



# How to Get Outside Your Fundraising Box



THE CULTURAL ENRICHMENT FUND  
PRESENTS...

THE  
RED CARPET  
SOIRÉE

ARTS GALA & SHOWCASE EXPERIENCE

FEBRUARY 27, 2016



# COURAGE

When was the last time you  
were truly courageous in  
your fundraising?

# AGENDA

- 1) The Need for Fundraising Innovation
- 2) Case Studies - 4 Big Risks that Paid Off
- 3) Fundraising Innovation Framework
- 4) Q&A



Who is this guy?

And why does he think  
he knows what he's  
talking about?

# career fundraiser



CFRE<sup>TM</sup>





*providing fundraising strategy,  
training & coaching to small nonprofit  
organizations*







*Well here I am baby,  
practice what you  
preach*

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# slides?

[productivefundraising.com/resources](https://productivefundraising.com/resources)



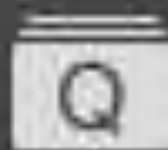


# zoom

Video Conferencing



Participants



Q&A



Polling

Share

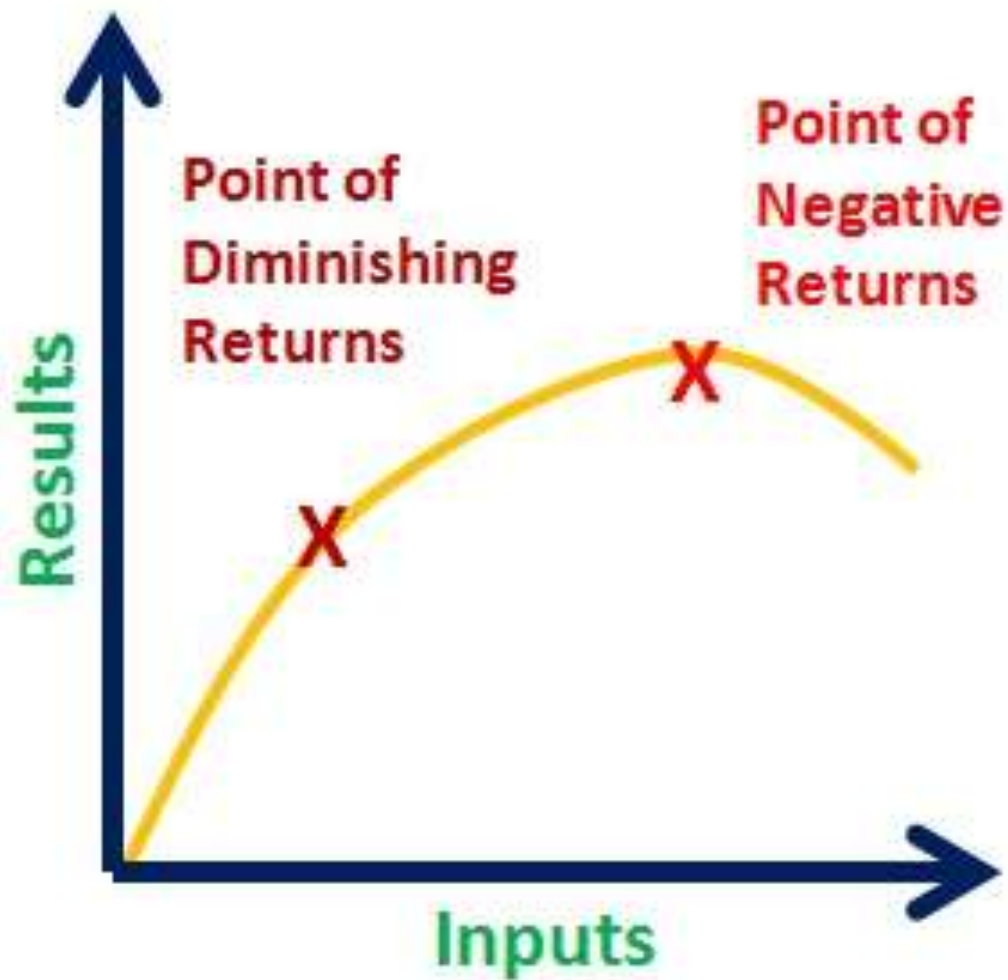
# The Need for Fundraising Innovation







If it ain't  
broke,  
don't fix it.



why are we afraid  
to innovate?



