

Beyond Bake Sales

Strategic Insights for Fundraising Events

Thursday May 2, 2024
1:00 – 2:30 PM

 **IntegralOrg**



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Mohkinsstis Land Acknowledgement

Bearspaw First Nation

Siksika First Nation

Piikani First Nation

Goodstoney First Nation

Chiniki First Nation

Kainai First Nation

Tsuut'ina First Nation

Métis Nation of Alberta, District 5 and 6

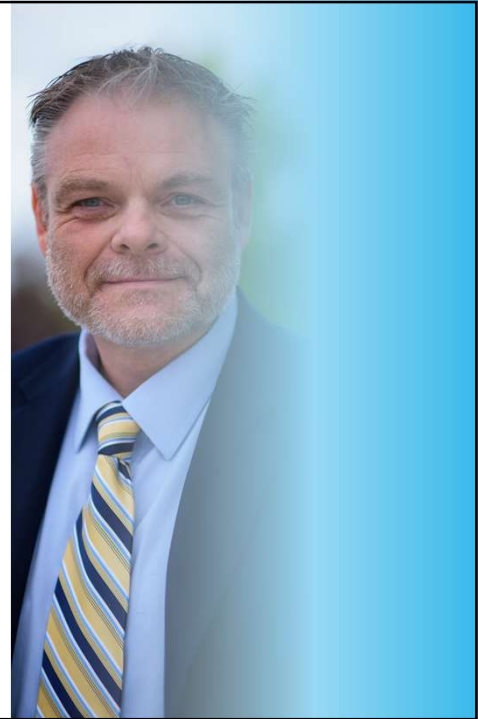
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Your facilitator *for*

Beyond Bake Sales: Strategic Insights for Fundraising Events

Derek Bechthold, CFRE

Resource Development Manager
The Brenda Strafford Foundation



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Overview

- The **Why** of events
- The **What, Where, When**, and **Who** of events
- Post event
- What keeps you up at night: HR, Budget, Measurement... oh my!
- Murphy's Law

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Thought Exercise

What is your organization's *why* for hosting fundraising events?



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Fundraising Activity	Average Cost to Raise 1 Dollar
Direct Mail (acquisition)	\$1.25 to \$1.50 per dollar raised
Direct Mail (renewal)	\$0.20 to \$0.25 per dollar raised
Membership Programs	\$0.20 to \$0.30 per dollar raised
Donor Clubs, Support Groups	\$0.20 to \$0.30 per dollar raised
Volunteer-Led Solicitations	\$0.10 to \$0.20 per dollar raised
Corporate Solicitations	\$0.20 per dollar raised
Foundation Solicitations	\$0.20 per dollar raised
Capital Campaigns	\$0.10 to \$0.20 per dollar raised

! Benefit events = \$0.50 per dollar raised

Source: **James M. Greenfield**, *Budgeting for Fundraising and Evaluating Performance*; *Fundraising Responsibilities of Nonprofit Boards*; *Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers*; *Fund Raising: Evaluating and Managing the Fund Development Process*; 1999 – 2011.

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Source: [datario.io](#), Chris Paver, August 9, 2021

How to Calculate Return on Investment (ROI)

$$\text{ROI} = \left(\frac{(\text{amount raised} - \text{amount spent})}{\text{amount spent}} \right) \times 100$$



Whisky Tasting

$$\left(\frac{(\$4,500 - \$500)}{\$500} \right) \times 100$$

= **800%**

Things to Remember

Staff time
Donor acquisition
Friendraising
Awareness

Golf Tournament

$$\left(\frac{(\$170,000 - \$60,000)}{\$60,000} \right) \times 100$$

= **183%**



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The *What, Where, When,* *and Who* of Events



