The Gin & Tonic Approach to Fundraising

An Integrated Donor Experience
Outline:

1. Why is integrated fundraising so critical to a strong donor experience?

2. Case studies of small and large-scale multi-channel integrated campaigns (and their results!)

3. How your organization can take baby – and big! – steps towards more integration and a better donor experience
What does a donor who engages with your organization experience?
They stood on guard for thee.
Thank them for keeping Canada
STRONG AND FREE.

When you save a single heart, you heal an entire family.
Two Parts - oil & water
Brand & fundraising usually don’t mix, or talk...
You can fundraise with this, right?!
Square peg in a round hole.
They stood on guard for thee.
Thank them for keeping Canada STRONG AND FREE.

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Fundraising used to be easy.
We are living in a world of message overload.

As a result, everyone is competing for time and money in a saturated marketplace.
“Insanity: doing the same thing over and over again and expecting a different result.”

We have new problems that we are trying to address with old solutions. And the truth is, they aren’t working.
It’s about reaching the masses with a big idea - and bringing that idea to life with a strong fundraising proposition that will motivate action.
What other obstacles are you encountering?
We need to mix a gin and tonic instead.
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Heart & Stroke’s Rebrand Story

**Issue 1:** Brand has never been fully integrated.
Lack of a consistent identity to connect all that they do.

**Issue 2:** Canadians don’t fully realize the urgency of the cause and the tangible impact of HSF.

**BARRIERS TO GROWTH**

- **Lack of urgency**
  Disconnect between number of lives impacted and concern amongst Canadians

- **Poor fundraising clarity**
  Fundraising activities don’t build back to one larger causes

- **Lack of tangibility**
  Canadians don’t understand HSF role in eradicating disease

Too many logos and 40 different websites which drive a poor constituent experience and tremendous organizational complexity.
What’s Missing for people...

My little $5 will not do anything, but with other people’s money, it will be effective.

I’m embarrassed to say that I don’t really know what HSF does.

My money gets lost in the system.

They should explain exactly what they do and how they help.

What they want...

- A goal, something to achieve — must be related to research
- A national challenge, something for the wider community to support
- Specific and tangible
- A project people can get behind
- No challenge = no change (Inert donor group)

But we can’t...

- Frighten them
- Promise we will save lives
The focus...

Inspiring Canadians to join Heart & Stroke by reappraising the brand and donating to the cause.
Clarifying what the Heart & Stroke brand wants to stand for – building a bridge from the mission to the donor.
New identity includes a bold modern logo that puts protecting life’s core at the centre of the design.
Provides unprecedented ownership of their highly engaging fundraising events.
The new identity system allows them to breakthrough with consistent, powerful messages.
But this is not a new logo... it is a cause with a purpose.

Their cause (the why) underscores everything they do.
The why extends into the how.
Extending story into new fundraising ask: DRTV Monthly Giving

Donate Now: BreakthroughFund.ca or 1-866-521-3574
Developed responsive assets: Monthly Giving Landing Page
DRTV Monthly Donor Campaign Results

176
New Monthly Donors

19.5MM
Media Impressions

2MM+
Social Interactions

Exceeded all goals!
Reminder – Objective of the Brand Transformation

Drive reappraisal of brand and donations to the cause via:

- Modernized Identity
- Inspiring creative
- Compelling Fundraising Proposition

More emotionally engaged = More inspired donors = More $
St. Michael's Foundation
Inspired Care. Inspiring Science.

YOU ARE THE BRIDGE.

Please tell us about your donation:

1. Is your donation personal or from an organization? [ ] PERSONAL [ ] CORPORATE
2. Make your donation MONTHLY? [ ] YES [ ] NO
3. Is your donation in MEMORY, in HONOUR or in THANKS? [ ] YES [ ] NO

Select a $10 Amount Finish Information
Dear St. Bonielli,

You might remember hearing Eilis Goldstein recently

Donors to a group event whose vision was enriched by donations — and the new

Donor’s story. This donor — who was one of many who has received treatment that

Donor’s story may be one that we can all relate to. We need to take things like

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For example, David came to St. Michael’s with a rapid eye movement problem

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Here’s how you can help David’s story: There are several ways to help David’s story:

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Please give today. You’ll be strengthening the bridge between accelerating research and

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St. Michael’s Foundation #10544484810
St. Michael’s Hospital Foundation

Blakely
The URBAN ANGEL
St. Michael’s Foundation
Revenue increased by $50,000 year-over-year (31% growth).
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Step 1: Find an internal champion
Step 2: Make your case.
Step 3:
Ask donors.
Step 4: Test/Pilot integration
# Diabetes Canada year-end channels & assets

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34% increase in revenue!
Step 5: The Donor Journey
charity: water
SUPPORTER
BECAUSE I AM A GIRL
The 5 essentials of gin & tonic fundraising.

1. Mix it first.
2. Do some navel gazing.
3. Get to know your donors.
4. Plan (and maybe journey map).