**Failure is no  
longer fatal,  
but we still act  
like it is**



How Many NEW  
Strategies Are in Your  
Organization's  
Fundraising Plan This  
Year?



# Case Studies

## 4 Big Risks That Paid Off











holistic fundraising



# THE NEW RULES OF FUNDRAISING from the donor

# **Rule 1 Trust** is key. Increasingly I make purchasing decisions, including donations, based on peer recommendation whether its from friends or even other customers/donors.

*The best advice I have is to listen to some of the*

# **Rule 2** Everyone is a potential donor. And this connected world means I just know who I know.

*Empowerment can be a powerful message*

# **Rule 3** The 'social capital' I have with my network of friends, family and colleagues will always be greater than the social capital your charity has with my network friends, family and colleagues.

*Use it!*

@ifundraiser

+100%





**Hope & Homes**  
for Children

writing by hand to  
**ALL** regular donors

18 May 2016

Dear Mr Smith

Thank you so much for your ongoing support and your monthly donation. You may know that since you started to support us in this way in 2002 you have given almost £2,000. Thank you. This is the equivalent cost of helping us to find and train 8 foster families to provide loving homes for some of the world's most vulnerable children.

Thank you

**Because of your support, children like Eugen no longer face life in a loveless orphanage.**

**We are committed to closing orphanages and ensuring that one day no child will suffer life in an institution. Your regular gift will help us to ensure vulnerable babies and children can grow up in loving families instead.**

You can read Eugen's story on the back of this card.

