

THE BEST FUNDRAISERS OF 2021

Creative Campaigns That Raised More



WEBINAR AGENDA



- The Best Campaigns & Events of 2021
- Tools to Drive Giving & Engagement
- Promotional Ideas that reach Donors



Scott Couchman

Training Manager
MobileCause

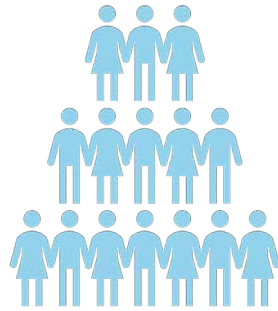
POLL



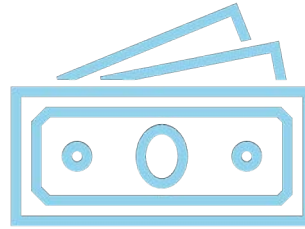
What are your Spring '22 fundraising event plans?

1. Have in-person event(s) planned
2. Have virtual event(s) planned
3. Have hybrid event(s) planned
4. In final stages of deciding what to do
5. Holding off to see what the future holds

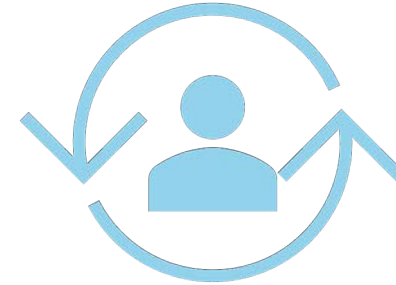
Looking Back: How 2021 Has Shaped Up



**Number of donors
up 10%**




**Fundraising dollars
up by 6%**



**Retention of new
donors up by 13.6%**

Source: The Nonprofit Times

Thanks to our amazing customers for letting us share their successes in the hopes it inspires others!



The Best Fundraisers of 2021: Creative Campaigns That Raised More



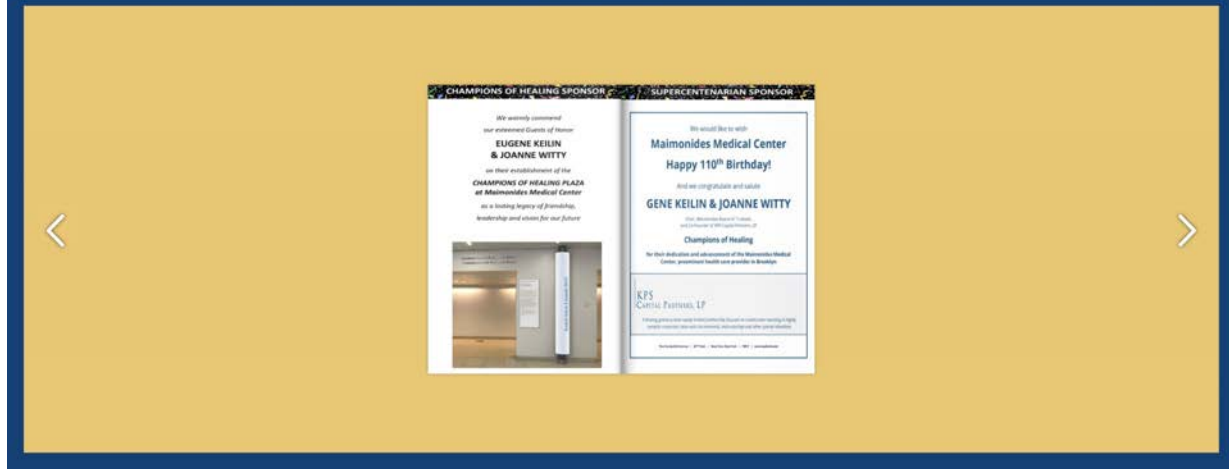
"Why We Love It"

Strategy Spotlight:

Event Page

- Showcased progress towards goal that encompassed all three events
- Shared virtual program: Birthday Journal

