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Using an Integrated Strategy to Reach a Fundraising Goal

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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



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



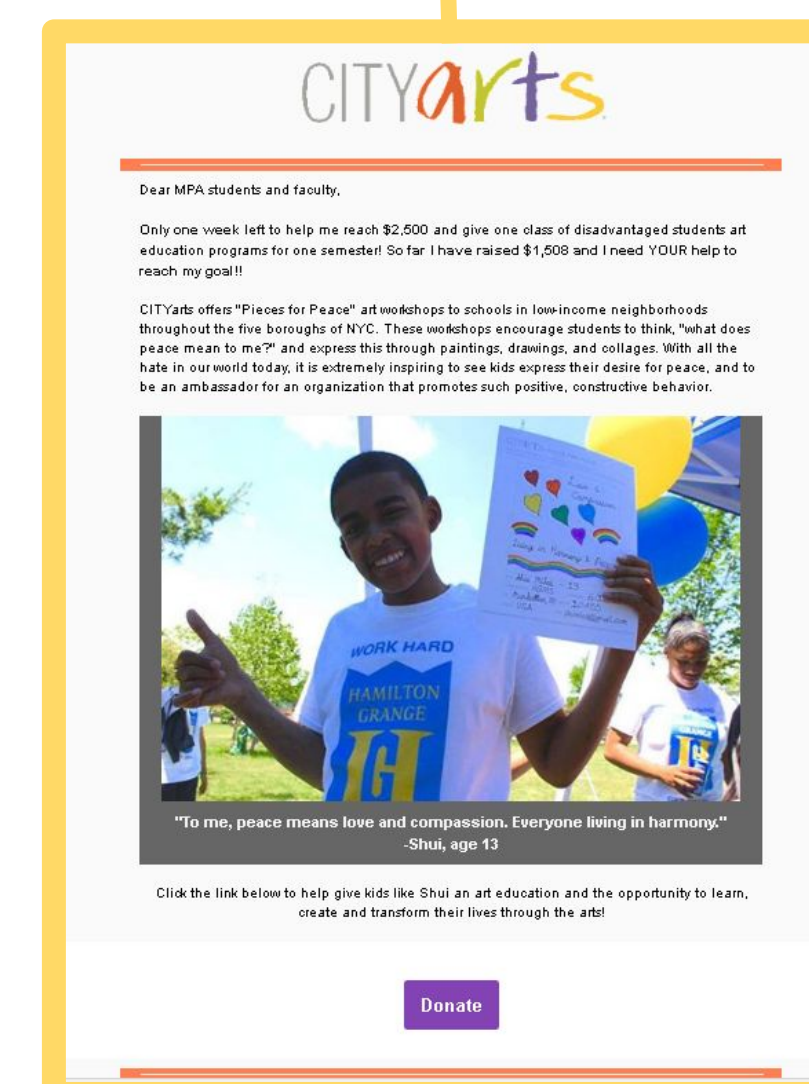
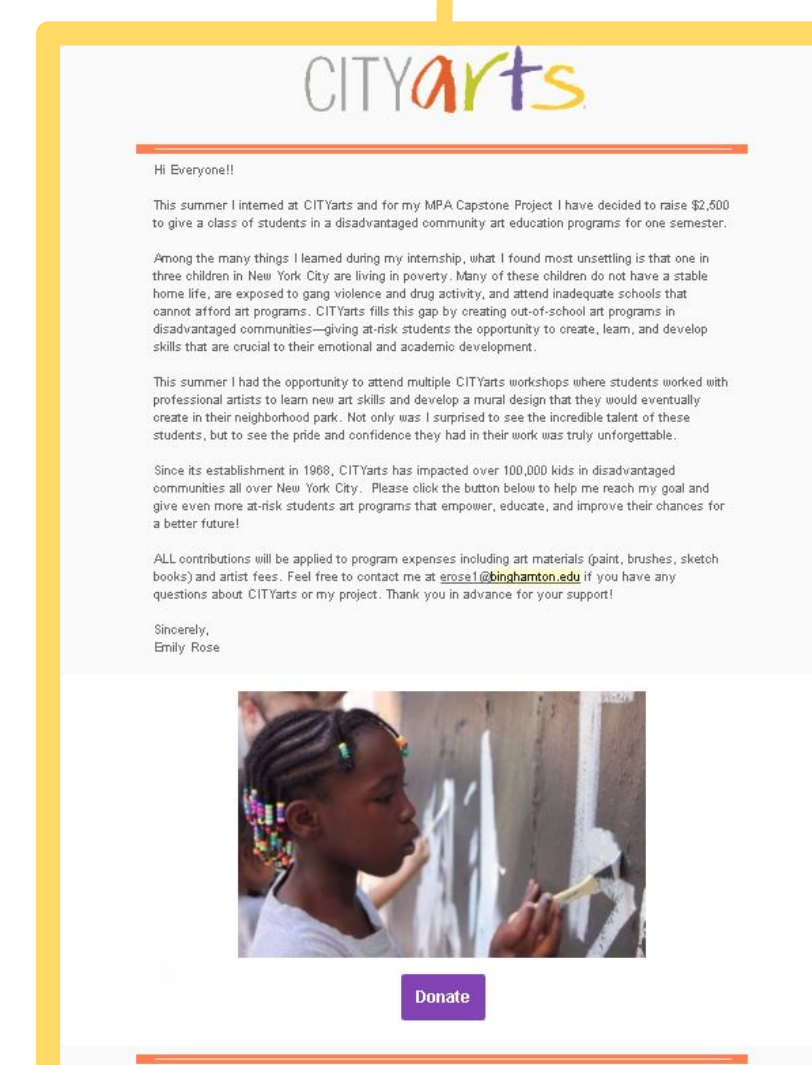
E-mail Appeals

