

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

Piikani First Nation

Chiniki First Nation

Tsuut'ina First Nation

Siksika First Nation

Goodstoney First Nation

Kainai 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

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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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The *Why* of Events

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Why are you holding the event?



Resource
Development



Promotion



Friendraising



Awareness



Stewardship



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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



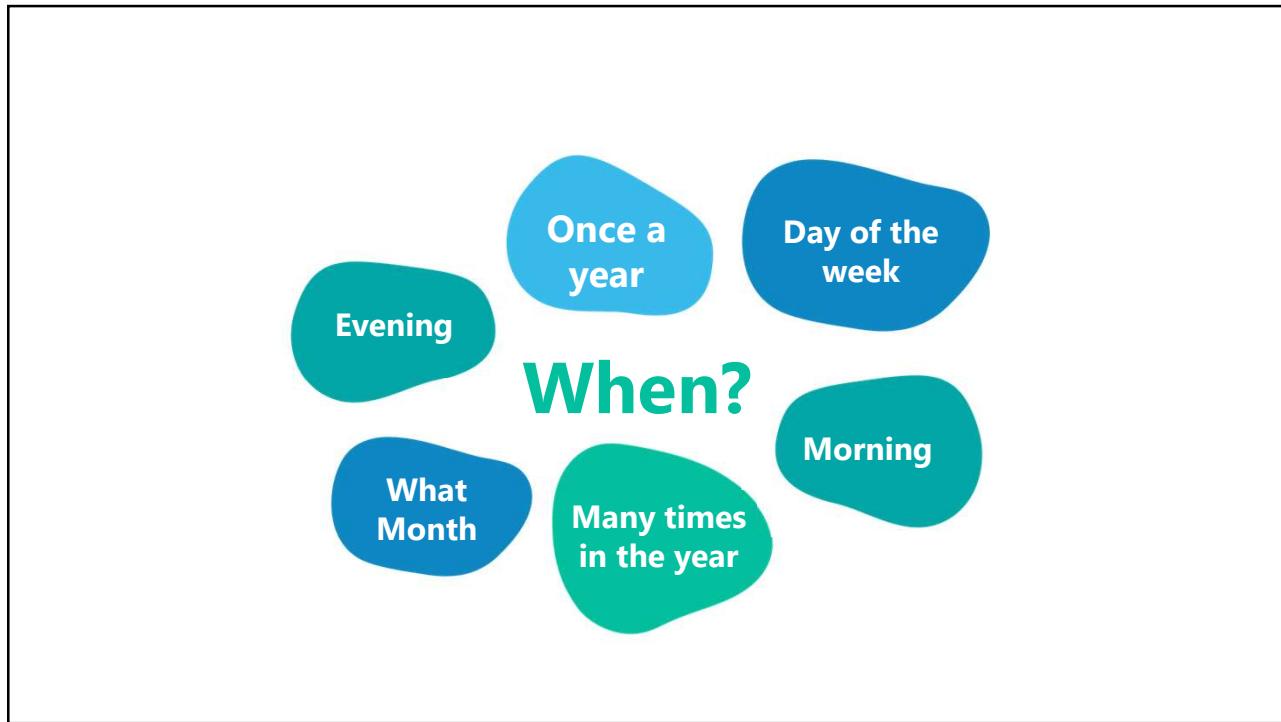
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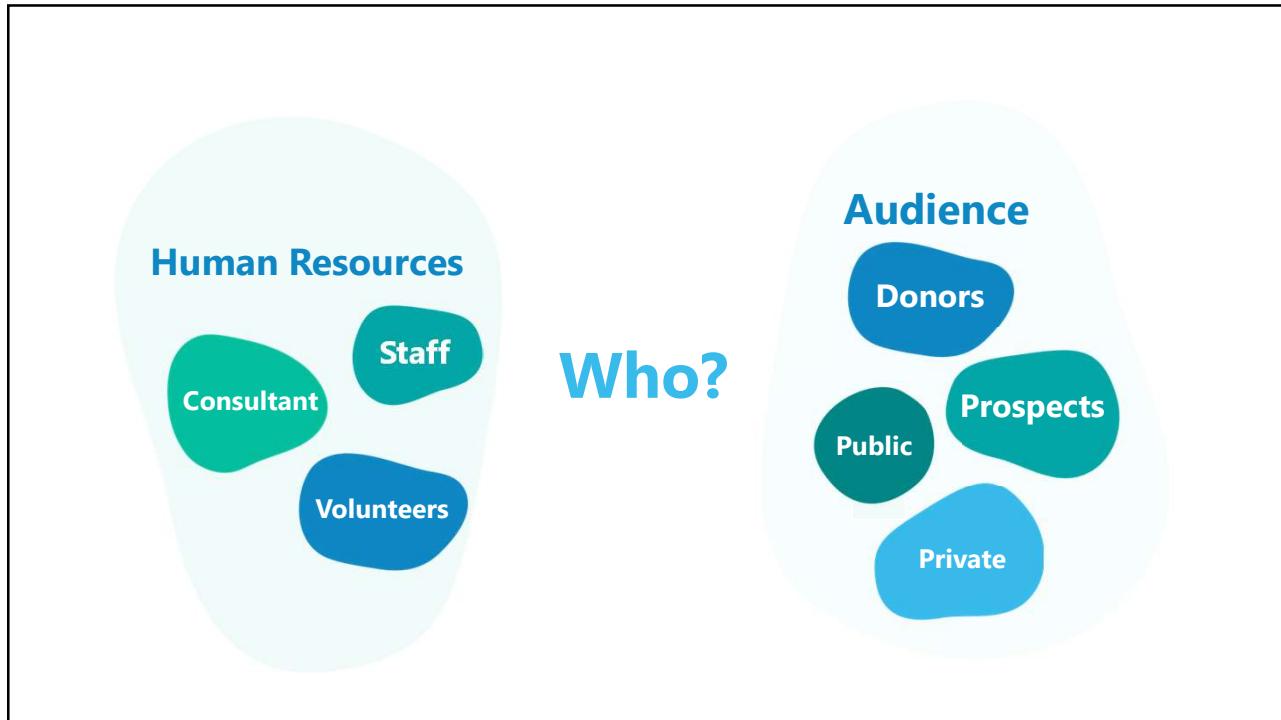
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An illustration of two business people, a man and a woman, shaking hands at a desk. The man is on the left, wearing a dark suit and tie, and the woman is on the right, wearing a dark blazer and a white shirt. They are standing in front of a white desk with a laptop and a white briefcase on it. On the wall behind them is a blue clock showing approximately 10:10. The background is a light teal color. The word 'Partnerships' is written in white on a teal banner at the top of the slide.

Partnerships

- **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 pick
an event...



...measure it!

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When you fail...

I have not failed.
I've just found 10,000
ways that won't work.

Benjamin Franklin

...fail forward!

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When you succeed, celebrate!



“

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!



IntegralOrg

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 Doliggy Fundraising Blog](#) | [Doliggy 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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