Focus on Your Fundraising with Fund-A-Need

Debby Roth-Bush

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Agenda

- Elements of Fund-A-Need
- Creating an Emotional Appeal
- Matching Funds
- Marketing
- Technology
- Questions
What is Fund-A-Need

Fund-A-Need (aka FAN)
Special Appeal
Paddle Raise
11 Fund-A-Need Killers

1. Long Presentations
2. Bad Presenters
3. Long Videos
4. Videos that don't present the need
5. Videos that don't energize
Fund-A-Need Killers

6. Poorly Produced Videos
7. Poor Sound
8. Unclear Message
9. Bad Scheduling
10. Bad Pacing
11. Too Few Giving Levels
What Makes a Good Fund-A-Need

• Honest Ask
• Emotional Ask
• Open ask – vs Restricted funds
• Program structure needs to be ON MESSAGE
• Have a FAN chair person
How Much time should be given to set up your Fund-A-Need?

- The Longer the Better
- 90 seconds
- 3 minutes
- 5-10 minutes
Top Tips

Timeline – Where does it fit

Concentrate on the Ask

Stay Mission and Vision Focused
Top Tips

● Competitive Giving
● What are the demographics of who is attending the event?

● Strategic Giving Levels
● NO Crickets!
● Apply Social Math to your ask
Goal Setting

Number of Pledges

- $5000
- $2500
- $1000
- $500
- $250
- $100
Strategies for Lead Gifts

$50,000
$10,000
$5,000
$2,500
$1,000
$500
$250
$100
Messaging

Inspire
3 Minutes Max
Provide the AHA moment that bonds guests to your organization’s success story
Show and tell the power of the donation
I’d rather have a million people give me a dollar than one give me a million.

That way you’ve got a million people involved.

- Danny Thomas, founder of St. Jude Children’s Research Hospital
Strategies

- Pre-event campaign
- Inspire with an emotional story
- Place the FAN centerfold in your catalog program
- Use a Certified Professional Benefit Auctioneer Specialist from NAA
- Pre-secure your leadership gifts
- Thank your donors within 48 hours
- Deliver on what you said you would do!
Marketing Prior to the Event

Prime the Pump with:
● Online on event Website
● Social Media – Applying Social Math
● Face to Face
● Printed catalog for the evening
Matching Gifts

- Corporate Matching Gifts
- Matching Gift Subscriptions:
  - HEPdata.com
  - DoubletheDonation.com
- Challenge Gifts at the Event
Best Practices

- Go one level at a time in correspondence with your goal
- High to low
- 5-7 levels
- Keep it to no more than 20 minutes for the program
- Game – Last Hero Standing (a.k.a Run Around)
- Most importantly—remember to have fun and engage your audience!
Paddles vs. Mobile Phone

Bid Paddles – Pre-printed cards with large-font numbers printed so spotters can easily see who is making the intended donation

- Pros:
- Cons:
Paddles vs. Mobile Phone

Text to Give – Using a third party vendor and displaying a short number guests can send a text from their mobile phone

● Pros:
● Cons:
Paddles vs. Mobile Phone

Mobile Bidding Platforms – Third party vendors that utilize technology to communicate with guests for silent and live auction events. Most have a dedicated functionality to accept donations directly through the bidding area.

● Pros:

● Cons:
Technology for the Fund-A-Need

- Mobile Bidding Platforms
- Customize the Donate button
  - Support our Kitchen Remodel
  - Help us bring books to the classroom
  - Help us hire an arts teacher
  - Donate to our job training program
- Augment your Paddle Raise
Technology for the Fund-A-Need

- Encourage Remote Donations
- Display Your Results – in Real Time
Giving Boards

A Way to Display the totals when not using mobile bidding
Last Hero Standing
Tips for Last Hero Standing

- Have a slide with the basic rules and guidelines
- Clearly denote the value of any potential prize
- Make sure guests understand each time the paddle goes up they are pledging an additional amount.
Paddle Drop
Recap

AKA Quiz - What makes a good Fund a Need?
Debby Roth-Bush
Senior Strategic Relationship Manager
Greater Giving
303-427-4186
droth-bush@greatergiving.com