Mission Moments
Getting New Donors

TRACK E
SESSION 5
Dollar Energy Fund’s Cool Down for Warmth
The Evolution of an Event

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollars Raised</td>
<td>$135,042</td>
<td>$146,420</td>
<td>$169,160</td>
<td>$222,846</td>
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<tr>
<td>Average Donation</td>
<td>$123</td>
<td>$136</td>
<td>$161</td>
<td>$194</td>
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<tr>
<td>First-Time Donors</td>
<td>89.5%</td>
<td>73%</td>
<td>58%</td>
<td>67%</td>
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2018
2018
2018
Growing our Event

• Cultivated partnerships and relationships over months and, in some cases, years

• Built on our previous successes to create opportunities to reach new donors

• Utilized a solid donor base that was created during prior years of the event

• Crowd funding continued to play an important role in expanding our reach

• Created the vehicle for others to tell our story and share our mission
Why Crowd Funding?

- Gets current supporters invested & involved
- Creates an opportunity for others to share your mission
- Introduces your organization to a new donor base
- Partners give the fundraiser and organization credibility
- Corporate Partners can participate with limited/no budget
  - Participants are asking contacts directly and not taking from the company’s charitable giving/community development budget
- Anyone can join the cause and raise funds/help tell your story
Helping Others Share Your Mission

Make it easy

• Provide talking points
• Create sample social media posts for easy sharing
• Make yourself available as a resource
Video
University of Pittsburgh Football

https://www.youtube.com/watch?v=TCPOO_8eaZ0
Pitt Football Partnership Results

• 33 New Donors
• $6,000 in Donations
• Coverage in the sports section
• Access to a new audience
• Further cultivated our partnership

Print & Social Media Coverage

Pitt football players 'chill out' in Market Square for a cause
January 26, 2018 1:29 PM
Pittsburgh Post-Gazette

On their way to work Friday morning, some Downtown Pittsburgh commuters were confronted by defensive linemen and chased down by linebackers from the Pitt football team.

No, Pat Narduzzi wasn't conducting a practice in Market Square, but he and 11 gridiron Panthers took on the challenge of the Ice House, a frozen structure built by local non-profit Dollar Energy Fund to raise awareness and donations for the community who struggle to pay for utility services and keep their heat in the winter.

As part of the organization's "Cool Down for Warms" campaign, Pitt volunteered to get involved as part of community service endeavors, and players "chilled" about an hour while asking passersby if they could drop in some money for the initiative.

"We never make it mandatory," Narduzzi said. "It's not just about football, it's about giving back. As a fan, you wanna give back. ... It's not just about football out there. Some people wanna make it all about football, but to me, our guys are winning today. They're winning for everybody who could use a little warmth."
Can't a man have some privacy?!?!
So I'm taking a ice bath in tub made of ice in a house made of ice...and they had the nerve to take my picture!!! ☹️☹️☹️☹️

Join 94.5 3WS again tomorrow at the Ice House at Market Square for the Cool Down for Warmth Event to benefit Dollar Energy Fund! (Plus, get 4 cups of soup for $10!)
2018 Request-A-Thon

• New event for Dollar Energy Fund
• Introduced us to a new, strategically-targeted audience
• Raised $77,352 with utility partner match
• 88% of donors were first-time donors to our organization
• Presented new challenges with brand awareness and mission messaging, but still presented an opportunity to tell our story
• Connected us with new sponsors
• Provides opportunities for growth
Questions?

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