Ice Houses Raised
$600,000

Dollar Energy’s Ice House

Washington Area Fuel Fund’s Ice House

NJ SHARES’ Ice House

Fuel Fund of Maryland’s Ice House
Mission Moment Events

NEUAC 2018

Beyond LIHEAP: Fundraising for Energy Assistance
NJ SHARES is celebrating 20 years of partnering with utilities, government and non-profit organizations to strengthen our community.

Helped more than 185,000 households in New Jersey with $75,000,000 in grants for electricity and natural gas.

- Direct energy fuel funds for NJ utilities.
- Administer Verizon’s Communications Lifeline Program.
- Created and Manage water assistance programs for SUEZ Water customers in multiple states.
- Oversee the application and enrollment processes for New Jersey American Water’s Assistance Program.
- Partner with more than 250 community based organizations.
“Like a world-class circus, successful fundraising events include a variety of talent, magic, and tightrope risk taking.”

– Dr. Adrian Sargeant...

is one of the world’s leading authorities on how to achieve growth in philanthropy. He has been named to the prestigious Nonprofit Times Power and Influence List in the United States. He is currently Professor of Fundraising and the Director of the Hartsook Centre for Sustainable Philanthropy at the University of Plymouth.
Questions to Consider

Is the event authentic to the mission?

Did the event:

- Stir passion about the mission?
- Recruit new support?
- Engage existing support bases?
- Enhance closeness or sense of closeness?
- Drive emotion w/ storytelling?
- Showcase value?
- Identify high value support?
- Create awareness that was worth the investment?
Crowdfunding

• Crowdfunding is Marketing plus Processing:
  • Leverage Advocates: Internal Circles, friends, friends, friends,
  • People Give Because of Trusted Advocates
  • Recruit Donors

• STAGES OF DONORS:
  • Lurker
  • Supporter
  • Advocates
  • Evangelists
NJ SHARES’ “Turn Up the Heat” Zumbathon & PSE&G Employee Glove and Cupcake Sales
Team Icy Hot Zumbathon
February 2018
Sponsor Opening Event
February 2018
Legislative Support
February 2018
Atlantic City Electric, Jersey Central Power & Light, New Jersey Natural Gas and South Jersey Gas in the Ice House! February 2018
NJ SHARES 20th Anniversary Ice House Video and Photo Album
Overall Assessment

Non-Financial Impact

How to Measure:

• Good For Image?
• Is the Result Worth the Effort?
• Is it Worth Repeating?
• If not, How do we Gracefully Retreat?
Fundraising is not a get-rich-quick tool; it is a long-term strategy that requires patience and attention.

Post Event:

54% of Donors intend to continue to give – Dr. Adrian Sargent

Identify the needs of your donors:

- Do our Corporate Partners benefit from an annual challenge like this?
- Does the event help identify a commitment, build trust?
Key Communications after any event is to:

• Facilitate Transformations; Experiences are not sustainable!
• Create Board Champions
• Thank donors, write letters, engage supporters
• Individually (Why Passionate, how to keep passion burning, build relationships, marketing/social media)
MAJOR GIFTS – Major Question: How should we spend our time?

All Organizations should focus on Major Gifts! 80% of giving should come from 20% of your donors!

- If the event doesn’t cultivate larger donors – DON’T Do It!
- If the event did not connect us with people ‘Meaningful Mingling’ – Don’t Do it!
How Successful Was the #CoolDown4WarmthNJ?

• Evaluate Financial and Non-Financial

  • Net Income vs Net Profit
  • Look at Expenses (Direct and Indirect) (Indirect: Staff % of Time, Supervision)
  • Opportunity Cost – Work Load, Time Spent on Special Events, What are we not doing because of Special Events?
  • Revenue Adjustments – What Reduced the Amount Event would have Raised?
  • GIFT SHIFTING – Foundation/Corp Gift that would have come in anyway but now counted as event?
Gross Funds Raised: More than $220,000
Media Coverage Examples

1. NJ.com
   - [https://www.youtube.com/watch?v=D-jNJ60Dqew](https://www.youtube.com/watch?v=D-jNJ60Dqew)
   - [https://www.youtube.com/watch?v=20u7HqEaLGc](https://www.youtube.com/watch?v=20u7HqEaLGc)

2. ‘What’s so great in the Garden State’ — 1/29/18

3. News 12 New Jersey at 7 AM07:00AM ETFeb 1 2018

4. Fios1
   - FIOS1-NJ News at 9 AM09:00AM ETFeb 2 2018
   - FIOS1-NJ News at 7 AM07:00AM ETFeb 2 2018
   - FIOS1-NJ News at 4 PM04:00PM ETFeb 1 2018

5. MSG - [https://madisonsquaregarden.box.com/s/wq69rujfpfx5yqfgufe20ub7a6xgfhsvy](https://madisonsquaregarden.box.com/s/wq69rujfpfx5yqfgufe20ub7a6xgfhsvy)
Partner Coverage

1. PSE&G Coverage
2. NJNG Coverage
3. ACF Coverage
4. NEUAC NEUAC Tweet
5. TSA Video
6. njcommunity resources

https://www.flickr.com/photos/pseg/sets/72157665318021838
Connect With Us

@NewJerseySHARES

“New Jersey SHARES, Inc.”

@newjerseyshares
Think about how cold this winter has been. Now imagine you can’t heat your home.

That’s why we’re challenging you to take a step in our Ice House on February 1 & 2. We’ve teamed with New Jersey Devils for #CoolDown4WarmthNJ, presented by PSEG, to raise awareness for our neighbors in need who have trouble paying their energy bills. Join us! http://www.njshares.org/cooldownforwarmth/
#NJDevils
Reactions (Likes, Loves, etc.): 16
NJ SHARES, PSEG and Prudential Center's pages were all tagged.

Reactions: 29
Comments: 2
Shares: 16
Video Views: 938
NJ SHARES, New Jersey Devils and Prudential Center's pages were all tagged.
New Jersey SHARES @NewJerseySHARES - Jan 3

New Jersey SHARES has teamed with @NJDevils for #CoolDown4WarmthNJ, presented by @PSEGdelivers. We’re celebrating our 20th anniversary by building an Ice House outside @PruCenter Feb 18 & 2, and we want you to join us! Learn more: njshares.org/cooldownforwar...

凉屋 Cool Down for Warmth
Check out @GWR holder Ed Jarrett & team hard at work creating an Ice House for @NewJerseySHARES #CoolDown4WarmthNJ on Feb 1 & 2! We’re excited to team up w/ @NewJerseySHARES & raise money for families struggling to pay heating bills this winter. spr.ly/6017DMcUH

The NJ TRANSIT logo was embedded in a block of ice, part of a large Ice House created by Ed Jarrett, world-renowned ice carver. NJT partnered with @NewJerseySHARES, a non-profit org providing utility assistance to NJ families, particularly during winter months. #CoolDownForWarmth

Had fun with @NewJerseySHARES for the #CoolDown4WarmthNJ Ice House opening this morning.
IDENTIFIED RISKS:
WEATHER
Dependent on Ice Carver
Timing of delivery of Ice
Other equipment rentals/workers
Bob cat
Warming tent
Questions? Feel free to contact me.

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