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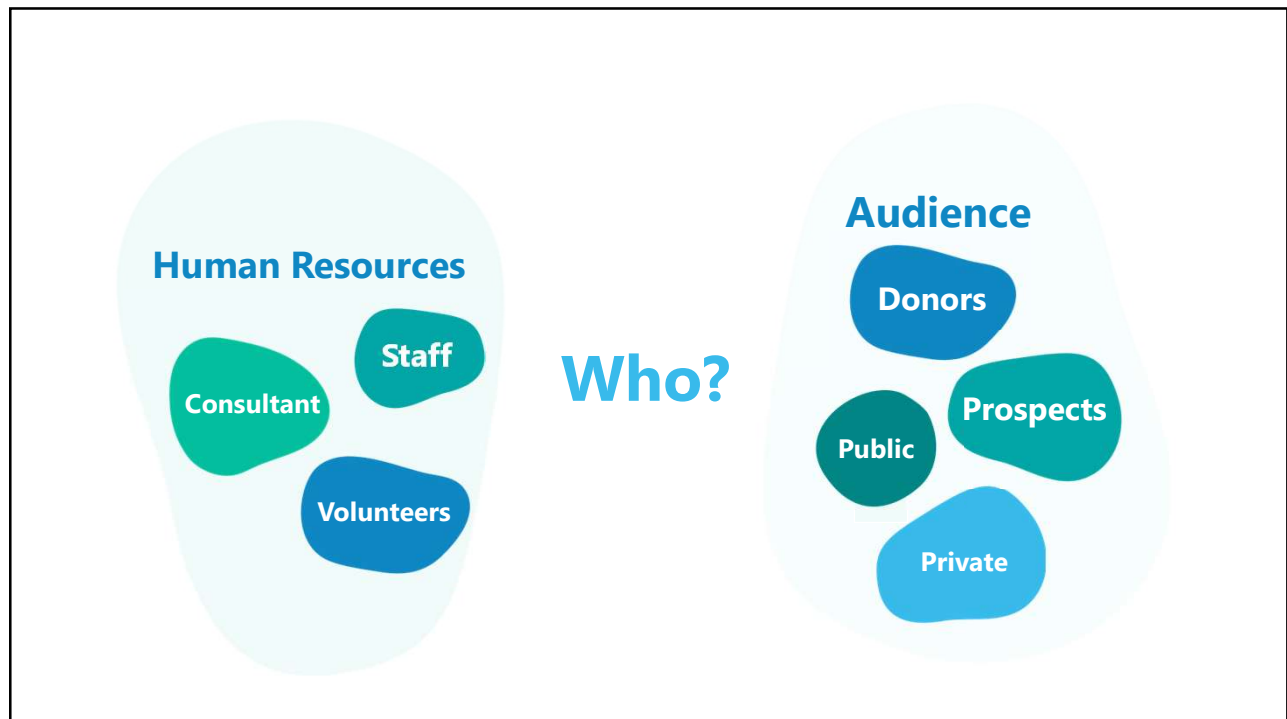
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Partnerships

An illustration of a man and a woman in business attire shaking hands over a desk. A clock on the wall shows approximately 1:50. The man is holding a laptop, and the woman is holding a briefcase.

- **Who to partner with?** Think alignment
- **Duration:** Start → End
- **Expectations:** Who does what?
- **Proceeds:** 50/50?
- Who owns what?

Have a **Memorandum of Understanding (MOU)**

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Budgets



All elements of expenses

- **Direct costs**
- **Indirect costs**
- **Overhead costs**

Revenue too!

Things to consider

- Do you include staff costs? Consultant?
- Your budget is fluid

Source: James M. Greenfield. *Fundraising Responsibilities of Nonprofit Boards*. Second Edition. BoardSource (Governance Series #4, 2009, p. 60-61).

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Measurements



Be sure to measure anything and everything

- \$ raised (or lost)
- Participant numbers and demographics
- Activity success (or failure)
- Social media: likes, shares, comments

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Share your thoughts!

**What keeps *you* up at night?
Let's acknowledge some
pain points when it comes to
fundraising events!**



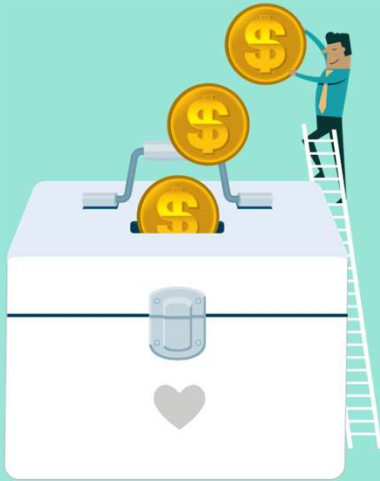
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Post Event



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Once the dust settles...



