FUN IN FUNDRAISING

INNOVATIVE AND UNCONVENTIONAL FUNDRAISING
GIVE ME MONEY!

NO ONE WANTS TO FREELY GIVE MONEY!

YOU MUST FIND WAYS TO MAKE PEOPLE THINK THAT IT IS THEIR IDEA THAT THEY ARE GIVING/DONATING!

WHAT ARE PEOPLE INTERESTED IN?

WHAT DO PEOPLE CONSIDER FUN?

HOW DO YOU PEAK THEIR INTEREST?
TEXTING AND SOCIAL MEDIA!
EVERYONE LOVES TO TEXT AND USE SOCIAL MEDIA
STREET CAMPAIGNS
WE TOOK OVER THE JUMBOTRON!

CAMPAIGN AT A NETS GAME

SCREENS URGING PATRONS WERE FLASHED DURING BREAKS AND HALFTIME
GET THE COMMUNITY LEADERS INVOLVED!
EVERYONE LOVES TO WIN!!
SO WE SET UP CONTESTS....
WHEN YOU DO GREAT THINGS PEOPLE NOTICE YOU!

DURING THE SUMMER OF 2010, THE MTV NETWORKS ENTERTAINMENT GROUP’S “TAKE IT OFF” INITIATIVE ENCOURAGED THEIR EMPLOYEES TO BE MORE ENERGY CONSCIOUS AT WORK—SAVING $23K IN THE COMPANY’S ENERGY BILL. MTV DONATED THAT MONEY TO ONE OF OUR ENERGY PROGRAMS BECAUSE THEY NOTICED OUR CAMPAIGNS.
IN TURN, CON EDISON WHO WAS THE SPONSORING UTILITY OF THAT PROGRAM MATCHED THE $23,000 GIVEN BY THE NETWORK
USE SOCIAL MEDIA FOR ALL INITIATIVES AND PROMOTION OF YOUR FUNDRAISING CAMPAIGNS

POST! POST! POST!