

A View on Innovative Fundraising

an level
realities

[begin to going to do it for
before you start thinking about it
[after you start think for some]]

THE AGENDA

- From where are we innovating?
- The role of digital media and social networks
- Trends: mini case studies
- A new model? A more detailed case study
- How might this apply to you?

CONTEXT

What's conventional fundraising?

THE CLASSICS

- Direct mail appeals
- Memberships
- Canvassing/door-to-door
- Telemarketing
- Corporate social responsibility
- Galas and auctions
- Foundation grants
- Major Gifts



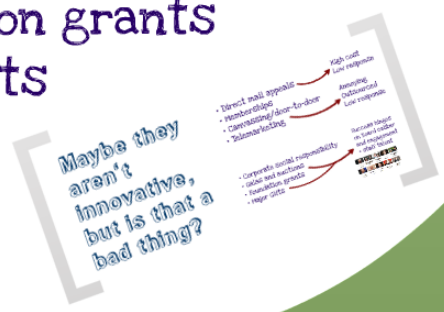
SO WHAT MAKES A FUNDRAISING APPROACH 'INNOVATIVE?'



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THE CLASSICS

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SO WHAT MAKES
APPROACH 'IN

Maybe they aren't innovative, but is that a bad thing?

- Direct mail appeals
 - Memberships
 - Canvassing/door-to-door
 - Telemarketing
- High cost
Low response
- Annoying
Outsourced
Low response

- Corporate Social responsibility
 - Galas and auctions
 - Foundation grants
 - Major Gifts
- Success hinges on Board caliber and engagement + staff talent



NET WORTH



1. WARREN BUFFETT

\$3.1-billion



**2. MARK ZUCKERBERG
AND PRISCILLA CHAN**

\$498.8-million



**3. JOHN AND LAURA
ARNOLD**

\$423.4-million



4. PAUL ALLEN

\$309.1-million



**5. SERGEY BRIN AND
ANNE WOJCICKI**

\$222.9-million



**6. MORTIMER
ZUCKERMAN**

\$200-million



7. FRED FIELDS

\$191.5-million



8. CARL ICAHN

\$150-million



**9. SHELDON AND
MIRIAM ADELSON**

\$143-million



**10. G. DAVID
GUNDLACH**

\$140-million



***SO WHAT MAKES A FUNDRAISING
APPROACH 'INNOVATIVE?'***

THE ROLE OF NEW MEDIA AND SOCIAL NETWORKS

- When we talk about 'innovation' we are usually talking about how we can leverage these 21st century realities

Reagan is going to do a far better job explaining this than I can...so just trust me for now ;)



CURRENT TRENDS

A Selection of mini case studies

CROWDSOURCING



MICRO-DONATIONS



PEER-TO-PEER FUNDRAISING



MODERNIZED KIDIE PARTY



CORPORATE CHALLENGES



PEER-TO-PEER FUNDRAISING



Canadian Breast Cancer Foundation
CIBC Run for the Cure



CROWDSOURCING

KICKSTARTER
indiegogo



African Diasporan Arts: From Brooklyn to the World Stage!

by MoCADA

Home Updates **13** Backers **341** Comments **2**

Brooklyn, NY Art

Funded! This project successfully raised its funding goal on Jul 18.



Share **2,651** Tweet Embed

Help take the Museum of Contemporary African Diasporan Arts to an international audience with a new online presence.

Museum of Contemporary African Diasporan Arts (MoCADA)

341
backers
\$50,135
pledged of \$50,000 goal
0
seconds to go

Funding period
May 29, 2013 - Jul 18, 2013 (50 days)



Project by
MoCADA
Brooklyn, NY
[Contact me](#)

K First created · 3 backed

f Mocada Brooklyn 4784 friends

Website: mocada.org

[See full bio](#)

