

# DO YOU WANT TO BUILD AND ICE HOUSE?



Track E  
Session 1





Do you want to build an ice house?

# \*Why an Ice House?

## Primary Goal

Create a spectacle event that:

- \* Generates awareness for families struggling to afford basic heat-related utility services
- \* Raises funds to support families in need

## Secondary Goals:

- \* Brand awareness
- \* Increase involvement of Board members
- \* Reactivate Donor base
- \* Obtain New Donors

# \* PR BENEFITS

- \* Generates awareness
- \* Creates a spectacle
- \* Unique
- \* Earned media opportunities

**Pittsburgh Post-Gazette**

**Pittsburgh donors chill in ice house to help those in need**

January 27, 2015 8:22 PM  
By Mahita Gajam/The Pittsburgh Press

Mehelle Haudrick, clad in winter gear, hopped around a little to keep warm inside a house made of ice on snow fall outside today at PPG Place, Downtown.

"It beats a day at the office," said Ms. Haudrick, director of special events at Dollar Energy Fund.

With her were colleagues Jason Sylvester and Sean Smiles, who ditched coffee cups and tried to move constantly.

"There's a lot of shivering," said Mr. Smiles, Dollar Energy Fund chief information officer. "But it's more fun than I thought."

...their heat bills.  
...e house until donors meet  
...ase, with more time  
...now, and many are close to  
...erks, consisting of 71 blocks  
...the house is furnished with

**PTL PITTSBURGH TODAY LIVE**



**Ice House Raising Awareness For The "Cool Down For Warmth Drive"**

Chad Quinn, of the Dollar Energy Fund, talks more about "Cool Down for Warmth Drive" involving the construction of an Ice House in Market Square.

Categories: Local Community News Local News KDKATV

SHARE   

 COMMENTS

**PGH CW Green Team**  
@PGHGreenTeam

Are you brave enough to sit in the [#IceHouse](#)? Stop by Market Square for Dollar Energy Fund's [#CoolDownforWarmth!](#)



LIKE 1

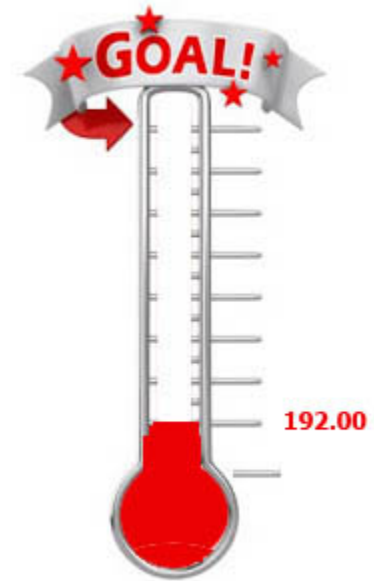
12:10 PM - 31 Jan 2017



# \* FUNDRAISING BENEFITS

- \* Creates an opportunity to ask for donations
- \* Can utilize crowd funding
- \* Re-energizes existing supporters
- \* Increase number of new donors



# \*Cool Down for Warmth Video

<https://www.youtube.com/watch?v=LV-DHD57Poc>

# \* Evolution of DEF's Ice House

- \* 2015: 10'x10' structure/one room
- \* 2016: Three 10'x10' structures connected with a "courtyard"
- \* 2017: 20'x40' house with interior rooms and an attached garage



\*2015





\*2016



\*2016



\*2017





\*2016





\*2016



\*2016







# \* Logistics

- \* Time of Year
- \* Location
  - \* Load Bearing Capacity
  - \* Permitting
- \* Budget
- \* Staffing Resources
- \* BOD Support
- \* Tents/Fencing
- \* Generators/Electrical Needs
- \* Insurance Coverage
- \* Ice Vendor
- \* Security
- \* Competing events



# \* Planning Timeline

## \* 6-8 months out

- \* Explore location options
- \* Set general budget
- \* Research vendors
- \* Secure Board support

## \* 4-6 months out

- \* Finalize location
- \* Secure permits and insurance certificates
- \* Secure major vendors
- \* Create branding

## \* 3-4 months out

- \* Set-up fundraising website
- \* Recruit key participants
- \* Approach potential sponsors



# \* Planning Timeline (cont)

## \* 2 months out

- \* Set promotional and media elements
- \* Provide participants with information to solicit support

