

Dollar Energy's Ice House



Washington Area Fuel Fund's Ice House

Ice Houses Raised \$600,000



NJ SHARES' Ice House



Fuel Fund of Maryland's Ice House



20th

ANNIVERSARY
1998-2018

Mission Moment Events

NEUAC 2018

Beyond LIHEAP: Fundraising for Energy Assistance



NJ SHARES

20th

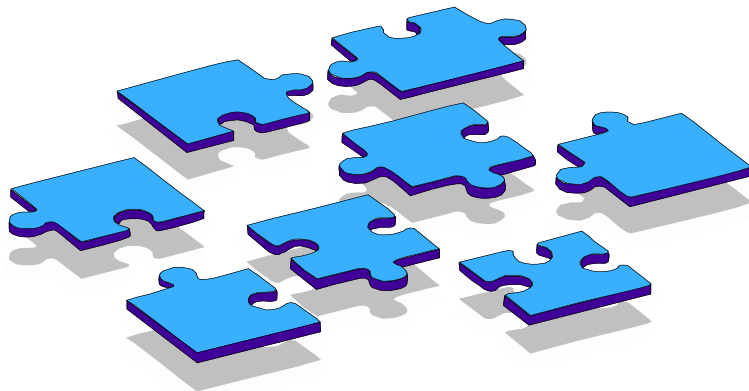
ANNIVERSARY

1998–2018

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



\$190,090

82.7% of goal of \$230,000

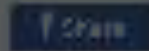
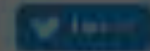
DONATE

TO A FUNDRAISER

SET UP

YOUR FUNDRAISER

THE STORY



THE STORY CONTINUES

EVENT DATE: FEB 01, 2010

DEADLINE TO GIVE: FEB 24, 2010

Experience the full 18(11) Cool Down for Warmth February 1-7, 2010. We're building an ice-cream the President's Center's charitable. It's not always the critical importance of our story in the industry in the.

Cool Down for Warmth will help fund for our families and ourselves with struggle to afford their living costs in the winter. The ice-cream will help us to raise awareness of 18(11) and the families we serve and the general public who make them possible.





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



5/30/2018



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?

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?

Fundraising is not a get-rich-quick tool; it is a long-term strategy that requires patience and attention.

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)

After #CoolDown4WarmthNJ:

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!

