



MULTIPLY 417

Passion: The Bridge between People and Purpose

5 Ideas to Boost your online fundraising

Dear Ministry Leader

1. Start crowdfunding with birthday fundraisers

Giving comes more easily when the cause is close to home. That's why [peer-to-peer fundraising campaigns](#) do 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 time frame (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' birth dates, 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 that anyone can attend

While most of your partners or supporters are now comfortable with groups again (Goodbye COVID), there are still opportunities for virtual or hybrid auctions, depending on their needs. For example, 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.

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.

Any number of fundraising platforms, GiveCloud, OneCause, Funraise, allow your attendees to register for a livestream event. Once they have done so they can access a branded event page to consider multiple giving options, see how much is being raised in real time, share on social media, and interact with others in a public chat.

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 supporters 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.

Passionately,

Rev. Rick J. Fritzemeier