## \* 1 month out

- \* Confirm event logistics
- \* Finalize Sponsorships

## \* Final week

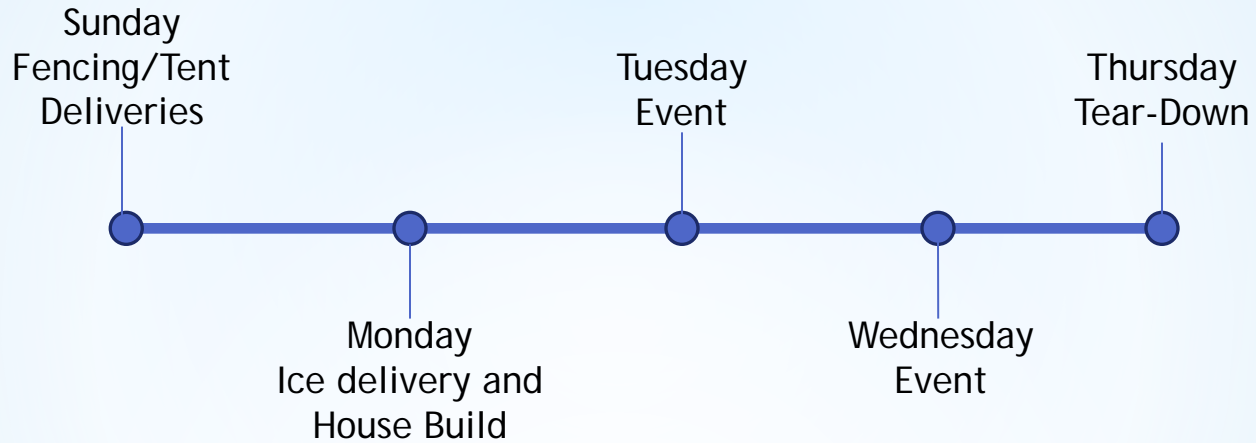
- \* Media relations/social media
- \* Confirm details with vendors and participants
- \* Recruit donations

## \* Follow-up

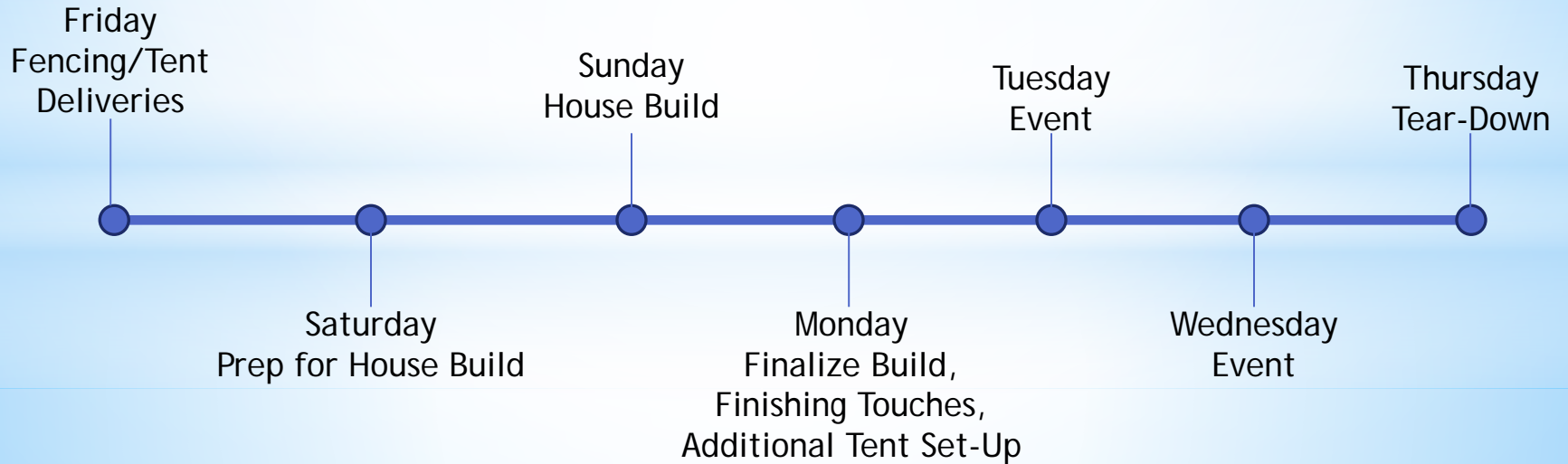
- \* Thank you letters to donors, participants, sponsors

