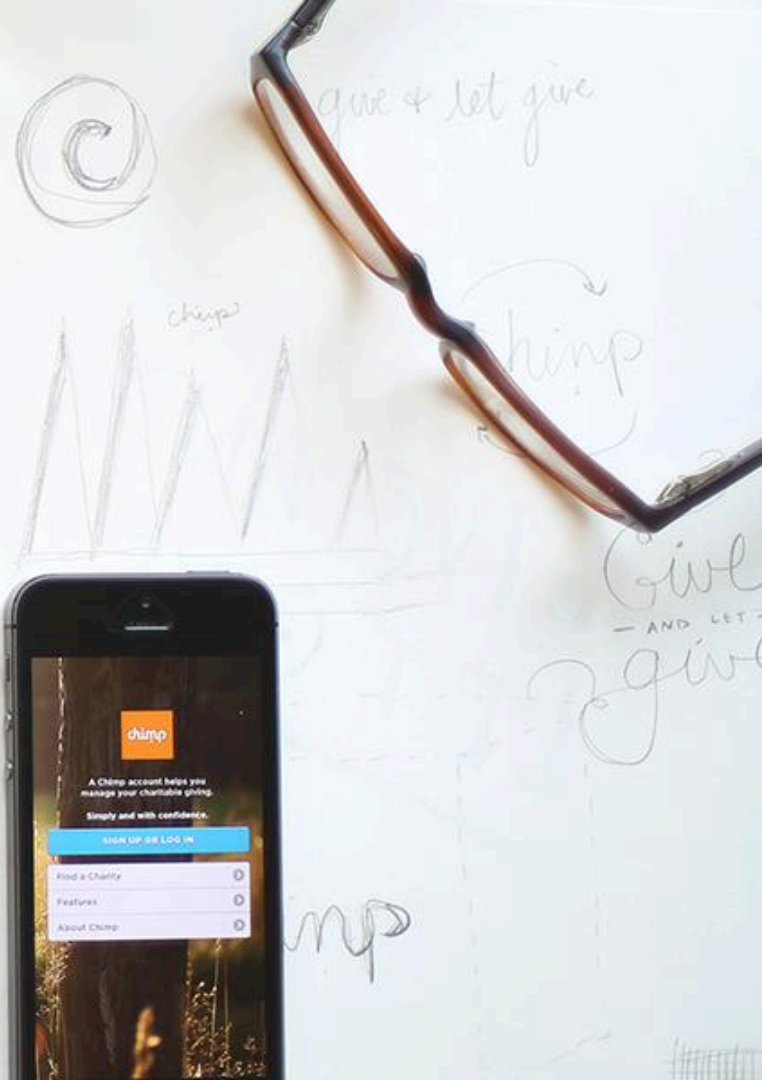
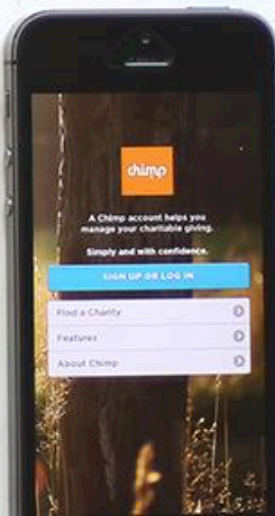


3 Fundraising Strategies You Can Launch on #GivingTuesday Or anytime, really.

#chimpchat



You change the world.

We make it easier.



House Rules

- Chat questions
- Raise your hand if technical difficulties
- @wearechimp
- #chimpchat



Presenter



Brady Josephson

- Charity Relations
- Adjunct Professor
- recharity.ca
- [@bradyjosephson](https://twitter.com/bradyjosephson)



A photograph of two women playing in a snowy forest. The woman on the left is wearing a brown parka and a brown knit hat, and is laughing with her mouth open. The woman on the right is wearing a dark grey parka and a blue knit hat, and is also laughing. Snow is falling around them, and the background shows snow-covered trees.