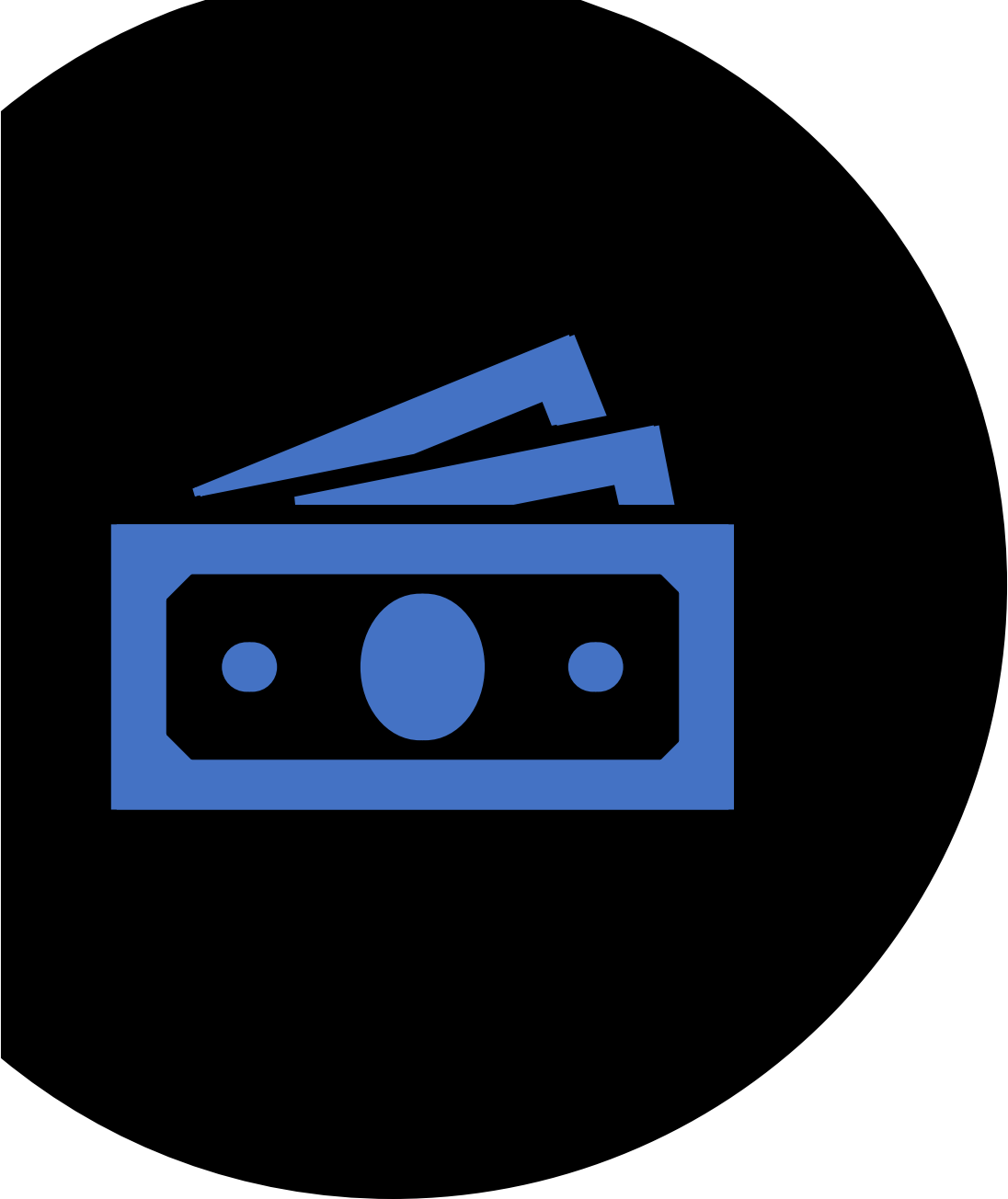
If the event did not
connect us with
people 'Meaningful
Mingling' – Don't Do
it!

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?



#CoolDown4WarmthNJ



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=20u7HqEaLGc>

2

'What's so great in the Garden State' – **1/29/18**

- <http://nj1015.com/devils-nj-shares-partner-up-to-keep-jersey-families-warm/> 101.5

3

News 12 New Jersey at 7 AM 07:00AM ET **Feb 1 2018**

4

Fios1

- FIOS1-NJ News at 9 AM 09:00AM ET Feb 2 2018
- FIOS1-NJ News at 7 AM 07:00AM ET Feb 2 2018
- FIOS1-NJ News at 4 PM 04:00PM ET Feb 1 2018

5

MSG -

<https://madisonsquaregarden.box.com/s/wq69rujfp5yqfgufez0ub7a6xgfhsyy>



Partner Coverage

- 1
[PSE&G Coverage](#)
- 2
[NJNG Coverage](#)
- 3
[ACE Coverage](#)
- 4
[NEUAC](#)
• [NEUAC](#)
[I tweet](#)
- 5
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- 6
[njcommunit
yresources](#)



<https://www.flickr.com/photos/pseg/sets/72157665318021838>

Connect With Us



@NewJerseySHARES



"New Jersey SHARES, Inc."



