsletters

- Send them electronically if possible to save postage, just add a link to your web-site & post it there in a PDF format (www.cutepdf.com) software is free to download on-line to convert your newsletter from whatever format you create it in)
- Send them as *frequently as possible*, perhaps quarterly with bi-weekly one page updates sent to ensure timely information gets out to your constituents, who are **anyone and everyone** who may have an interest in your cause!

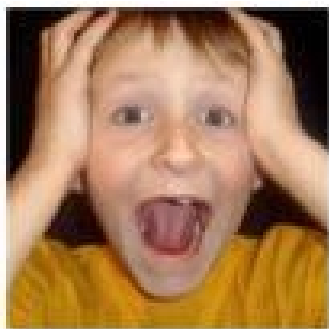


Be Positive and Passionate



....because if you treat everyone as a potential 'friend-raiser' they often will become one.

- We had a man come to the Centre solely to adopt a family at Christmas; he had had a poor experience with another Charity. We fulfilled his requirements and got his contact info. Then we sent him a newsletter in which he recognized a Board member and then began to contribute regularly to the Centre in different capacities.



Be Positive and Passionate



- because if you are negative, desperate and stressed out, your donors will feel that their efforts won't '*make any difference*' !!
- focus on the positive aspect of your mission, in my agency's case, not the death, *but the healing*.
- remember with every interaction, you are 'selling' the experience of your entire mission.