MODERNIZED KIDDIE PARTY

The screenshot shows the WWF Canada website's 'Birthdays' page. At the top, there is a navigation bar with the WWF logo, a search bar, and links for 'About WWF', 'What We Do', 'Take Action', 'Events', 'News & Reports', 'Donate', and 'WWF Store'. Below the navigation bar, a breadcrumb trail reads 'Home > Donate > Birthdays'. On the left side, there is a vertical menu with various donation options: 'Donate', 'Monthly Giving', 'Single/General Gifts', 'In Memory', 'In Honour', 'Unique Gifts', 'Legacy Giving', 'Secular/Sec', 'Workplace Gifts', 'Weddings', 'Birthdays', and 'Arctic Home'. The main content area features a large image of a tiger's face with the word 'Birthdays' overlaid in a dark box. Below this image is a headline: 'Give your child the gift of a sustainable future'. The text below the headline reads: 'When Lily turned six last year, she made a big decision: instead of just getting lots of toys for her birthday, she wanted to make a difference and help the animals she loves. Her parents organized an ECHOage party so Lily could have a good time and donate to WWF-Canada.' To the right of this text is the ECHOage logo, which consists of the word 'ECHOAGE' in a sans-serif font with a cluster of blue dots to its left. Below the logo is a small copyright notice: '© ECHOage'. Further down, there is a photograph of a young girl in a blue shirt and black pants riding a pink Razor scooter on a sidewalk. The sidewalk has chalk art that says 'WHEN I PAINT MY MASTERPIECE'. Below the photo is a caption: 'At her 6th birthday party Lily raised \$153.42 for WWF and got a Razor Scooter'. At the bottom right of the page, there is another copyright notice: '© ECHOage'. To the right of the main content area, there is a separate box with the ECHOage logo and the text: 'Celebrate your child's birthday & help save species at risk!'.

MICRO-DONATIONS



Forever Fish

Your donations can help WWF and MCS protect our precious sea life, oceans and beaches.



Meet the fish

© Jurgen Freund/ WWF-Canon.



Home

About Plan A

What we're doing

What you can do

Register

Login



Home > What we're doing > Natural Resources > Forever Fish > Donate

Climate change

Waste

Natural Resources

Forever Fish

About Forever Fish

Meet the Fish

Our Partners

Big Beach Clean-Up

Fishy Fact Quiz

Orkney Brown Crab

Protecting Turtles

WWF Celtic Sea

WWF RUMAKI

School of Fish

MCS Supermarket Survey

Donate

Wool Week

How to donate

You can donate to Forever Fish to help WWF and the Marine Conservation Society protect and save our precious sea life, oceans and beaches for future generations to enjoy.

£3

TXT FISH3
TO 70205

£5

TXT FISH5
TO 70205

£10

TXT FISH10
TO 70205

Texts cost £3 + your network's standard SMS rate. A minimum of £2.52 of your £3 donation will go to WWF and Marine Conservation Society (MCS) to help save and protect the marine environment. Some network operators will pass on more.

CORPORATE CHALLENGES



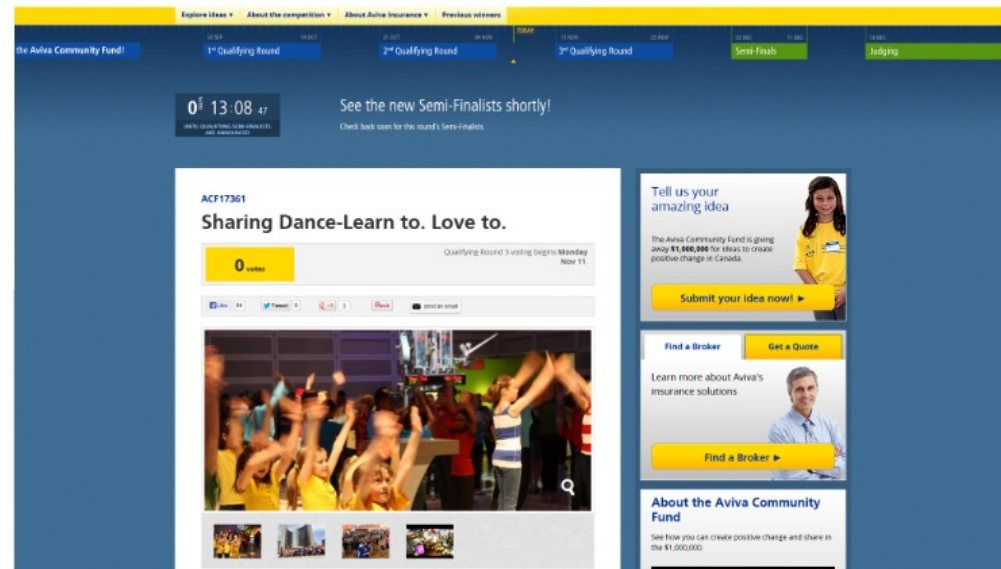
Case Study



Case Study



Case Study



ALL
CATEGORIES



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

CELEBRATE THE ARTS IN ALL ITS FORMS.