- **Thank ... *everyone!***
- **Inventory**
- **Settle accounts**
- **Those measurements you took? ROI Time**
 - **Efficiency:** minimizing the cost per dollar raised
 - **Effectiveness:** maximizing the net income
- Debrief
- Did you achieve your *Why?*
- **Now what? Follow up**

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Murphy's Law



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Murphy's Law: What can go wrong, will go wrong

“

If you fail to plan,
you are planning to fail.

Benjamin Franklin

”

What could possibly go wrong?

- COVID-19
- Not enough people or *too many* people!
- Bad press or good press!
- Cancellations

How can you mitigate?

I always try to turn every disaster into an opportunity.
John D. Rockefeller

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Stories from the trench

**Share a story when your
fundraising event went sideways.
What was the lesson learned?**



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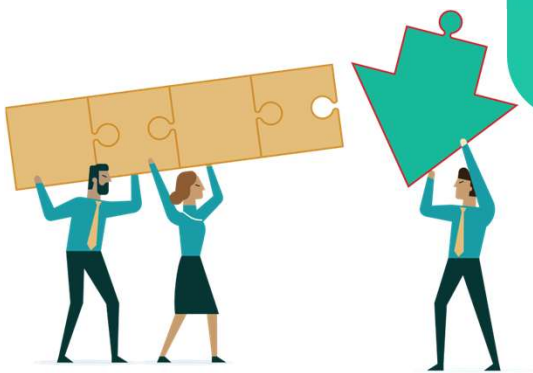
Respect the Event!
They take time,
energy, and effort



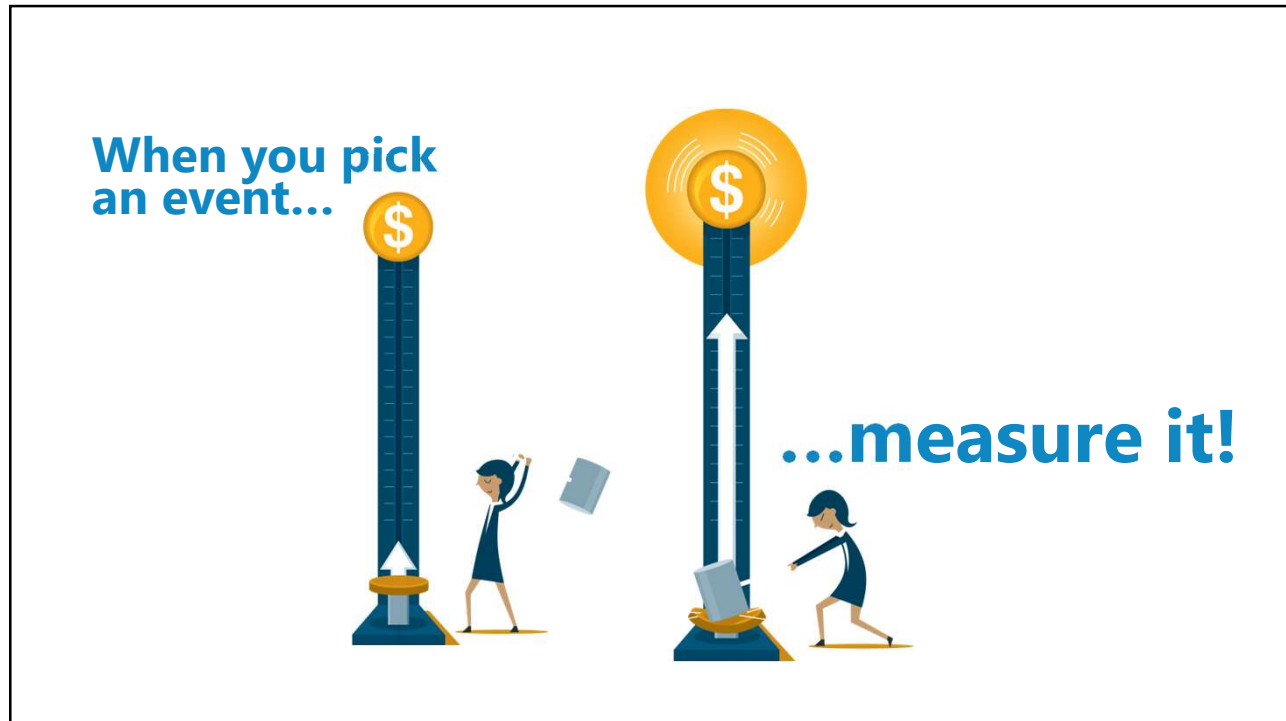
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**Culture eats strategy
for breakfast!**

Prioritize and pick an event that fits with
your organization's culture.