#GivingTuesday & December Giving

WHY THEY MATTER

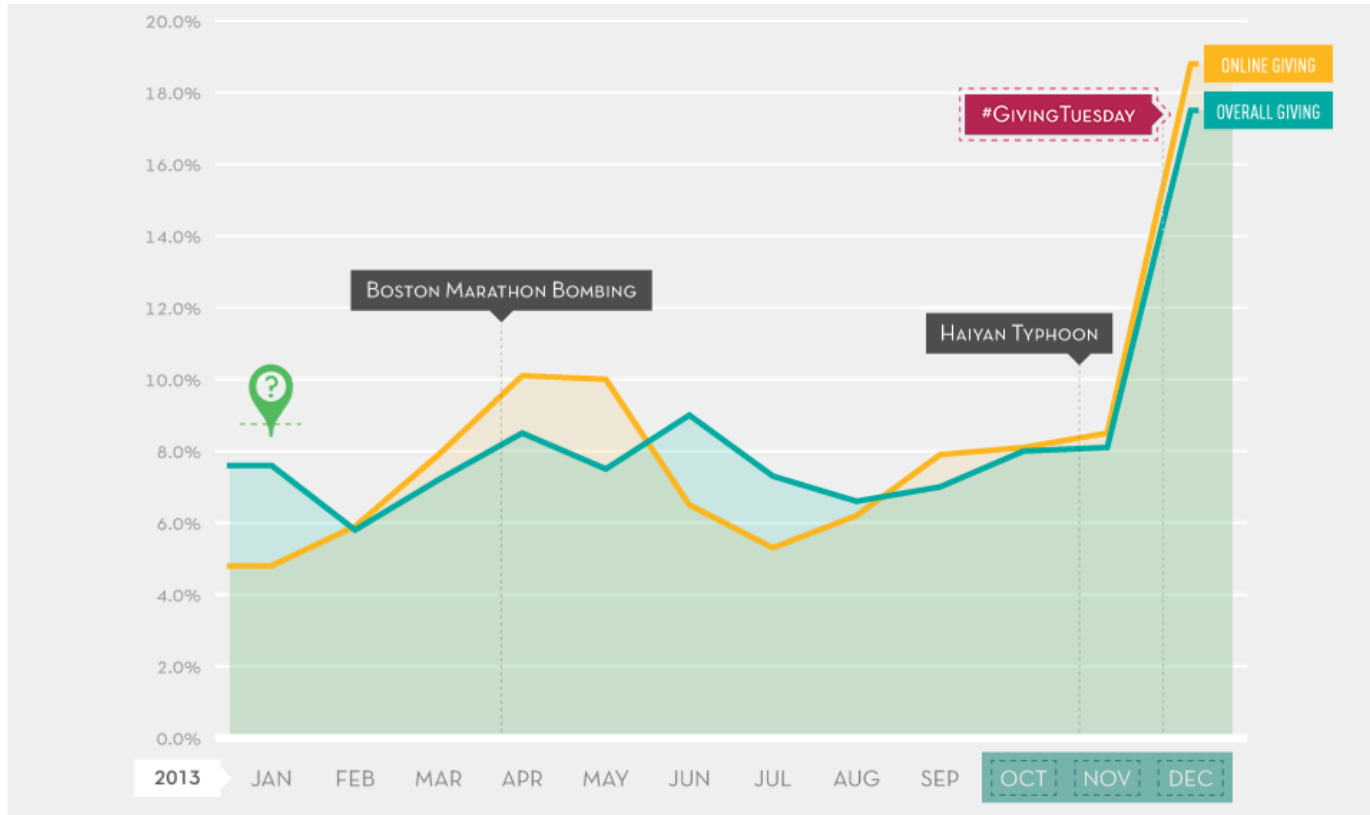
#GivingTuesday is doubling year over year.

📈💰 **2012** Giving Tuesday
donations: \$10 million
(\$101 average gift size)

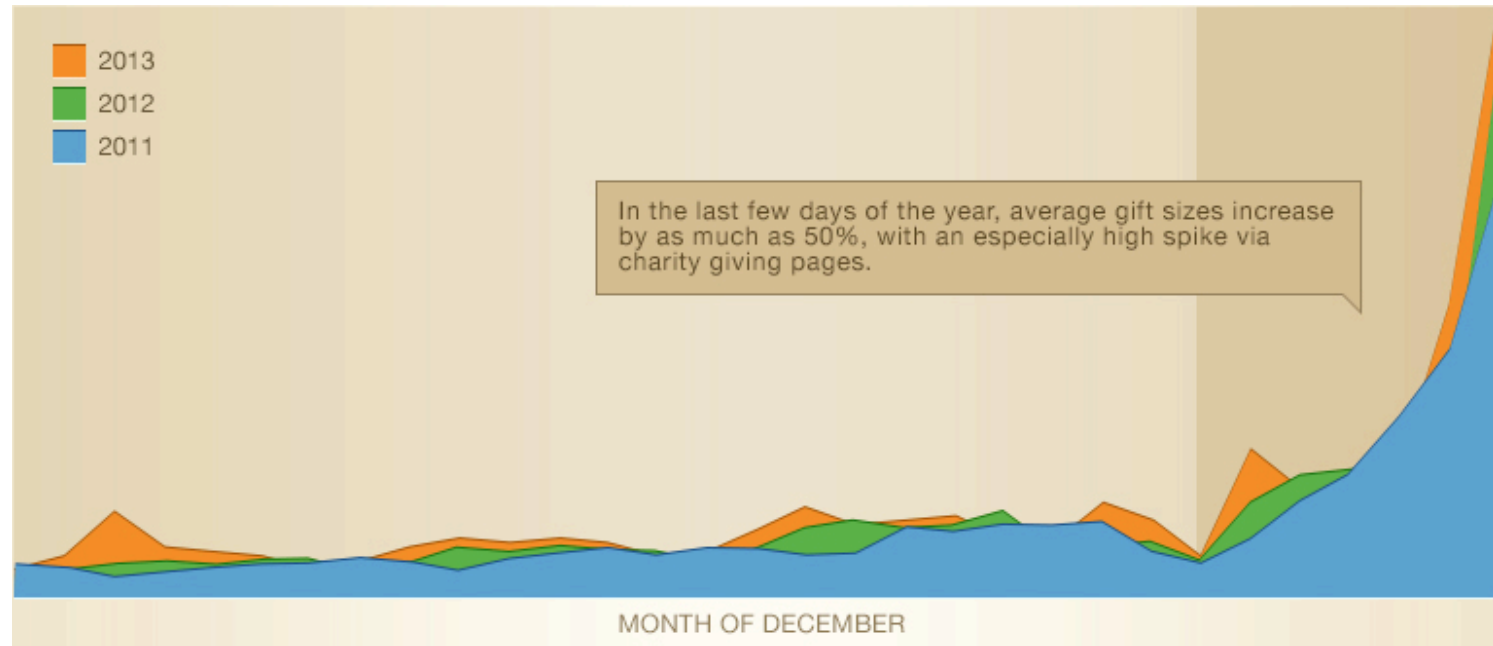
📈💰 **2013** Giving Tuesday
donations: \$19 million
(\$142 average gift size)