ARTS & CULTURE



CURRENT LEADERS

- \$5,000
- \$25,000
- \$50,000
- \$250,000**

12



RANKED #12 for \$250K + Arts and Culture

Get 10,000 free musical instruments to 10,000 underprivileged kids
Hungry for Music



Vote for this idea

17



RANKED #17 for \$250K + Arts and Culture

Convert an abandoned building to a Community Performing Arts Center.
Alexandria-Monroe Chamber of Commerce



Vote for this idea

AMBASSADOR FOR ARTS & CULTURE

Rebecca McQuigg Rigal

Rebecca McQuigg Rigal writes extensively about arts and culture, new media, youth trends, and fashion. Formerly a trend analyst at the Creative Artist Agency, her work has appeared in C Magazine, iMedia's *Entertainment Spot*, and elsewhere.

[MORE REBECCA MCQUIGG RIGAL](#)

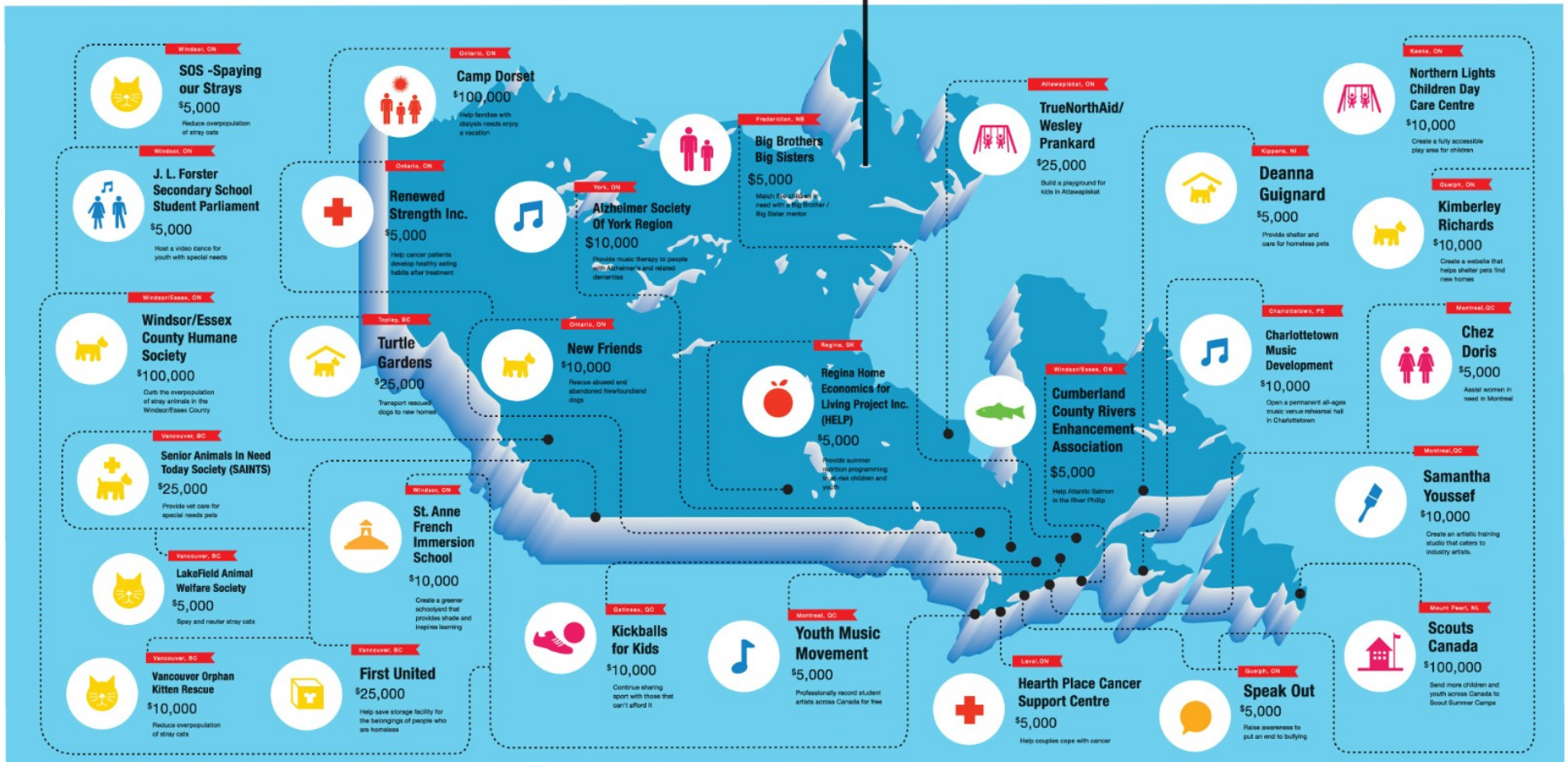


REFRESHING CANADA

One community at a time → →



COAST TO COAST, Canadians have been doing awesome things through the Pepsi Refresh Project. So far, 29 grant recipients have rolled up their sleeves for what they care most about. Here's a look at the amazing things they're doing to make their communities a better place.



SHARING DANCE

A New Model for the Arts

- It's tough out there...we need to get creative
- New take on peer-to-peer framework
- Incentivised partnerships
- Changing the conversation around arts funding

WSPA
Big Brothers Big Sisters
Parkinson Society Canada
Ryerson University



Home Get Involved Routines Resources Performances Blog About

Login Register

SHARING Dance

Learn to Lead to

Sharingdance.ca is free, fun and easy to use, get involved today!

Sharing Dance 101

Get Involved!

As a Dance Troupe Leader +

Do you love to dance? Do you love to lead?

Whether an expert or novice - Sharing Dance has the tools for you to lead your own Troupe. From step by step instructional videos, resources and regular blog advice, we can help you have fun with your group!