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When you succeed, celebrate!



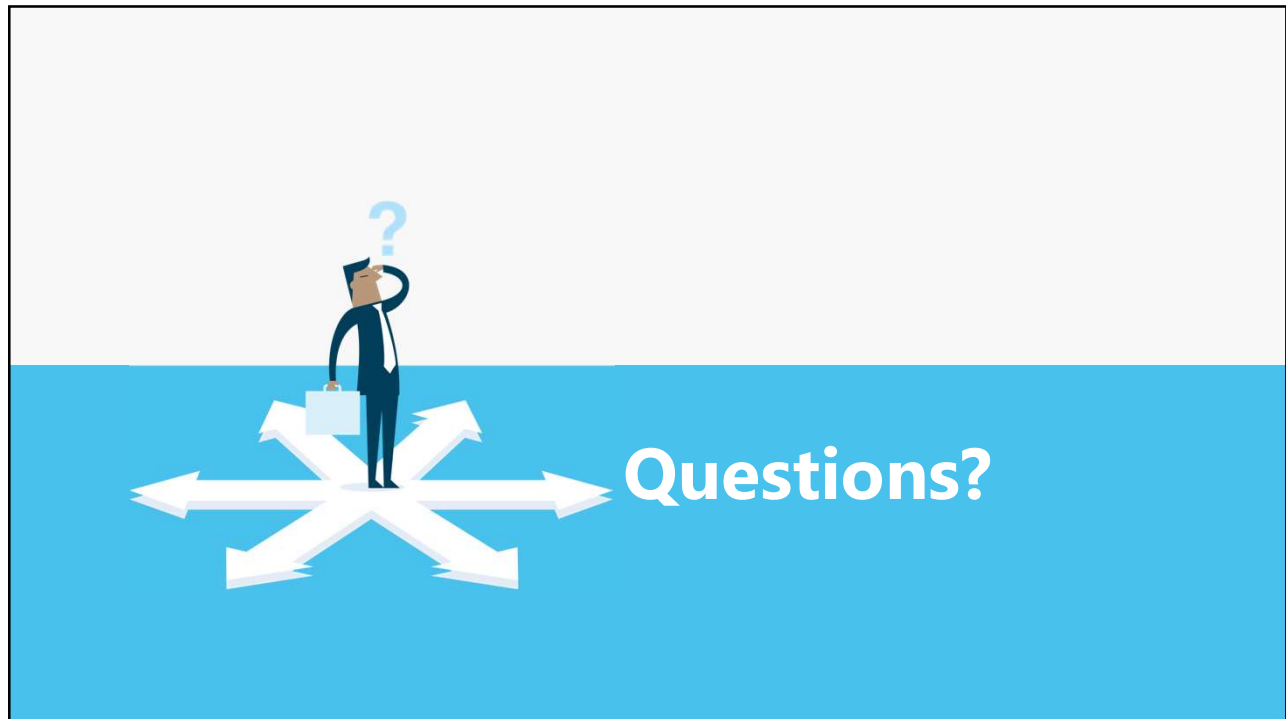
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Success is not the key to
happiness. Happiness is
the key to success. If you
love what you are doing,
you will be successful.

”

Albert Schweitzer

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Go-To Fundraising Resources

Sent out after this session!



Go-To Fundraising Resources

Beyond Bake Sales: Strategic Considerations for Fundraising Events; October 3, 2023

Canadian Fundraising Resource

[The Giving Report – CanadaHelps](#)

From a larger strategic fundraising lens:

[The Best Fundraising Blogs of 2023 – Joe Garecht Fundraising; 2023.](#)

Blogs with a greater focus on fundraising events

[The DoJiggy Fundraising Blog | DoJiggy Nonprofit Software](#)

[OneCause Blog Fundraising Ideas for Nonprofit Organizations](#)

[Fundraising Blog for Nonprofit, Educational, and Faith-Based Organizations \(qgiv.com\)](#)

[Greater Giving Fundraising Resource Library](#)

Derek's personal favourites:

[Pamela Grow | Fundraising Coaching for Small Nonprofits](#)

[Blog | NextAfter](#)

[Future Fundraising Now](#)

[Agitator | DonorVoice \(thedonorvoice.com\)](#)

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