Roughly 30% of all giving occurs in December.



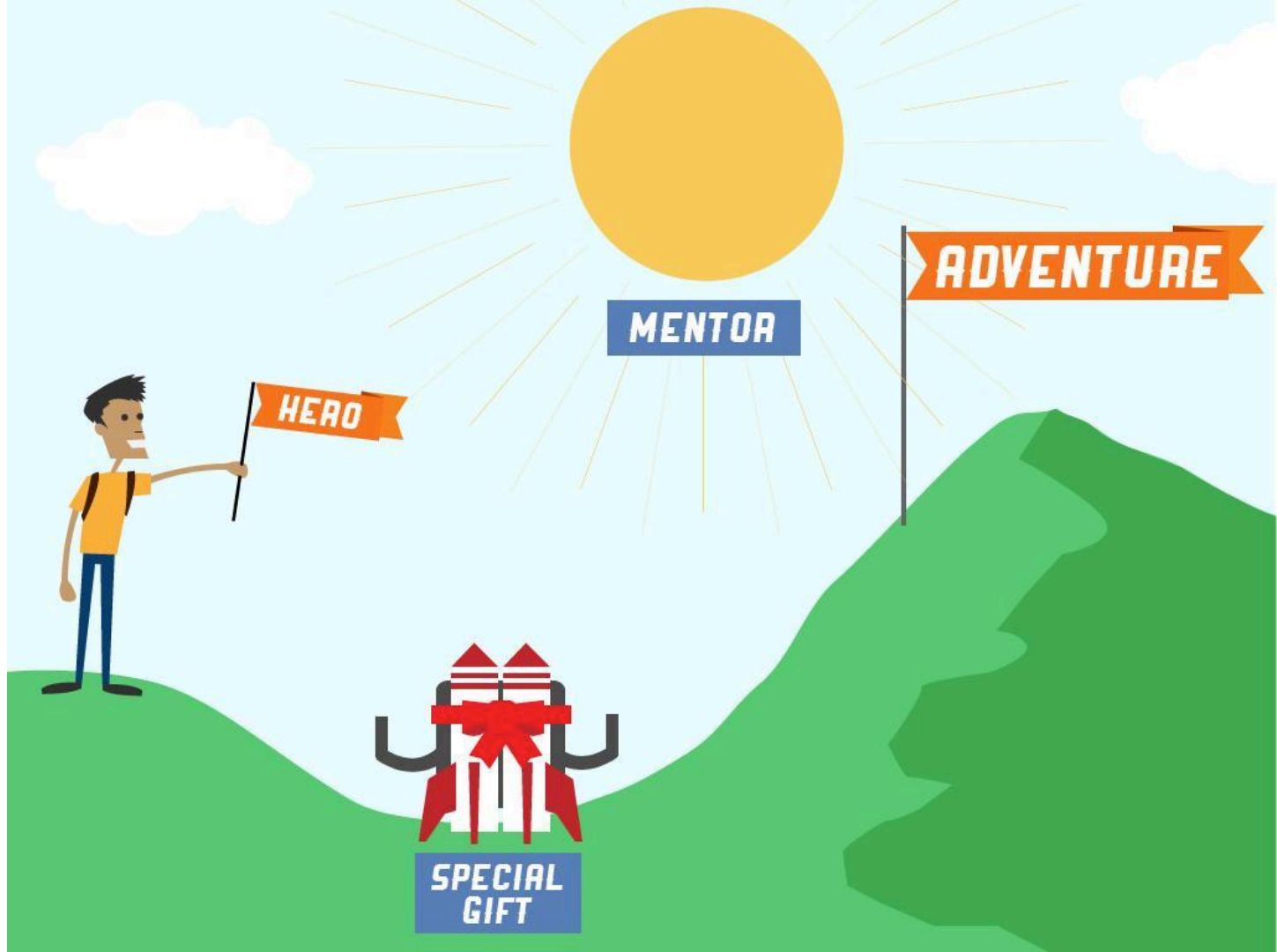
10% of giving happens in last 3 days of the year.