BIRTHDAY JOURNAL



Rita Cosby

Broadcast Host



Jimmy Kimmel

Virtual Guest Host



Marisa Tomei

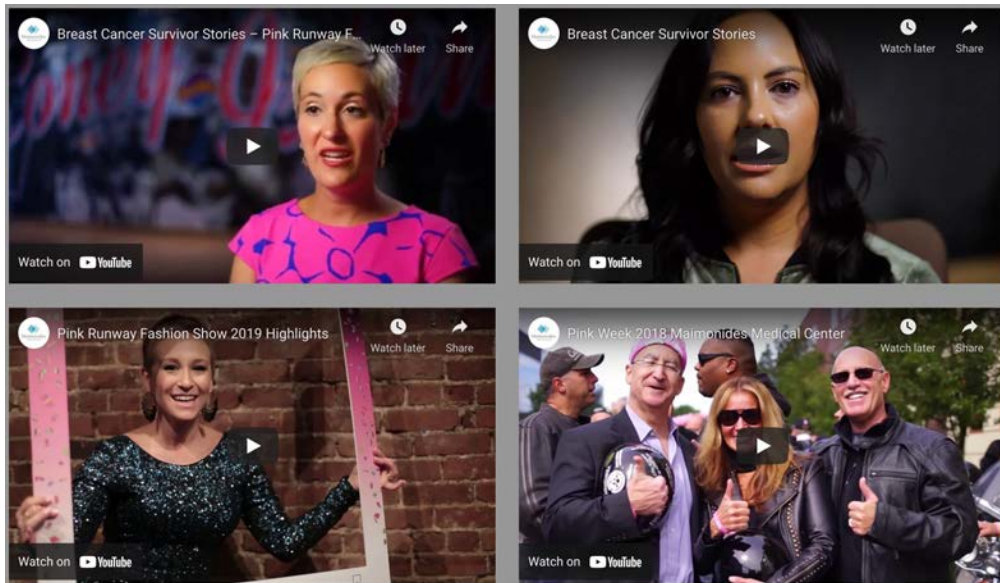
Birthday Greetings

"Why We Love It"

Strategy Spotlight:

Event Page

- Included info on hosts, honorees, participants, and numerous sponsors
- Shared impactful videos, images, and quotes from beneficiaries



PINK HEROES



Dr. Charusheela Andaz
Associate Director, Breast Surgery



Dr. Susan Burdette-Radoux
Associate Director, Hematology and Oncology



Dr. Brian D. Cohen
Surgical Director, Division of Wound Care



Mona Foundation

September 3 at 2:19 PM · 🌐

Rainn Wilson is hosting our 2021 virtual Gala on Sunday, September 19, at 11AM PT! Go to www.monafoundation.org to register or watch live on Facebook! Our partner projects from 19 countries will be there. Andy Grammer will be there and so will the [Splinter Dance Company](#). Rainn will auction off a Land Rover DEFENDER 90 S, donated by [Jaguar Land Rover Bellevue](#)/Seattle, and a dinner with him and a few of his Office pals! Go to monafoundation.org to BID NOW in our Auction for Goo... [See More](#)



MONAF FOUNDATION.ORG

Rainn Wilson is hosting our 2021 virtual Gala!

[Learn More](#)

"Why We Love It" Strategy Spotlight: Virtual Event

- Increased reach and giving by taking an event virtual
- Promoted Fund-a-Need throughout event vs. once at in-person gala
- Silent Auction: 2 weeks before event, open to everyone, closed at end of event
- Kept program to 60 minutes vs. 3-4 hours in-person
- Organization will include virtual in all events going forward to increase reach

SATURDAY, MARCH 27 EVENTS



AWE-INSPIRING
HELICOPTER DISPLAY
11AM-12PM

Hosted by the School of Aviation. Helicopter landing and display for the family. Come sit in the cockpit and speak with our pilots to learn more



YOUR DIGITAL PROFILE -
Auditing Your Digital Self
11AM-12PM

Hosted by the School of Business. Log-in and discover three new ways to boost your professional digital profile to advance your career. Join us from



WELCOME BACK
LUNCHEON
12PM-2PM

Hosted by Middle Georgia State University President, Dr. Christopher Blake. Join President Blake, fellow alumni, friends and faculty to

SIGN UP

SIGN UP

SIGN UP

SUNDAY FINALE, MARCH 28

6:00 PM - 8:30 PM
CHERRY BLOSSOM TUNES AND BALLOONS
Back Entrance Lawn

Hosted by Middle Georgia State University and Cherry Blossom Festival

Grab a lawn chair and a cooler and come celebrate the final day of Alumni Weekend and the Annual Cherry Blossom Festival for Tunes & Balloons! Join us for an afternoon of family fun with live music featuring Macon Pops, inflatables for the kids, tethered hot air balloon rides, and fireworks finale!