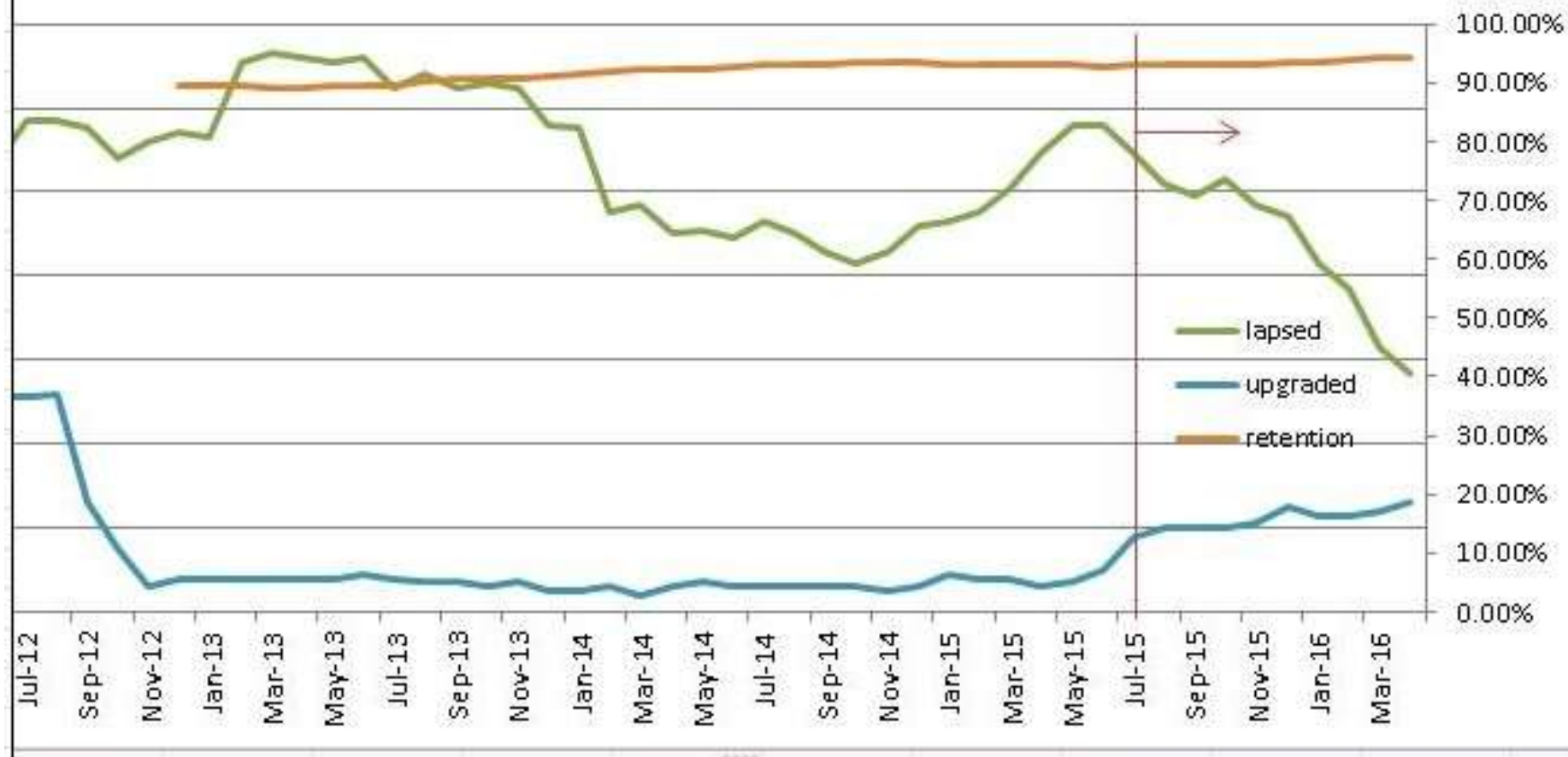
With best wishes

Joe Sutton



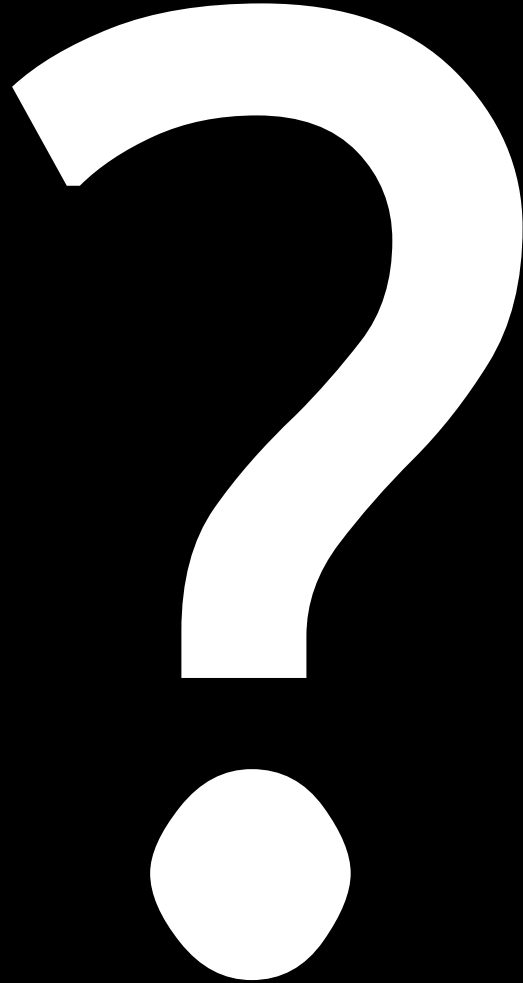
**THASKING**

## 12 month cumulative Regular Giving stats





**CULTURAL  
ENRICHMENT  
FUND**














The image shows a red carpet event space. A long red carpet runs down the center of the room. The walls are a deep red color, and the ceiling is made of dark, curved wooden slats. On the left and right sides of the carpet, there are small, round, black floor lights that are turned on, casting a warm glow. At the end of the carpet, there is a white backdrop with text. On either side of the backdrop, there are floral arrangements and small, round, black floor lights. The overall atmosphere is elegant and formal.

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lesliegilbert  
PHOTOGRAPHY



which one?





# Fundraising Innovation Framework



# STEP 1

carve out time to  
find new ideas



How Much Time Do  
You Spending Reading  
During the Average  
Work Week?





