

# **FUN IN FUNDRAISING**

**INNOVATIVE AND UNCONVENTIONAL FUNDRAISING**



# GIVE ME MONEY!

NO ONE WANTS TO FREELY GIVE MONEY L

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

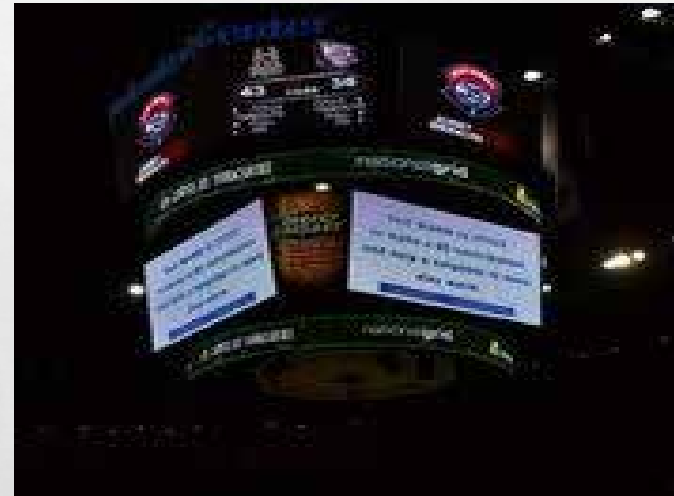


# WE TOOK OVER THE JUMBOTRON!

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....





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# WHEN YOU DO GREAT THINGS PEOPLE NOTICE YOU!

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ME

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

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# USE SOCIAL MEDIA FOR ALL INITIATIVES AND PROMOTION OF YOUR FUNDRAISING CAMPAIGNS

POST! POST! POST!