Cost for entrance to Tunes & Balloons - \$5 per person, \$10 hot air balloon ride

PURCHASE TICKETS

6:00 PM - 8:30 PM
MGA ALUMNI VIP TENT - ticket purchase required
Back Entrance Lawn

Hosted by Middle Georgia State University Alumni Association

Ticket covers entry fee for the Tunes and Balloons event and VIP tent ticket. Food & Beverage included in entry fee for VIP tent. Enjoy the glowing hot air balloons until 8:20 pm before the fireworks go off! **Registration required.**

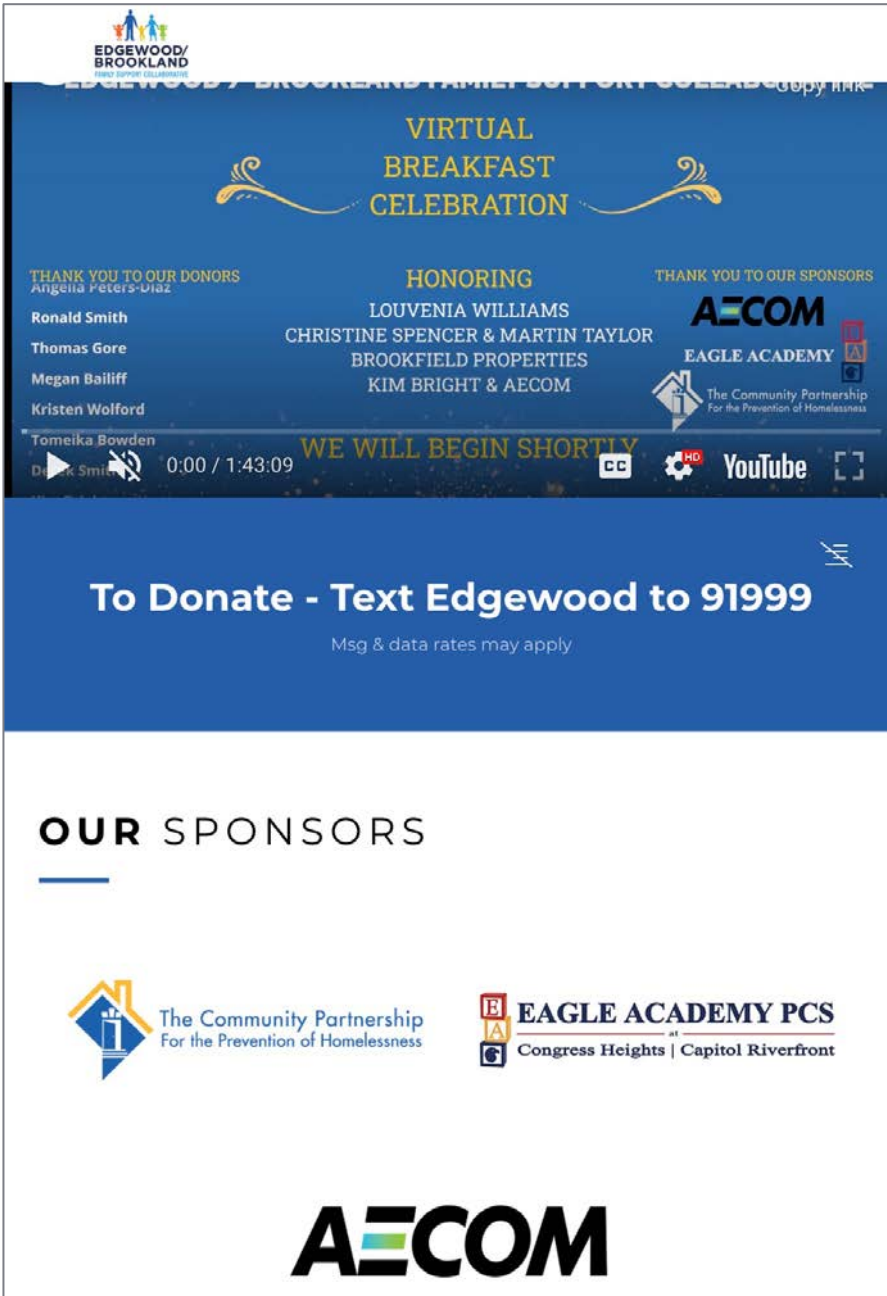
\$15 Alumni VIP tent, \$7 kids 10 and under, FREE for kids 2 and under. Reservation Required.