@newjerseyshares

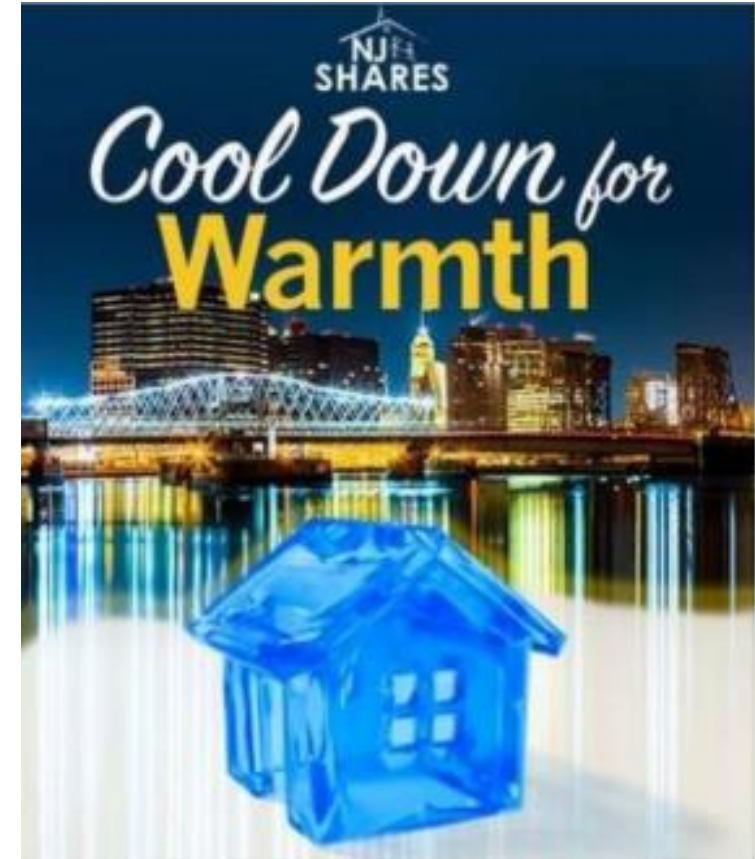
Facebook



 **New Jersey SHARES, Inc.** Published by Erin Bell (7) · January 8 · 🌐

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



Rebecca Watson Mazzarella posted 7 photos
February 1 at 6:16pm · Instagram

#psegroud New Jersey SHARES, Inc. 20th anniversary. We raised/donated over \$30,000 to help people pay for their utilities and stay warm this winter! We cooled down - hung out in an actual ice house - for warmth ❤️ PSEG has supported NJ Shares since the beginning and has donated over \$3 million to help keep NJ families warm during times of crisis and those in need. #csr #corporatesocialresponsibility #givingback Prudential Center

Like · Comment · Share

New Jersey SHARES, Inc., John Carey, Dana Nicole Mauro and 13 others

Reactions (Likes, Loves, etc.): 16

NJ SHARES, PSEG and Prudential Center's pages were all tagged.

The Salvation Army New Jersey Division
February 1 at 4:27pm · Liked as Your Page

Today New Jersey SHARES, Inc. celebrated their 20th anniversary at The Prudential Center with a fundraiser to help neighbors in need stay warm this winter. #NJShares #CoolDown4WarmthNJ #NJSIceHouse2018 Thanks to all the sponsors including New Jersey Devils

NJ Shares - Ice House
01:06

2 Comments · 16 Shares · 530 Views

Love · Comment · Share

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 1&2, and we want you to join us! Learn more: njshares.org/cooldownforwar...



NJ SHARES Cool Down for Warmth

2 7

New Jersey SHARES @NewJerseySHARES · 30 Dec 2017

We are excited to have 4x @GWR title holder Ed Jarrett (@TallSandcastle) build an ICE HOUSE for us outside @PruCenter next month! Pictured here is Ed & his wife Bette (an artist on his team) w/ Barbara Gomes of NJS. Join #CoolDown4WarmthNJ & see Ed's work! njshares.org/cooldownforwar...



4 5

Twitter

PSE&G @PSEcodelivers Following

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



1:49 PM - 24 Jan 2018

4 Retweets 3 Likes

NJ TRANSIT @NJTRANSIT Following

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



1:04 PM - 1 Feb 2018

1 Retweet 0 Likes

NJ Devil @NJDevil00 Following

Had fun with @NewJerseySHARES for the #CoolDown4WarmthNJ Ice House opening this morning!

