



CCS

Catholic Crosscultural Services

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
 - 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
 - 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

VOICES ON THE NEWCOMER LANDSCAPE

a podcast about newcomers
listen online or download on apple podcasts



Running Events That Work

CCS FAMILY DAY WEEKEND CHALLENGE

February 19-21, 2022



#takethechallenge

Connect: Make it Personal, Make it Resonate



The Call to Action

The main image is a horizontal banner featuring the silhouettes of a group of refugees walking across a flat landscape at sunset. The sky is filled with large, dramatic clouds in shades of blue, orange, and pink. The figures are carrying various items, including bags and baskets, and their reflections are visible in a pool of water in the foreground. The overall mood is one of resilience and journey.

STAND UP FOR REFUGEES

Refugees Have Names & Stories – Join our Campaign and Help CCS Amplify Their Voices!

November 30, 2021 – December 31, 2021
#STANDUPforREFUGEES



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.

trellis



Tickets



Donations



Auctions

×

 **ECHO**LOTTO



Raffles

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 the Sudanese family they sponsored through BVOR.