Cost includes gate entry and VIP parking.

"Why We Love It" Strategy Spotlight:

Hybrid Events and Virtual Elements
Increases participation and makes giving
easy for donors

- Offered a virtual event for remote participation
- Used online ticketing and contactless check-in
- Promoted online giving and text-to-donate



"Why We Love It" Strategy Spotlight: Sponsorship + Promotions

- Build connection and excitement while ensuring promotions are seen and heard
- Shared event details, speakers and program information leading up to event
- Included information on the impact of giving
- Made phone calls to invite key donors
- Made announcements and reminders on social accounts
- Tagged ambassadors, donors and influencers on social media
- Sent event countdown text messages to build event anticipation



WE THANK CROSS RIVER BANK, OUR SPONSOR OF THE GAME

"Why We Love It" Strategy Spotlight: Sponsorship

- Make joining as a sponsor at any level a breeze
- Shared online sponsorship registration forms
- Showcased sponsors on Event Page/website with links
- Gave shoutouts to sponsors during event and on event materials
- Sent text messages with easy sign-up instructions and links

1 Tickets 2 Guests 3 Confirmation



7th Annual Knights Golf Tournament Event

4 Person Team Player 0 +
Complimentary

Individual Player 0 +
Complimentary

Consider adding a donation

\$ 0.00

Attribute your support to:

Contact information

First Name *

Last Name *

Zip *

BUY TICKETS



Terms and Conditions
Privacy Policy

"Why We Love It"

Strategy Spotlight:

Online Registration and Ticketing

- Offered a virtual event for remote participation
- Used online ticketing and contactless check-in
- Promoted online giving and text-to-donate

Lunch Sponsor 0 +

\$2,000

One 4-person team, sponsor signs on tables, logo on website, recognition in eNewsletters.

Hole Sponsor 0 +

\$1,500

One 4-person team, sponsor sign at the hole and recognition at the tee, logo on website, recognition in eNewsletters



Text **AGC** to **91999** to donate!

Msg & data rates may apply



THANK YOU

- ♥ Robert Wimpelberg \$250
- ♥ Richard R. Torres \$513
- ♥ Gayle Fallon \$100
- ♥ Andrea White \$100
- ♥ Betty Taylor \$100
- ♥ Jo Ann & Oliver Burbridge \$500
- ♥ Charles Savage \$50

"Why We Love It" Strategy Spotlight: Text Messaging

- A personal communication tool that meets donors where they are the most
- Addressed donors by name when possible
- Sent save the dates ahead of time
- Shared reminders, links to videos, images and impact
- Thanked donors and shared gratitude for support



"Why We Love It" Strategy Spotlight: Peer-to-Peer Fundraising



- Used both individual and team volunteer fundraisers to boost reach and giving
- Engaged 186 peer-to-peer fundraisers
- Sent fundraisers campaign information via text message
- Set default donation to monthly to boost recurring giving
- Included the Pay Processing Fee for registrants/fundraisers
- Raised \$36,058.52 - over \$16,000 above goal
- Made 10x their investment in MobileCause with just one event



Aila and Elise

I'm fundraising for Mars Planet Foundation because they do amazing work, and I'm inviting friends like you t...

