FUNDRAISING TRAINING MODULE #5

## **People Powered Fundraising**

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



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## 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





#### **Best Practices: Before the Phone-a-Thone**

- 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 optout option
- Prospect list
- Theme: program that needs funding, select donors, script for volunteers
- Pledge cards, stamps, follow-up notes, and thank you cards





#### **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





#### **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

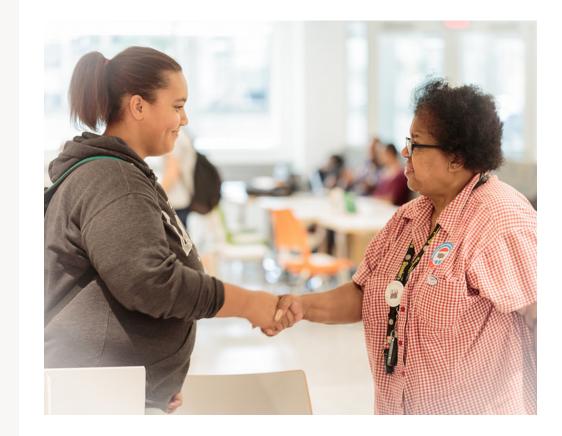
- Major Donors
- Mid-Level Donors
- Legacy Society
- Monthly Giving Club
- Young Professional Giving Society





## 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."

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



## 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
- Nonprofit Quarterly. Nonprofit quarterly.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!

