



Fundraising 101

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2022 Fundraising Landscape: Challenges & Opportunities

- COVID-19 will continue to complicate an already competitive landscape, impacting strategy and tactics through the year
 - o Overall, individual giving decreased across all sectors by 15% in 2021, according to Canada Helps
 - Economic insecurity COVID impact on small business sector now very apparent
 - Need to be nimble donors will continue to be drawn to causes that tackle COVID-related issues
 - o Gradual transition from virtual to in-person events in the Fall?
- Millennials (25-40): Biggest barrier to donating is "transparency" (Imagine Canada).
 - 78% are very likely to stop donating if they don't know how their donation is making an impact
 - More concerned with issues than institutions
 - Frame your issue to meet this expectation

Building a Program – Where to Focus?

- Build awareness and reputation, rise above the din, and drive donor consideration
- Create multi-pronged events, naturally disposed to driving engagement & building enthusiasm
- Call-to-Action -- clear, easy-to-understand, tangible & specific case for support
 - Thirty-second "elevator pitch"
- Make it emotive, make it personal
 - Why do you do it? What animates you?
- Identify & fill the prospect pipeline and build a base of donors

Building a Program – Where to Focus?

- Recruit a corporate partner or affluent individual to 'match' individual donations
- Approach financial services & technology sectors for sponsorships
- Solicit "In Kind" donations for event raffles, auctions
- "Peer-to-Peer" strategy to amplify sales reach
- Having the right software and tech to make transactions easy for the "customer"

Your Value Proposition? Emphasize Your Strengths



Cutting Through the Clutter and Being Heard



Running Events That Work

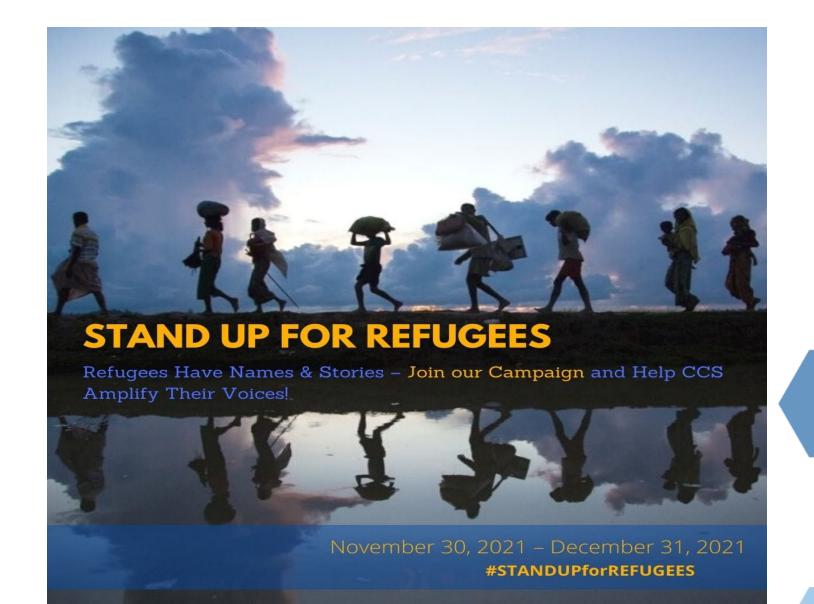


Connect: Make it Personal, Make it Resonate





The Call to Action





Filling the Donor Pipeline

- Leverage existing personal networks family, friends & friends of friends
- Approach professional networks and business contacts
- Talk to local businesses
- Research, identify & target like-minded companies, potentially amenable to your cause
- Mine your social media platforms create Facebook groups, share content, especially videos
- "Non-ask" event strategy opportunity to hear about your mission, meet the sponsorship group
- Direct mail prospecting
 - Identify & target, based on faith, shared interests, ethnocultural dimensions, income, gender or other demographics
- Research & recruit a corporate partner or foundation to 'match' campaign donations
- Go where the \$ is: approach financial services & technology sectors

How to Sell: The Right Tech is Key

One platform that does it all.









Tickets



Auctions







These fundraising elements create a community of giving

 "Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission."

> A Spirituality of Fundraising, Henri J.M. Nouwen





Natasha Carew with members of her Group of Five and he Sudanese family they sponsored through BVOR.