
FUNDRAISING TRAINING MODULE #5

People Powered Fundraising

Best Practices for Crowdfunding, Phone-a-thons, and Giving Societies

Outline

- Crowdfunding
- Phone-a-thons
- Giving Societies
- Review
- Resources



Crowdfunding

Empowering supporters to invite their friends



What is Crowdfunding?

Crowdfunding is reaching out to a large amount of people, generally through online platforms, encouraging many gifts.

Tangible project examples for using crowdfunding:

- Registration drives in area high schools
- Reserving buses for advocacy day
- Legal fees for a court case
- Paper voter guides
- New website
- Hosting a party at a polling place to create excitement and pride on Election Day
- Paying for voter IDs for voters

What does a typical campaign look like?

- Lasts 9 weeks
- Raises around \$7,000-
- Average donation is about \$66
- Age range of the average donor is 25-35 years old
- Focus on **small, defined projects** that are tangible.



What elements before the launch?



- Member and donor buy-in
- Plan for early wins
- Leverage email and social media connections
- Account setup: Make sure the money goes where it is intended

Things to Consider in a Platform

- Fees
- Payout—Is it all, some, or nothing?
- Peer to peer fundraising?
- Social media integration
- Is it Customizable?
- How are the funds paid?
- Outreach & data collection





Keys to Success

- Communication
- Videos
- Leverage new relationship connections
- Thank you notes

Phone-a-Thon



Phone-a-Thon

Best Practices: Before the Phone-a-Thon

- Location
- Evenings
- Recruit volunteers and Board members, and former Board members
- Photographer
- Send early notice to prospective donors about the upcoming phone-a-thon with opt-out option
- Prospect list
- Theme: program that needs funding, select donors, script for volunteers
- Pledge cards, stamps, follow-up notes, and thank you cards



Phone-a-Thon

Best Practices: During the Phone-a-Thon

- Volunteers: tools for success
 - Packets, thank you notes, donor list, program details, stamps
 - Role model a call and next steps
 - Be enthusiastic and supportive
 - Assign a roving leader
 - Ask for all volunteers to pledge a gift
- Set goals
- Evaluate



Phone-a-Thon

Best Practices: After the Phone-a-Thon

- Mail 'Thank You' cards
- Reflect on the event and take notes
- Data
 - Learn how much, number of donors who gave, number of people not home, number of people who did not give, the average pledge amount, and top largest gifts
- Send 'Thank You' to volunteers and share with them the numbers from the night and thank volunteers for their pledges



Giving Societies

Pooling together to make a bigger impact

- Major Donors
- Mid-Level Donors
- Legacy Society
- Monthly Giving Club
- Young Professional Giving Society



Why a Giving Society?

- Relationship building
- Creates social bonds
- Regular communication
- Improves the donor's experience



Best Practices

- Treat **donors as individuals**. Be authentic.
- Remember to **cultivate and stewardship** the relationship.
- Set a **giving level** or levels. Know your donors and the range of giving.
- **Define the benefits** to joining.
- **Name** the level(s).
- **Launch** the giving society
- **Stretch the gifts**.

“

*There are no haves and have-nots.
We are all haves and our assets are
diverse. In the alchemy of
collaboration, we become equal
partners; we create wholeness and
sufficiency for everyone.”*

Lynne Twist

Author of The Soul of Money: Reclaiming the Wealth of Our Inner Resources

LWV LEAGUE OF
WOMEN VOTERS®

Review

- Crowdfunding
- Phone-a-thon
- Giving Societies

TIME FOR REVIEW



Resources

- **Inside Philanthropy.** “Forget the gala. Giving circles are where it’s at for women raising money.” [Insidephilanthropy.com](http://insidephilanthropy.com)
- **Nonprofit Quarterly.** [Nonprofitquarterly.org](http://nonprofitquarterly.org)
- **Beth’s Blog.** “Five Best Practices in Nonprofit Crowdfunding.” <http://www.bethkanter.org/5-crowdfunding-tips/>
- **Fundraising Authority Blog.** “Best fundraising strategies for small nonprofits.” <http://www.thefundraisingauthority.com/strategy-and-planning/best-fundraising-strategies/>

LWV Resources

League Management

<https://www.lwv.org/league-management/manage-your-league/fundraising>

Modules, easy-to-adapt templates, and sample phone-a-thon script!