Fundraising

QUICK OVERVIEW





Obstacles

Diffusion of
Responsibility

Futility

Parochialism

Identifiable Victim

Fairness

Money

Removal

Social Influence

Tangibility

Make Personal

Tangibility

Social Influence

Pledge, Volunteer, etc.



A warm, rustic wooden table with a prominent grain pattern. On the right side, two teal-colored ceramic coffee cups sit on matching saucers. In the center, a black smartphone lies flat on the table. The background is softly blurred, showing hints of an indoor setting with warm lighting.

Social Fundraising

CROWDFUNDING + PEER TO PEER

Crowdfund a Project



Crowdfund A Project



- What is it?
 - Funding a specific project through small donations from a large group of people
- Why care?
 - Estimated \$5.2 billion in 2013
- Why does it work?
 - Tangibility
 - Goal Proximity Effect
 - Social Influence
- Think... mailed appeals on steroids

Crowdfund A Project



- 1 Make It Tangible
- 2 Compel With Story
- 3 Add Incentives
- 4 Build Momentum
- 5 Leverage Social

EBOLA attacking Liberia

A Fundraiser for [LIBERIA - GANTA: Childcare & Feeding Centres for Malnourished Children](#)



by HFTN office

16
SUPPORTERS

0
DAYS LEFT

\$28,314
RAISED

\$30,000
GOAL

Donate

Urgent need to raise funds to help fight the effects of the Ebola outbreak.

f Like 43

t Tweet 3

e Email

Share 3



Where does the money go?

[LIBERIA - GANTA: Childcare & Feeding Centres for Malnourished Children](#)



Crowdfund A Project



Make It Tangible

- What are you hoping to raise, by when, to impact who and how?
- What does my donation do for who and how?
- Reasonable and reachable goal

The screenshot shows a crowdfunding page for a project titled "Get the Whistler kids to Chapel!". The page includes a header with a logo of three stylized houses, the project title, a description, and details about the organizer, group type, and location. Below this is a progress bar showing the amount raised (\$550) towards the goal (\$500), with 0 days left. The page also features a navigation menu with tabs for "About", "Activity", "Money Stuff", and "Members". The main content area displays the group's purpose and the charities it supports, including "Greater Vancouver Youth For Christ".

Get the Whistler kids to Chapel!
Let's get the Whistler kids out to Chapel! We need \$500 extra for a bus there and back. Who's in?
Organizer: Jonathan Mitchell **Type Of Group:** Other **Location:** Vancouver, BC

\$550 Raised Towards Goal | \$500 Fundraising Goal | 0 Days Left | \$550 / \$500

? About | Activity | \$ Money Stuff | Members

The Group's Purpose
We love those Whistler kids from camp and sometimes they get left out. Let's show em' we care.
Charities this Group Supports:
• [Greater Vancouver Youth For Christ](#)

Crowdfund A Project



Compel With Story

- Who will benefit because of this project?
- What will change because of this project?
- Videos are great, images are good too
- Clear ask to donate



Maria is sixty years old and lives in her own house with her son and her grandson, as well as her sister and nieces and nephews. Ever since she was young, she always strove to provide for her children. They are now adults and currently help her financially. Her sister also contributes to the household.

ONLY 17 HOURS 53 MINUTES LEFT!

A loan of \$500 helps Maria Victoria to invest in cement, sand, gravel, bricks, and iron to build a room.

95% funded, \$25 to go

Select amount to lend

\$25

Lend \$25

[Repayment Term:](#)
[Repayment Schedule:](#)
[Pre-Disbursed:](#)
[Listed:](#)
[Currency Exchange Loss:](#)

17 months (more info)
Monthly
Sep 24, 2014
Oct 14, 2014
N/A

Your funds will be used to backfill this loan.
Repayments will go to you.

FIELD PARTNER [Learn more](#)



Apoyo Integral administers this loan.