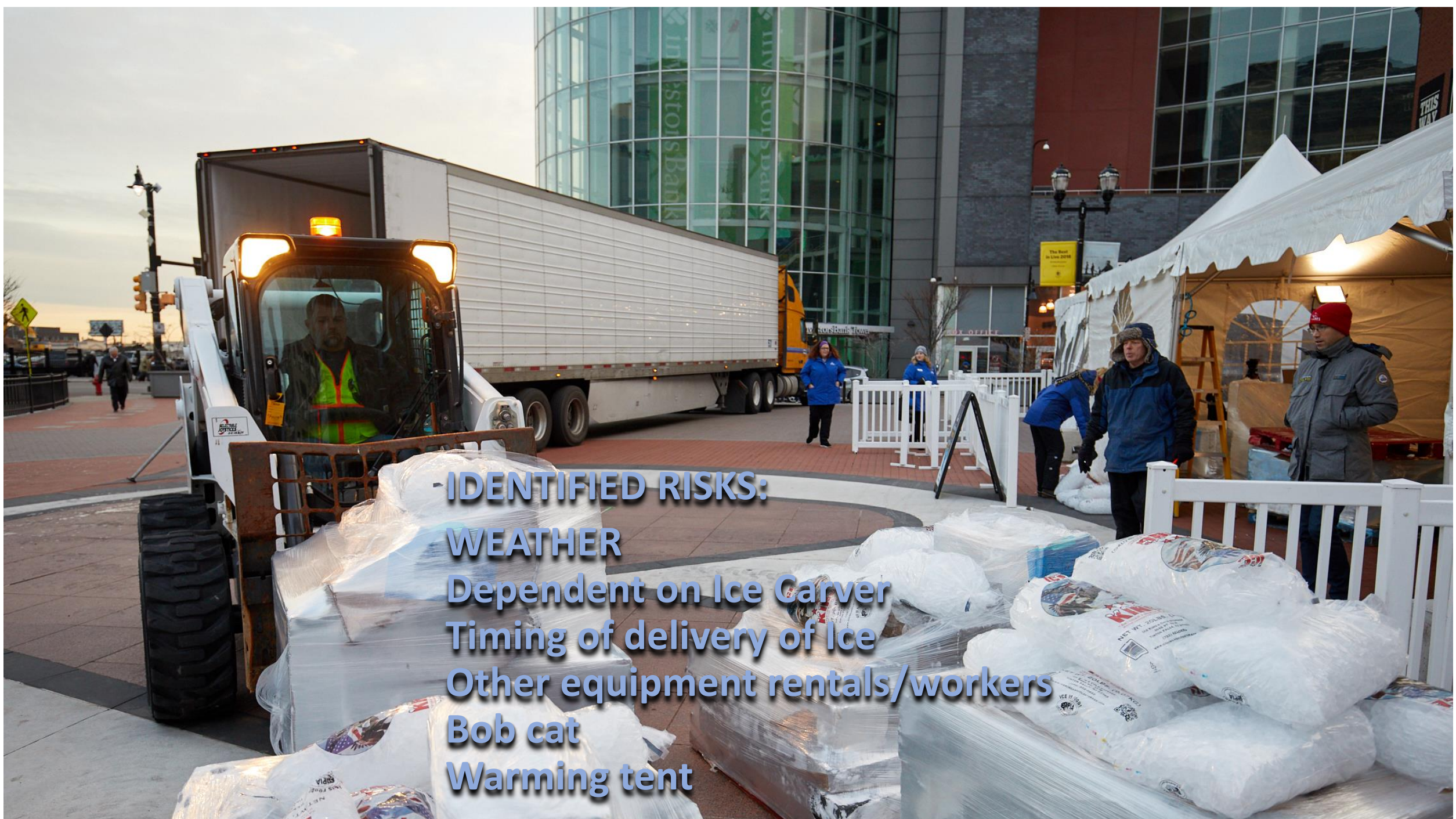


8:32 AM - 1 Feb 2018

4 Retweets 20 Likes



Instagram



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.

Barbara Gomes
Development Officer
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bgomes@njshares.org