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

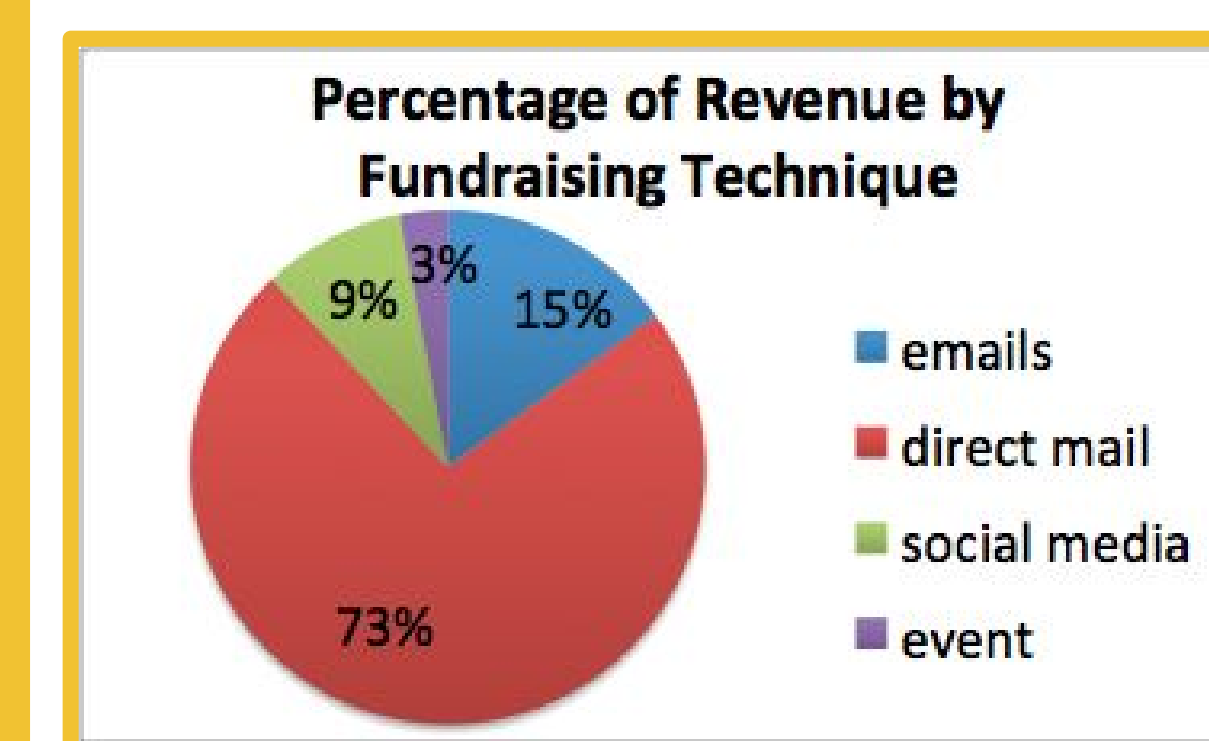


Why?

- Indirect way to raise money
- “Friendraise”

Results

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



Fundraising Technique	Number of Donations	Average Donation Amount
Direct Mail	11	\$168*
E-mail	11	\$35
Social Media	8	\$29

*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

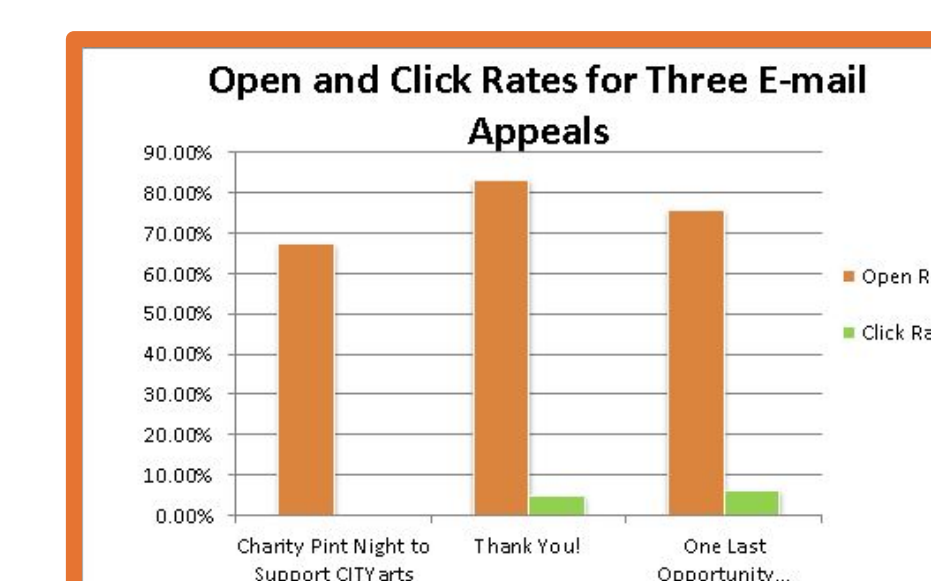
Events are Important Cultivation Tools

- 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.”