Crowdfund A Project



Add Incentive

- Match donations
- 100% to project
- Offer perks, rewards or experiences
- Recognize, thank in public



Crowdfund A Project



Build Momentum

- Start with insiders to make early donations
- As progress is made invite others
- Closer you are to your goal, further out from your core supporters you can go

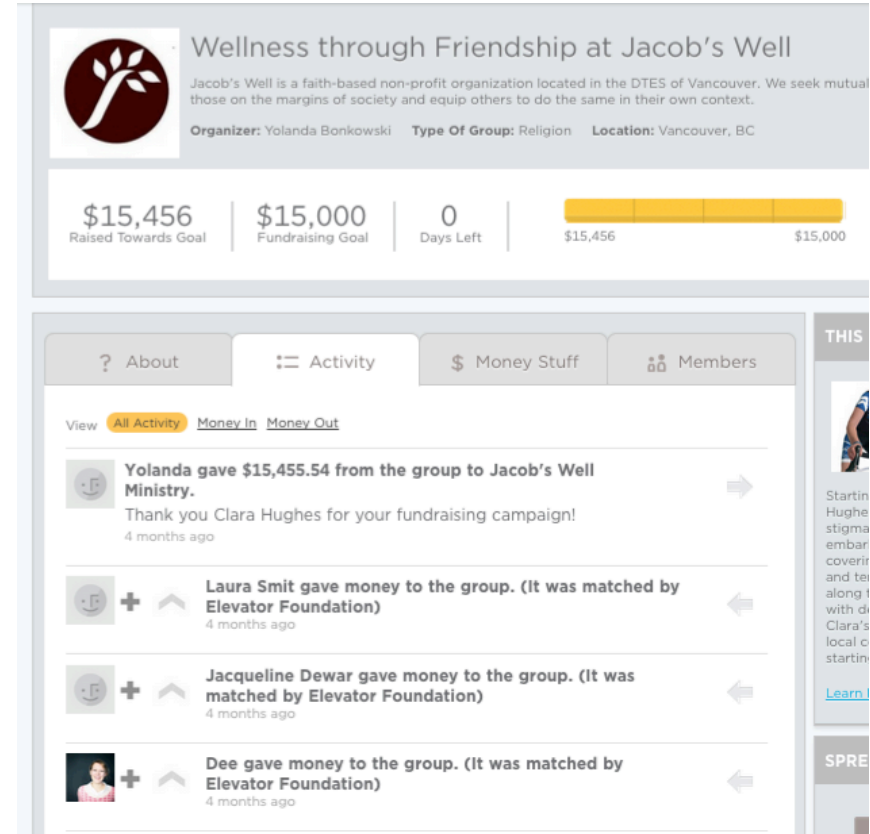


Crowdfund A Project



Leverage Social

- Have an “honour roll” with comments
- Encourage sharing post donation
- Tag, mention & thank people online
- Share progress updates when close to goal



Crowdfund A Project



Completed: Government Street Playground

We not only build affordable home ownership opportunities for working families, we also provide amenities at our projects like playgrounds.

[Like](#) 6 [Tweet](#) 0 [Email](#) [Share](#) 3



\$5,690 raised

FUNDRAISING COMPLETE

8

SUPPORTERS

Fundraisers



Nicole Byrom's
Fundraiser

\$1,045

Oh yeah... be sure
to say thanks and
follow up!

A close-up photograph of a person's hand holding a silver, ribbed metal can. A white straw is inserted into the can, and a stream of white liquid is being poured out of it. The person's mouth is open, showing their teeth, as they drink from the can. The background is a plain, light blue surface.

Empower Peer Fundraising



Empower Peer Fundraising

- What is it?
 - Getting volunteers to fundraise on behalf of an organization in their own way
- Why care?
 - Growing over 50%
- Why does it work?
 - Doesn't ask supporter for money
 - Social pressure
 - Personalized asks
- Think... a gala with unlimited table hosts

Empower Peer Fundraising



chimp

- 1 Give them a story
- 2 Give them focus
- 3 Give them a tool
- 4 Give them incentive
- 5 Give them thanks

A Fundraiser for **What Will You Do For Freedom? Campaign**



by **Melanie Van Kuren**

When I reach my fundraising goal I will have my hair all cut off.

f Like

0

Tweet

0

Email

Share



Have you ever felt looked down upon? Dalits are the lowest of the low class in India. Education for their

Empower Peer Fundraising



Give Them A Story

- They can be inspired by
- They can easily communicate themselves
- They can share with others



Empower Peer Fundraising



chimp

Give Them Focus

- In terms of time (30 days)
- In terms of goal (\$500 - \$1000)
- In terms of activity (one clear example)

The screenshot displays a fundraising campaign page for 'Paddle for Health' on the Chimp Peer Giving platform. The top section features a banner image of two people kayaking on a blue lake, with the text 'PADDLE FOR HEALTH' overlaid. To the right of the banner, a white box shows the campaign's progress: '\$23,240 RAISED', '207 People', and '17 Groups'. Below this, there are two buttons: 'GIVE TO THE CAMPAIGN' (orange) and 'START A GIVING GROUP' (green). A link 'What is a giving group?' is also present. Further down, a section titled 'Paddle for Health' provides a description: 'Paddle for Health' in support of the Vancouver Island chapter of the BC Childhood Cancer Parents Association. It states that over the past 6 years, paddlers have raised over \$100,000.00 in aid of cancer patients and their families, and encourages help to raise even more! Social media icons for Facebook and Twitter are shown with a link 'http://chimp.pr/TP39Ef'.

