

Mission Moments

Getting New Donors



TRACK E
SESSION 5



Dollar Energy Fund's Cool Down for Warmth

The Evolution of an Event



	2015	2016	2017	2018
Dollars Raised	\$135,042	\$146,420	\$169,160	\$222,846
Average Donation	\$123	\$136	\$161	\$194
First-Time Donors	89.5%	73%	58%	67%

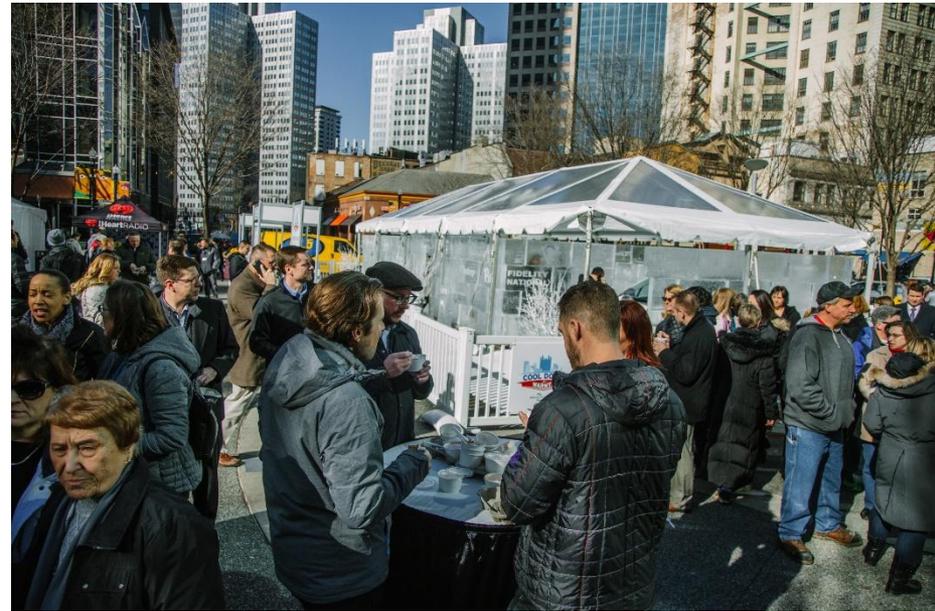
2018



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=TCPO0_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

<http://www.post-gazette.com/sports/Pitt/2018/01/26/pitt-football-dollar-energy-fund-ice-house-cool-down-for-warmth-pat-narduzzi-shocky-jacques-louis/stories/201801260131>

Print & Social Media Coverage

post-gazette.com
Pittsburgh Post-Gazette

Pitt football players 'chill out' in Market Square for a cause

January 26, 2018 1:28 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 from the community who struggle to pay for utility services during the winter.

As part of the organization's "Cool Down for Warmth" campaign, Pitt volunteered to get involved as part of community service endeavors, and players "chilled" for about an hour while asking passersby if they could donate a few bucks for the initiative.

"We never make it mandatory," Narduzzi said. "We want to give back. ... It's not just all about football out there. Some people want to make it all about football, but to me, our guys are winning today. They're

PITT

Pitt football players show warm heart at 'ice house' fundraiser

JERRY DIPAOLA | Friday, Jan. 26, 2018, 8:06 p.m.

Pitt coach Pat Narduzzi
Talks about sitting in house made of ice to raise money for charity.



Pat Narduzzi
@CoachDuzzPittFB

I'm with our team at the #CoolDownForWarmth Ice House in Market Square fundraising for @DollarEnergyFnd. I'll match all donations received over the next 30 minutes!

Click here to Donate bit.ly/2BrYddE

#H2P #CoolDownForWarmth



Pitt Football
Pitt Athletics is proud to support Dollar Energy Fund during Cool Down for Warmth. Visit us in Market Square on Friday, January 26th at 8:30 a.m. as we "chill" in the Ice House. crowdrise.com

8:28 AM - 26 Jan 2018



Pitt Football
@Pitt_FB

We had a great morning in the #CoolDownforWarmth Ice House!

Donate bit.ly/2BrYddE #H2P

10:45 AM - Jan 26, 2018

95 18 people are talking about this

Cool Down for Warmth Partner Social Media

iHeart Radio

Jonny Hartwell
January 25 · 🌐

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!)



Like Comment Share

Barbara Balchick, Kathy Gray Terlecki and 66 others

Ryan Mill Rob Thomas left his shampoo for you
Like · Reply · 15w

Jonny Hartwell That's how Rob and I keep our hair soft and manageable!
Like · Reply · 15w

Post Details

94.5 3WS
Published by Jonny Hartwell (?) · January 26 · 🌐

Jonny Hartwell Day #2 of Dollar Energy Fund's Cool Down for Warmth Event at Market Square!



Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 940 people.

609 people reached [Boost Post](#)

Denise Biller, Shelly Goodlin-Savin and 4 others

Like Comment Share

2018 Request-A-Thon



- New event for Dollar Energy Fund
- Introduced us to a new, strategically-targeted audience
- Raised \$77, 352 w/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 our story
- Connected us with new sponsors
- Provides opportunities for growth



Questions?

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www.facebook.com/DollarEnergyFund