# \*Set-Up Timeline

10x10



20x40



# \* Obtaining Ice

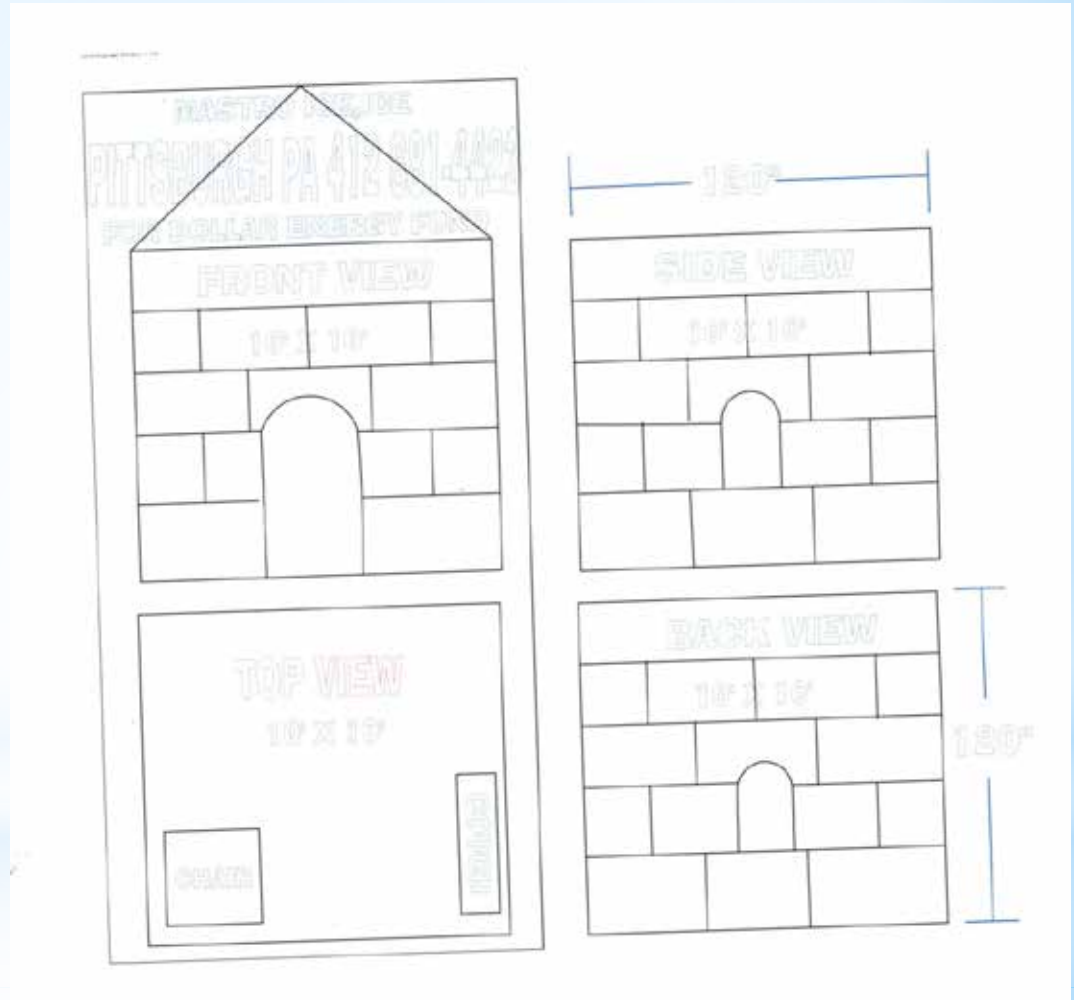
- \* Finding a Vendor
- \* Finding an Ice Sculptor





# \* House Design

- \* Size Needs
- \* Interior Options
- \* Space for Sponsor Logos
- \* Weight
- \* Overall Space/Perimeter Fencing
- \* Additional Accommodations



# \*Setting Up a Fundraiser

## Main Concept:

- \* Participants (fundraisers) agree to sit in a house made of ice until a fundraising goal is met
- \* Fundraisers solicit for donations from their contacts through crowd funding