Below the main campaign, a section for 'MonkeyMinds' is visible. It includes a description: 'We're a group of adults living with cancer and are connected through our meditation groups. Please support us having fun on September 6 and helping to enhance the lives of children with cancer.' The organizer is Don Lowther, and the location is Victoria, BC. A progress bar shows '\$6,556 Raised Towards Goal', '\$5,000 Fundraising Goal', and '0 Days Left'. A 'JOIN THIS GROUP' button is present.

The bottom section shows a list of activities under the 'Paddle for Health' group. It includes two entries: 'Ben gave \$50.00 to Paddle for Health through the group. (\$25.00 was matched by Bientalsance Foundation)' and 'An anonymous donor gave money to Paddle for Health through the group. (It was matched by Bientalsance Foundation)'. A 'THIS GROUP SUPPORTS' section on the right lists 'Paddle for Health' and provides a description: 'This group supports the BC Childhood Cancer Parents Association who are dedicated to enhancing the lives of children living with cancer and their families.' A 'Learn More' link is also provided.

Empowering Peer Fundraising



chimp

Give Them A Tool

- That is best for them
- That is best for their donors
- That has low risk for you
- That has great customer support

The screenshot shows a fundraising campaign page. At the top, a large image shows a cyclist (Clara) riding a road bike on a snowy path. Below this, the campaign title "Clara's Big Ride for Bell Let's Talk" is displayed, followed by a description: "Starting March 14, Clara is riding across Canada to break the stigma around mental health. She will stop in 95 communities along the way to share her own struggle with depression. Join her to raise money and awareness for mental health organisations from coast to coast." To the right of the main image, a summary box displays the following information:

\$126,354 RAISED	
1048 People	142 Groups
→ GIVE TO THE CAMPAIGN	
+ START A GIVING GROUP	
What is a giving group?	
SPREAD THE WORD	
http://chim.pn/1dwetHf	

Empower Peer Fundraising



Give Them Incentive

- Through matching funds
- Through competition
- Through rewards, perks & experiences

\$16,900
RAISED

124 People 15 Groups

→ GIVE TO THE

+ START A GIVING

[What is a giving group?](#)

SPREAD THE WORD

[f](#) [t](#) <http://chm.pn/24>

OLSWA ALUMNI GIVING BACK

The OLSWA Alumni are organizing a Fall Fundraiser to help purchase a bus for student life activities. We want to give back to the school and this is a great way to do it. Join us in raising \$15,000 in time for Homecoming on October 24, 2014!

For quite a while now, the alumni have talked about ways to give back to the school. With Homecoming 2014 approaching, we have come up with an idea: Let's buy OLSWA a bus!

Wouldn't we all have loved a bus to give us greater access to Ottawa, Toronto and beyond? If we all pitch in, and encourage our friends and family to do the same, we can make this a reality for the school.

The cost of a used, 23 passenger bus is \$30,000. To add to the appeal, a donor has generously come forward to match donations up to \$15,000. This means if we, as alumni, raise \$15,000, we actually raise \$30,000!

Please join us to make this campaign a huge success.

To make this more fun, we've set-up Giving Groups (check out the right hand column) for each entry year to the school. Find your incoming year (or the incoming year of your friend or family member) and donate!

For our alumni, friends, and family in the USA, unfortunately Chimp cannot process your credit cards. You can still give though! We've set up a site to run in conjunction with this one where you can donate (and get a tax receipt!) Here's the link:
<http://www.crowdrise.com/OLSWAAlumniGivingBackUSA>

→ GIVE TO THE + START A GIVING

OLSWA ALUMNI GIVING BACK 2014

Chimp	\$16,725
Crowdrise	\$1,075
Cash/Check/Debit	\$1,175
Matching Gift	\$15,000
Campaign Total	\$34,175!!