@fundraiserchad

RECOMMENDS

the best BOOKS to optimize your fundraising

[productivefundraising.com/resources](https://productivefundraising.com/resources)



[productivefundraising.com/resources](https://productivefundraising.com/resources)



# STEP 2

look for inspiration  
from unusual sources





# **Harvard Business Review**

# STEP 3

always be prepared  
to capture ideas







ADD  
NOTE TO  
PRESENTATION



# STEP 4

build ED / board trust to  
allow implementation

show them the  
numbers

## Evaluation Sheet for New Fundraising Ideas

[illegible]

[productivefundraising.com/resources](http://productivefundraising.com/resources)



**ALL**

## Evaluation Sheet for New Fundraising Ideas

on	Potential Revenue (1-low, 10-high)	Effort (1-very hard, 10- very easy)	Likely Success (1-low, 10-high)	Uniqueness (1-not unique, 10-very unique)	(1

start small

build it gradually

# STEP 5

test & repeat





The End!

# further learning

## @fundraiserchad







**4/25 @ 12pm (eastern)**

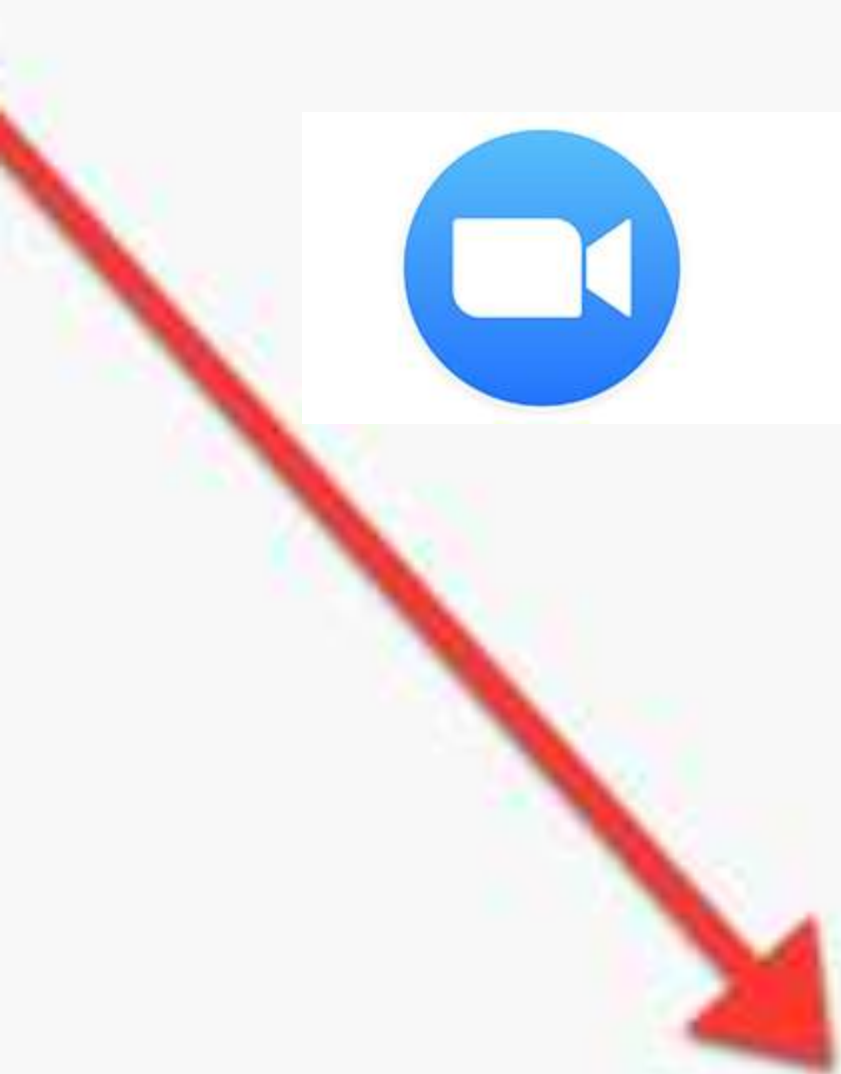
# questions





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