



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip March 13 2023



Greetings!

1. Start peer 2 peer w/birthdays

Giving comes more easily when the cause is close to home. That's why peer-to-peer fundraising does so well – people want to give to their friends or their friends' friends, and rally around their loved ones.

Birthday fundraisers are a great way to get started with crowdfunding because they encourage giving within a limited timeframe (ex. for my birthday this week, please help me reach my goal of \$1,000 to rescue foster animals like mine). If you keep a record of your donors' birthdates, you have the unique opportunity to make crowdfunding a timely ask. Send them a friendly reminder and a link to get started, along with your birthday greeting.

2. Host a hybrid auction anyone can attend

Even though we are way past the isolation of 2020 and 2021, some folks are still not comfortable in crowds. So, use the strength of technology to serve as many as possible, through a hybrid event, and auctions are perfect for it. You could auction items online, face-to-face, or a mix of both, using an event website or a handy mobile auction tool guests can access from the ballroom or their living room. Not to mention, this approach allows for a much larger pool of bidders to drive up bids and raise more for your cause.

Each of these popular items can be sold and redeemed online:

- Fitness or cooking classes
- Personal training sessions
- Consulting services
- Custom artwork
- Signed memorabilia
- Outdoor sports gear
- Travel packages

These items tend to sell quickly at any auction, but you can generate even more excitement with pre-bidding and mobile notifications.

If you need a software recommendation, I'd consider CauseVox/BidPal. But there are several platforms that are designed for this very purpose. Feel free to check with me for further insights (I've reviewed a number of platforms), or of course, take the time to do your own homework.

3. Engage with supporters through virtual events

No more worrying about babysitters or busy schedules, as virtual events are much easier for supporters to attend. And they actually provide more opportunities to engage than you might

think. Even though you won't be networking in person, with online fundraising tools, you can still share success stories, celebrate your donors, energize your audience, and stay on brand the same way you would at an event that'd cost big bucks to put on.

Similar to point #2. This isn't about embracing isolation or masking. This is just an observation, that some folks are still crowd averse. Creating opportunities to engage them, serves them better, and frankly puts you at the front of the line

4. Offer a monthly giving program to retain donors

Six out of every ten donors will stop giving to your organization next year, but you can nip this negative trend in the bud with a recurring giving program that automatically collects their preferred amount each month. This model has become popular due to donors' expressed interest in making incremental payments over time to stay active with your mission.

5. Secure a major donor for a matching gift campaign

Small, one-time donations can seem transactional, and that's not how donors want to feel. They truly want their effort to make a difference. A matching gift campaign (usually sponsored by a major donor) can double each individual gift, no matter how small, OR double the total of all donations once a certain amount has been reached.

This helps financial partners feel like the valuable part of your success that they are, and may inspire them to take part in your monthly giving program to spread out their donations over time and receive a comprehensive impact statement.



MULTIPLY 417

Passion: The Bridge between People and Purpose

Contact Us