CAMPAIGN GIVING GROUPS

Search for a friend's group

MOST ACTIVE GROUPS

[Incoming Class of 2014 - OLSWA Alumni Giving Back](#)
7 people
\$5,755.00

[Incoming Class of 2013 - OLSWA Alumni Giving Back](#)
11 people
\$1,185.00

[Incoming Class of 2012 - OLSWA Alumni Giving Back](#)
8 people
\$1,185.00

[Incoming Class of 2011 - OLSWA Alumni Giving Back](#)
6 people

Empower Peer Fundraising



Give Them Thanks

- In public ways
- In different & special ways
- In personal ways

The screenshot shows a fundraising page for a group called 'The Matinee'. The title is 'Request a cover by The Matinee (ON HOLD)'. Below the title is a description: 'ON HOLD. The band are on tour & in the studio, but will start again this fall. Save your requests! Music Heals ambassadors The Matinee will record a video of them performing a cover song of your choice in exchange for a donation to Music Heals of \$100 or more, AND you get a charitable tax receipt!'. The organizer is Chris Brandt, and the type of group is Culture & Arts. The fundraising progress shows \$2,536 raised towards a \$3,000 goal, with 0 days left. A progress bar is shown with a yellow segment for the amount raised. A blue button says 'GIVE TO THIS GROUP'. Below the progress bar are tabs for 'About', 'Activity', 'Money Stuff', and 'Members'. The 'About' tab is selected, showing a video titled 'Matinee Cover Songs' with a play button. To the right of the video is a section titled 'THIS GROUP SUPPORTS' featuring a post about 'Join Clara's Big Ride for Bell Let's Talk' with a photo of Clara Hughes. Below this is a 'SPREAD THE WORD' section with social media icons for Facebook, Twitter, and Email.

Request a cover by The Matinee (ON HOLD)

ON HOLD. The band are on tour & in the studio, but will start again this fall. Save your requests! Music Heals ambassadors The Matinee will record a video of them performing a cover song of your choice in exchange for a donation to Music Heals of \$100 or more, AND you get a charitable tax receipt!

Organizer: Chris Brandt Type Of Group: Culture & Arts

\$2,536 Raised Towards Goal | \$3,000 Fundraising Goal | 0 Days Left | \$2,536 / \$3,000

[GIVE TO THIS GROUP](#)

? About | Activity | Money Stuff | Members

Matinee Cover Songs

THIS GROUP SUPPORTS

[Join Clara's Big Ride for Bell Let's Talk](#)

Starting March 14, six-time Olympian Clara Hughes is riding across Canada to break the stigma around mental health. Clara will embark on a 110-day bicycle journey covering 12,000 km through every province and territory, stopping in 95 communities along the way to share her personal struggle with depression. Everyone can participate in Clara's Big Ride for Bell Let's Talk through local community events, social media, or by starting your own fundraiser.

[Learn More](#)

SPREAD THE WORD

Facebook Twitter Email

Empower Peer Fundraising



Oh yeah... be sure
to say thanks and
follow up!

WE HAVE AN UPDATE ON YOUR CAMPAIGN

YOUR CAMPAIGN	AMOUNT RAISED	WHERE YOUR MONEY WENT
Consulting for Cambodia	\$500.00	Cambodia

In 2013, you fundraised on *mycharity*: water to bring clean, safe water to people in Cambodia. Last month, our team visited some of the communities you are helping and made a video about the families working to provide clean water to their community.

[WATCH THE VIDEO](#)

Add Matching Incentive



Add Matching Incentive

- What is it?
 - A donation that offers to match other, usually smaller donations that meet a certain criteria
- Why care?
 - Increases giving 20% or more
- Why does it work?
 - Adds urgency
 - Social proof
 - Increases feeling of impact
- Think... buy one, get one free

Add Matching Incentive



Three potential sources:

1. Small or Local Business
2. Loyal or Regular Donor
3. Financial or Savvy 'Investor'

Ignite GIVING Starting September 1, all donations made through Chimp (up to \$250 per donor) to participating BC charities will be doubled.

Bienfaisance Foundation / BAHANA Matching funds up to \$225,000 generously provided by Bienfaisance Foundation of Canada.