# \* Why Crowd Funding

- \* Gets current supporters invested & involved
- \* Partners make the ask on your behalf
- \* 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

# \* Setting up & managing the fundraiser

- \* Utilize crowd-raising website ([www.crowdrise.com](http://www.crowdrise.com))
- \* Reach out to partners early
- \* Utilize social media to recruit and promote
- \* Make things as easy as possible for participants
- \* Schedule timeslots for participants to sit in the house





# Crowdrise.com



A detailed view of the 'Cool Down for Warmth' fundraiser page on Crowdrise. The page features a blue and white background with a pattern of ice cubes. At the top, there is a navigation bar with the Crowdrise logo and a search icon. Below the navigation bar, the main heading reads 'MARK KEMPIC'S FUNDRAISER: COOL DOWN FOR WARMTH - HELP LOW-INCOME CUSTOMERS KEEP WARM!'. A photo of Mark Kempic is shown next to the heading. Below the heading is a photo of two people standing in front of a 'Columbia Gas of Pennsylvania' sign. To the right of the photo is a text box with the following information: 'BENEFITING: Dollar Energy Fund', 'EVENT: Cool Down For Warmth 2016', 'EVENT DATE: JAN 28, 2016', 'THE STORY: I'll be sitting in the icehouse on Thursday afternoon to help raise awareness for the Dollar Energy Fund's "Cool Down for Warmth" fundraiser.', 'Please click the green "Donate" button to make a tax deductible contribution. Your contribution will be matched by local utilities, so you will help twice as much!', 'Any and all donations are greatly appreciated!', and 'Thank you!'. To the right of the text box is a green 'DONATE TO THIS FUNDRAISER' button. Below the button is a 'MONEY RAISED' section showing '\$6,655' and a progress bar indicating '133% Raised of \$5,000 Goal'. Below the progress bar is a 'FUNDRAISE FOR THIS CAMPAIGN' button. At the bottom of the page, there is a blue bar with the text 'THE TEAM: \$6,655 TOTAL RAISED SO FAR' and a 'VIEW THE TEAM' link.

# \* Adding Associated Events

- \* Increase interest and foot traffic
- \* Can provide supplemental fundraising dollars
- \* Creates another opportunity to reach donors with your message



# \*Promotion

## Ways to Spread the Word

- Email Blasts
- Social Media
- Media Relations
- Website Posts
- Outreach Videos
- Paid Advertisements





# \* Social Media

**Dollar Energy Fund**  
@DollarEnergyFund

Next week, come down to Market Square to check out our #CoolDownForWarmth event! Grab lunch and meet @Kennedy4848. [bit.ly/2jgrOS0](http://bit.ly/2jgrOS0)



COOL DOWN for WARMTH  
HAPPY HOUR  
COOL DOWN BAR CRAWL  
GOLDEN TICKET  
BOWLS FOR WARMTH  
LUNCH IN THE SQUARE SOUP TASTING

RETWEET 1 LIKES 2

6:12 AM - 25 Jan 2017

**Dollar Energy Fund**

Page | Inbox | Notifications | Insights | Publishing Tools

Like | Following | Share

Dollar Energy Fund added a new photo to the album: Cool Down for Warmth & Warmathon 2017 — at Market Square, Pittsburgh  
Published by Sprout Social (1) · January 31

Day one of our #CoolDownForWarmth event in Market Square is under way! Stop down to see the ice house before work! <http://bit.ly/2hEKFH>




COOL DOWN for WARMTH

807 people reached

Like | Comment | Share

Dollar Energy Fund Miss #CoolDownForWarmth yesterday? We are in Market Square again until [Delete 3pm! http://bit.ly/2hEKFH](http://bit.ly/2hEKFH)



**Cool Down For Warmth - Dollar Energy Fund**  
[bit.ly/2hEKFH](http://bit.ly/2hEKFH) · By partnering with Dollar Energy Fund for our Cool Down for Warmth on January 26 and 27, you can raise funds that will go directly toward families in need.

