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# Using an Integrated Strategy to Reach a Fundraising Goal

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# CITYAITS Using an Integrated Strategy to Reach a Fundraising Goal

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# BINGHAMTON UNIVERSITY

STATE UNIVERSITY OF NEW YORK

# Problem

- 1) CITYarts relied primarily on revenue from foundation and corporate grants
- 2) CITYarts needs to expand individual donor base and create new relationships

CITYarts was working with Youth, Inc. on its "Celebration" fundraising training program to get the Board and other supporters actively involved in fundraising and expand its individual donor base. CITYarts set a goal to raise \$55,000 and the Executive Director appointed co-chairs to each raise \$2,500 towards this goal.

# Approach

- Co-chaired and pledged to raise \$2,500
- Used a combination of fundraising techniques, or an integrated fundraising strategy, to reach this goal
- Created a fundraising campaign on the platform *Classy* to collect online donations and monitor my progress towards my goal
- Targeted new groups of prospects including: Personal connections (family, family friends), MPA current students and faculty, Alpha Epsilon Phi current members and alumni

# Fundraising Techniques

# Direct Mail Solicitations

### What?

• Sent 25 prospects donation request letters, self addressed envelope, donation card, and additional program information

### Why?

- 79% of donations still come from personal checks (Kapin, 2013)
- Prospect group less likely to donate online

# Since 1948, engaging young people and professional artists to make the professional artists to make the professional artists to encourage them on transforms communities locary and around the world. \*\*NOTE:\*\* \*\*NOTE:\*\*

# Emily Patricia Helen October 3 · Maine · At everyone!! This summer I interned at CITYarts and for my Masters in chadministration Capstone Project I have decided to raise \$2,500 and their upcoming art education based mural projects! Help me reach coal and join me in 30 days of showing how art makes a difference!! With help, CITYarts can continue getting youth off the street and into rams where they can learn, create, and transform their lives and munities through the arts. Click on the link below to to my Classy page! attel bit can go a long way!! #30daysofartmakingadifference #day1 natters classy.org/cityartsemity attivity is inventing, experimenting, growing, taking risks, breaking rules, and makes, and having fun." -Mary Lou Cook

CITYArts

# Social Media Campaign

### What?

- 30 Days of CITYarts making a difference
- Posted a picture of CITYarts kids, a call to action and link to classy page

# Why?

- Expand audience, reach more people
- Raise awareness, get people excited about CITYarts
- Create urgency

# E-mail Appeals

What?

# \_\_\_\_

 Sent out two e-mail solicitations to MPA students and faculty

# Why?

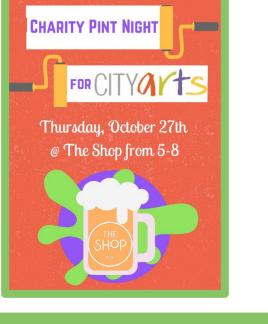
 Prospect group actively uses e-mail, more likely to donate online than through mail



# Fundraising Event

### What?

- Charity Pint Night at The Shop
- 50cents per pint donated

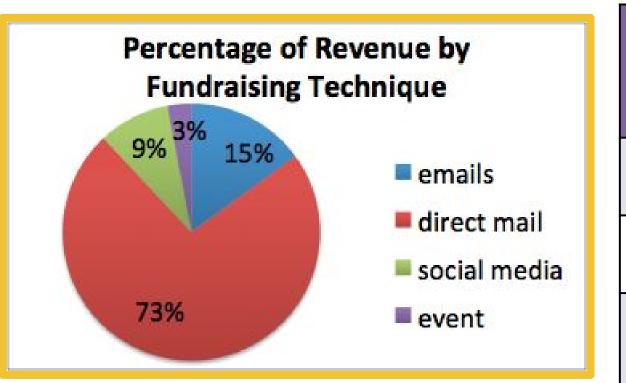


# Why?

- Indirect way to raise money
- "Friendraise"

# Results

- Exceeded my goal! Raised \$2,526
- Total of 31 Donations



Number of Donations	Average Donation Amount
11	\$168*
11	\$35
8	\$29
	Donations  11  11

\*Donations ranged from \$20-\$500 \*Median donation= \$140

# Lessons Learned

### Direct Mail Generated Larger Donations

- 73% of the total revenue came from only 35% of the donors
- Prospect group had greater resources, disposable incomes

### **Urgency Makes a Difference**

• 64% of e-mail donations came after the "one week left" e-mail was sent

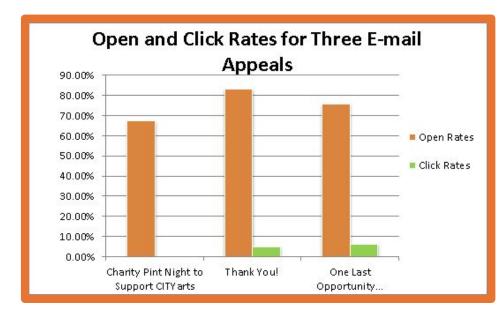
### **Events are Important Cultivation Tools**

• Three people donated online after attending the event

## Follow up Matters

• 73% of direct mail donations were received after follow up calls

## **Subject Lines Matter**



### **People Give to People**

- 90% of respondents stated that they gave because I asked
- "Honestly, I wanted to be supportive of you and to help you achieve the goal of your capstone project."

"I wanted to help out with something that is important to you. But I also work with children and after seeing your posts on Facebook I felt personally connected to the nonprofit group."