PARTICIPATING CAMPAIGNS

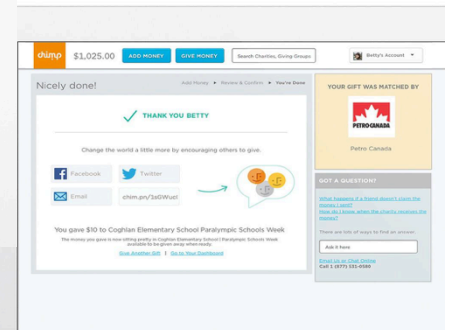
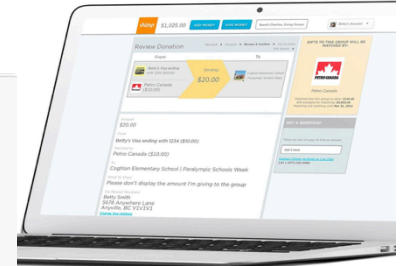
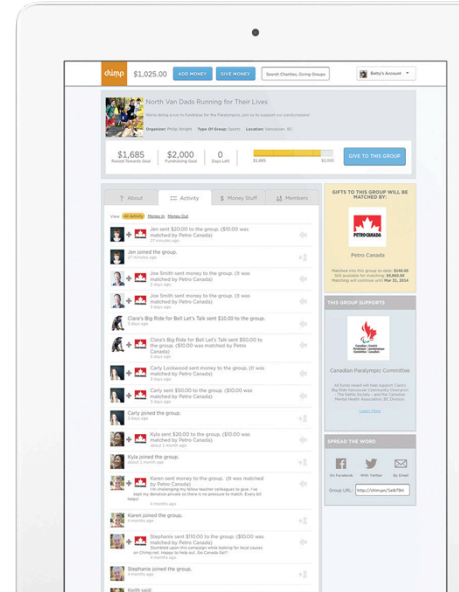
Campaign Logo	Campaign Name	Amount Raised	Action
	"Ignite Your Giving with Arts Umbrella"	\$48,010	VIEW CAMPAIGN
	"Pathways Clubhouse (CMHA Richmond)"	\$41,900	VIEW CAMPAIGN
	"Adopt a Match"	\$39,350	VIEW CAMPAIGN
	"Mission Possible"	\$29,600	VIEW CAMPAIGN
	"Friends of #TechPong (Sponsors)"	\$26,058	VIEW CAMPAIGN
	"Decoda Literacy's Team Trivia Challenge"	\$25,755	VIEW CAMPAIGN
	"Pottery24: A JustPotters Fundraiser"	\$24,118	VIEW CAMPAIGN
	"Double the difference!"	\$23,600	VIEW CAMPAIGN
	"Paddle for Health"	\$23,240	VIEW CAMPAIGN

Add Matching Incentive



Small or Local Business

- Build brand/goodwill
- Have a good story to tell customers
- Connect with potential customers

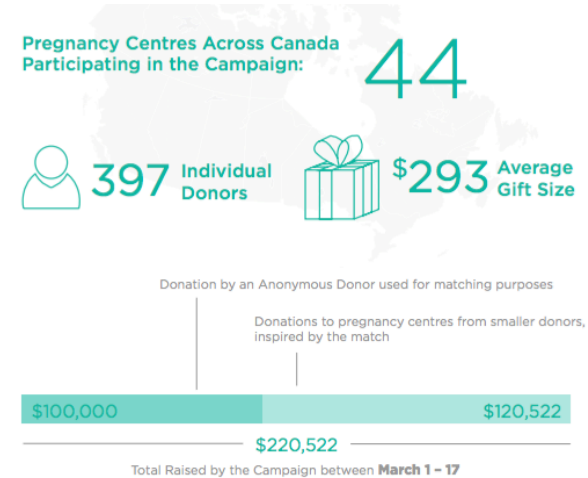


Add Matching Incentive

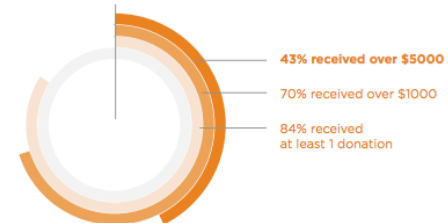


Loyal or Regular Donor

- See others support a cause they love
- Particularly new and younger donors
- Have lot's of trust for a discussion on how donation can best be used



Of the 44 Pregnancy Centre's Giving Groups:



Add Matching Incentive



Financial or Savvy 'Investor'

- Teach a person to fish
- Takes money to make money
- Interested in helping grow the organization to make an impact in the future

Brick by Brick
CAMPAIGN

UMOJA
Operation Compassion Society

\$10,486
RAISED

32 People 9 Groups

[→ GIVE TO THE CAMPAIGN](#)

[+ START A GIVING GROUP](#)

[What is a giving group?](#)

SPREAD THE WORD

Umoja's Brick by Brick Campaign

Your Giving is Matched
Abantu will match your giving dollar for dollar.

\$14,612
Remaining

Abantu
604.431.8006
OVER 21

A photograph of a railway bridge spanning a deep valley. The bridge has two tracks with wooden sleepers and metal rails. The valley is filled with dense green vegetation, and mountains are visible in the distance under a clear blue sky. The text "In Summary" is overlaid in the center of the image.

In Summary

In Summary



- Make your supporter the hero of the story
- Remove the obstacles standing in the way of people giving & getting involved & make them feel awesome after they do give & get involved
- You still have to ask
- Be sure to say thanks and follow up

Thank You!



Contact Info

- brady@chimp.net
- [@bradyjosephson](https://twitter.com/bradyjosephson)
- recharity.ca

Resources

- Winning the Story Wars
- Science of Giving: Experimental Approaches to the Study of Charity

Questions & Answers



Thanks!

chimp.net/charities

peergiving.com

blog.chimp.net

hello@chimp.net

1 (877) 531-0580

#chimpchat