Organic  
Targeted to: All Followers

137 impressions	2 clicks	0 interactions	1.46% engagement
-----------------	----------	----------------	------------------

Sponsor update

Like · Comment · Pin to top · 3 months ago



# \* Earned Media

- Print
- Radio
- TV
- Social

## Pittsburgh Post-Gazette

Pittsburgh donors chill in ice house to help those in need

January 27, 2015 4:22 PM

By Mahita Gajanan/The Pittsburgh Press

Mehelle Haudrich, clad in winter gear, hopped around a little to keep warm inside a house made of ice as snow fell outside today at PPG Place, Downtown.

"It beats a day at the office," said Ms. Haudrich, director of special events at Dollar Energy Fund.

With her were colleagues Jason Sylvester and Sean Stiles, who chatted coffee cups and tried to move constantly.

"There's a lot of shivering," said Mr. Stiles, Dollar Energy Fund chief information officer. "But it's more fun than I thought."

## PTL PITTSBURGH TODAY LIVE



### Ice House Raising Awareness For The "Cool Down For Warmth Drive"

Chad Quinn, of the Dollar Energy Fund, talks more about "Cool Down for Warmth Drive" involving the construction of an Ice House in Market Square.

Categories: Local Community News Local News KDKATV

SHARE   

 COMMENTS

 **PGH CW Green Team**  
@PGHCWgreenteam Follow

Are you brave enough to sit in the [#IceHouse](#)? Stop by Market Square for Dollar Energy Fund's [#CoolDownforWarmth!](#)

1 LIKE

12:10 PM - 31 Jan 2017

their heat bills.  
e house until donors meet  
ase, with 3000 sq ft  
now, and many are close to  
erks, consisting of 71 blocks  
the house is furnished with

# \* 1<sup>st</sup> Year Expense Budget

Item	Cost
Ice & House Build (10x10)	\$5,500
Ice Logos & Couch	\$1,900
Rentals & Supplies	\$3,310
Tents, Tables, Chairs, AV equipment, Fencing, Heaters, Lighting, Food	
Participant Incentives	\$1,420
Design Services & Printing	\$2,310
Crowdrise	\$50/month plus 3%
Videography & Production	\$1,150
Radio Advertising	Part of Existing Packages (Estimate: \$29,600)
Total	\$15,390*

*\*Does not include advertising and % of donations through Crowdrise*

# \* Opportunities for Sponsors

- \* Logo carved in Ice
- \* Warming Tent Sponsor
- \* Overall Sponsor
- \* Product/In-kind



# \* Results - Fundraising

## 2015 Event

- \* 36 participants
- \* \$67,521 (\$135,042 w/utility partner match)
- \* Average donation: \$123
- \* 89.5% First-time donors
- \* 27% of all donations were for \$100 or more
  - \* 20% of all donations were for \$200 or more
- \* 1 Participant reached 120 donors



# \* Results - Fundraising

## 2016 Event

- \* 50 participants
- \* \$73,210 (\$146,420 w/utility partner match)
- \* Average donation: \$136
- \* 73% First-time donors
- \* 24% of 2015 event donors gave to the 2016 event
- \* 33% of all donations were for \$100 or more
  - \* 11% of all donations were for \$200 or more

# \* Results - Fundraising

## 2017 Event

- \* 50 participants
- \* \$84,580 (\$169,160 w/utility partner match)
- \* Average donation: \$161
- \* 58% First-time donors
- \* 22% of 2016 event donors gave to the 2017 event
- \* 41% of all donations were for \$100 or more
  - \* 14% of all donations were for \$200 or more
- \* Most donors gave extra to cover Crowdrise fees

# \*Tips/Lessons Learned

- Start early with planning
- Stay on top of Board Members, Key Supporters, etc.
- Offer incentives to encourage donors and participants
- Create an event hashtag
- Provide sample social media posts for easy sharing

# \*Preparing for Weather

- \* Control what you can; prepare for what you can't
- \* Communicate potential issues with vendors and participants beforehand
- \* Provide as much notice as possible when changes are made
- \* Have a warm area/heaters available
- \* Protect the ice with a tent/plastic covering





# \* Adapting to a Warmer Climate

- Host indoors
  - ice rink
  - temperature-controlled facility
- Make it a “Beat the Heat” event




# \*Questions?

**Jody Robertson**

Director of Communications  
Dollar Energy Fund

[jrobertson@dollarenergy.org](mailto:jrobertson@dollarenergy.org)

 @DollarEnergyFnd

 [www.facebook.com/  
DollarEnergyFund](http://www.facebook.com/DollarEnergyFund)