For Schools & Teachers +

It's easy to bring dance into your school!!

We've got many varieties of routines, tips on integrating movement into the curriculum, ideas on how to teach dance to non-dancers, suggestions for using movement as a team-building exercise and much more.

As a Dancer +

Dancing is good for you (and your friends, too)!

Check it out!

- It's tough out there...we need to get creative
- New take on peer-to-peer framework
- Incentivised partnerships
- Changing the conversation around arts funding

The logo for WSPA, featuring the letters 'WSPA' in a bold, orange, sans-serif font with a slight shadow effect.

Big Brothers Big Sisters



Parkinson Society Canada
Société Parkinson Canada

The logo for Ryerson University, featuring the text 'RYERSON UNIVERSITY' in white, uppercase, sans-serif font on a blue rectangular background with a yellow vertical bar on the right side.

**RYERSON
UNIVERSITY**

WHAT MIGHT IT MEAN FOR YOU?

Have your conventional fundraising programs plateaued?

Is your Board short a few titans of industry? Do you struggle with Trustee engagement in fundraising activities?

Do you have an active and committed community of volunteers or a vibrant social network?

Are you feeling pressure to assert your relevance to the broader community?

Did you answer **YES** to any or all of those questions?





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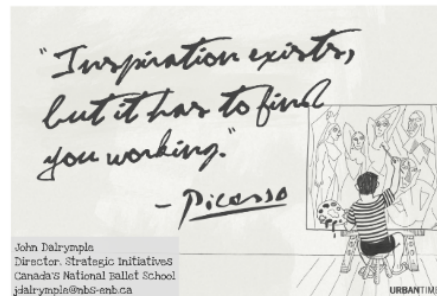
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"Inspiration exists,
but it has to find
you working."

- Picasso



John Dalrymple
Director, Strategic Initiatives
Canada's National Ballet School
jdalrymple@nbs-enb.ca

URBANTIMES