



A Global Payments Company

Focus on Your Fundraising with Fund-A-Need

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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

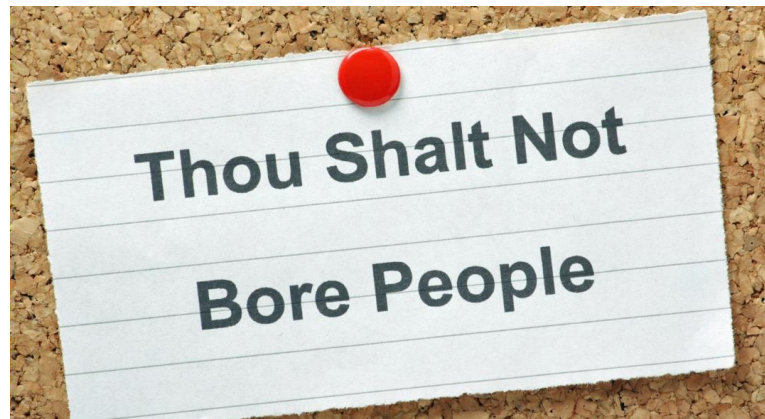
7. Poor Sound

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

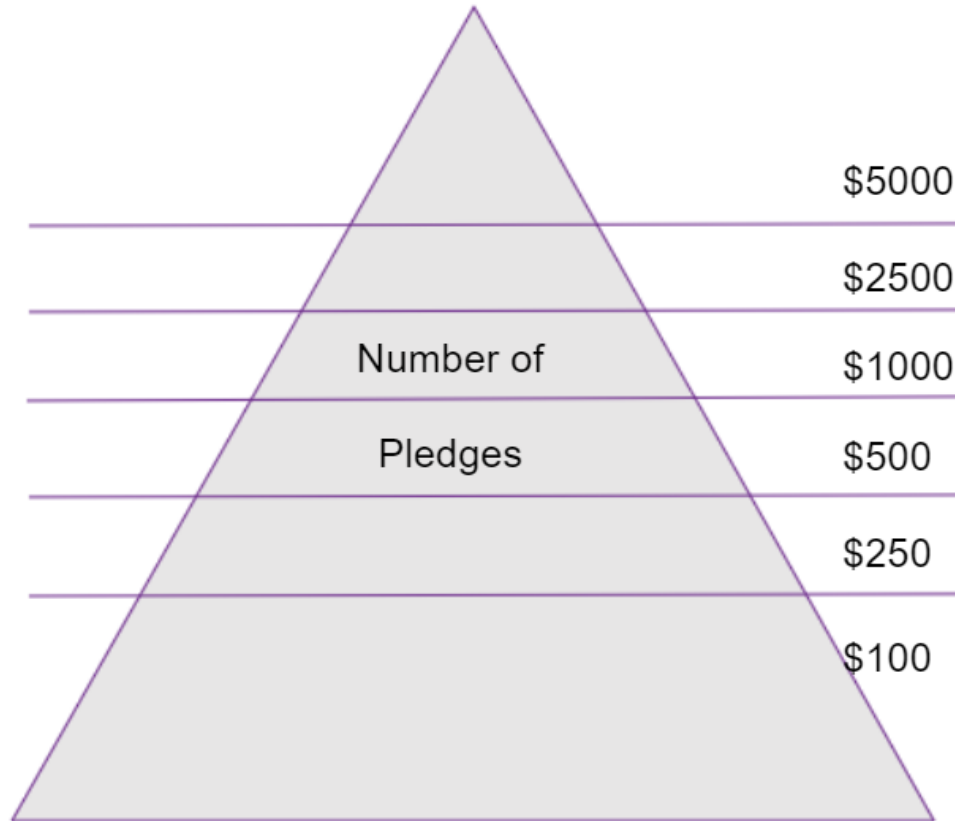
Concentrate on the Ask

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



Strategies for Lead Gifts



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](https://www.hepdata.com)
 - [DoubletheDonation.com](https://www.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

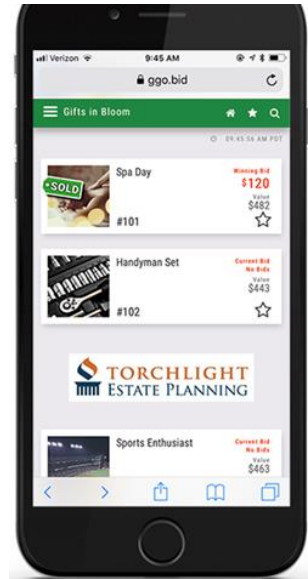
- Pros:
- Cons:



Paddles vs. Mobile Phone

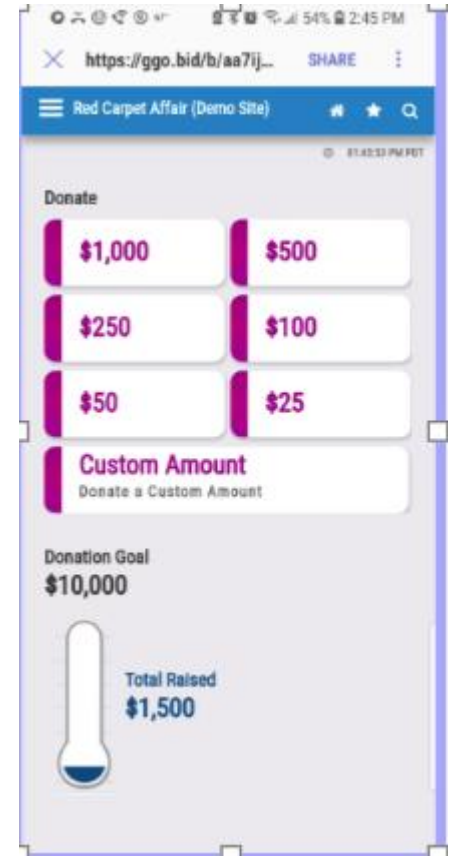
Mobile Bidding Platforms – Third party vendors that utilize technology to communicate with guests for silent and live auction events. Most have a dedicated functionality to accept donations directly through the bidding area.

- 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



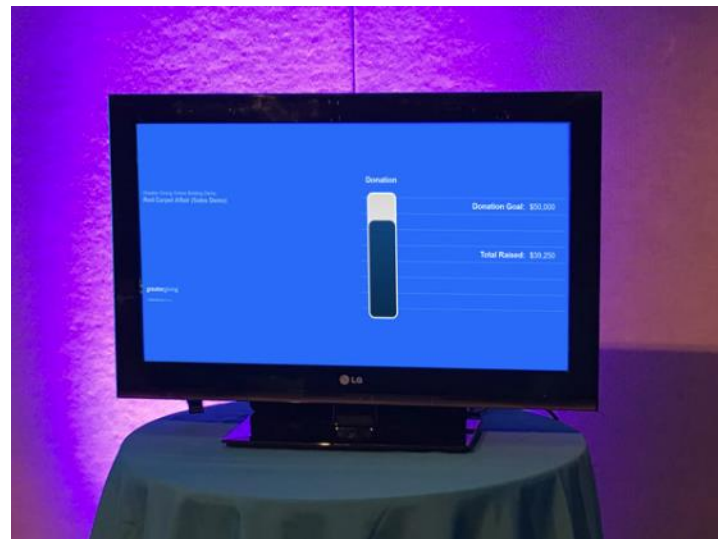
Encourage Remote
Donations

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?



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