TOTAL RAISED \$103.40 GOAL \$200

[VIEW](#)



Alaina and Caden

I'm fundraising for Mars Planet Foundation because they do amazing work, and I'm inviting friends like you t...

TOTAL RAISED \$102.55 GOAL \$150

[VIEW](#)



Bknox4Pres

I'm fundraising for Mars Planet Foundation because they do amazing work, and I'm inviting friends like you t...

TOTAL RAISED \$25.85 GOAL \$50

[VIEW](#)



"Why We Love It"

Strategy Spotlight:

Peer-to-Peer Fundraising

- Used both individual and team volunteer fundraisers to boost reach and giving
- Sent fundraisers campaign information via text message
- Raised \$217,144.99 - above goal of \$215,000





Choose amount

\$100

\$500

\$750

Other

\$

100.00

☒ I have read and agreed to the terms and conditions.

Make your gift recurring

One Time

Monthly

Quarterly

Annually

☒ I would like to cover the payment processing fee.

☐ Please make anonymous

Donation amount

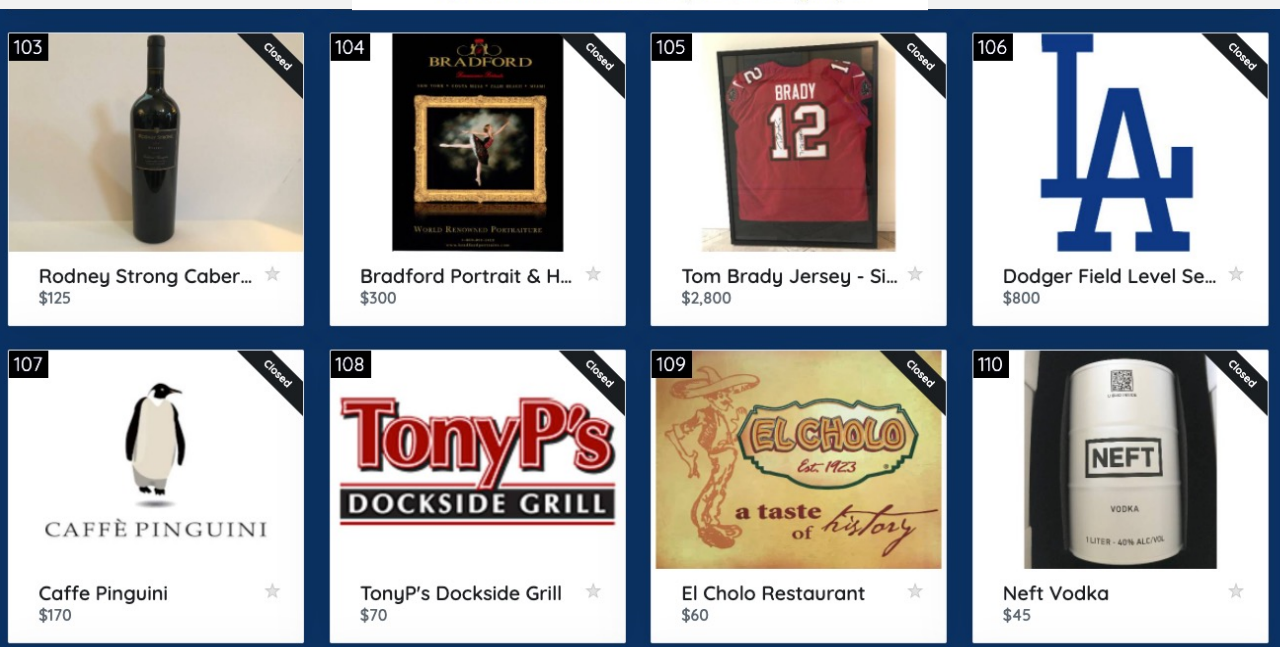
\$102.65

 Donate Now

"Why We Love It" Strategy Spotlight:

Best of both Worlds – MobileCause Event Page + GiveSmart Auction

- Allowed supporters to browse, bid and buy remotely
- Opened online auction up before event to increase participation
- Promoted auction online, on Event Page and within event program
- Viewers could also donate on main auction page
- Social logos allow for easier sharing to increase awareness



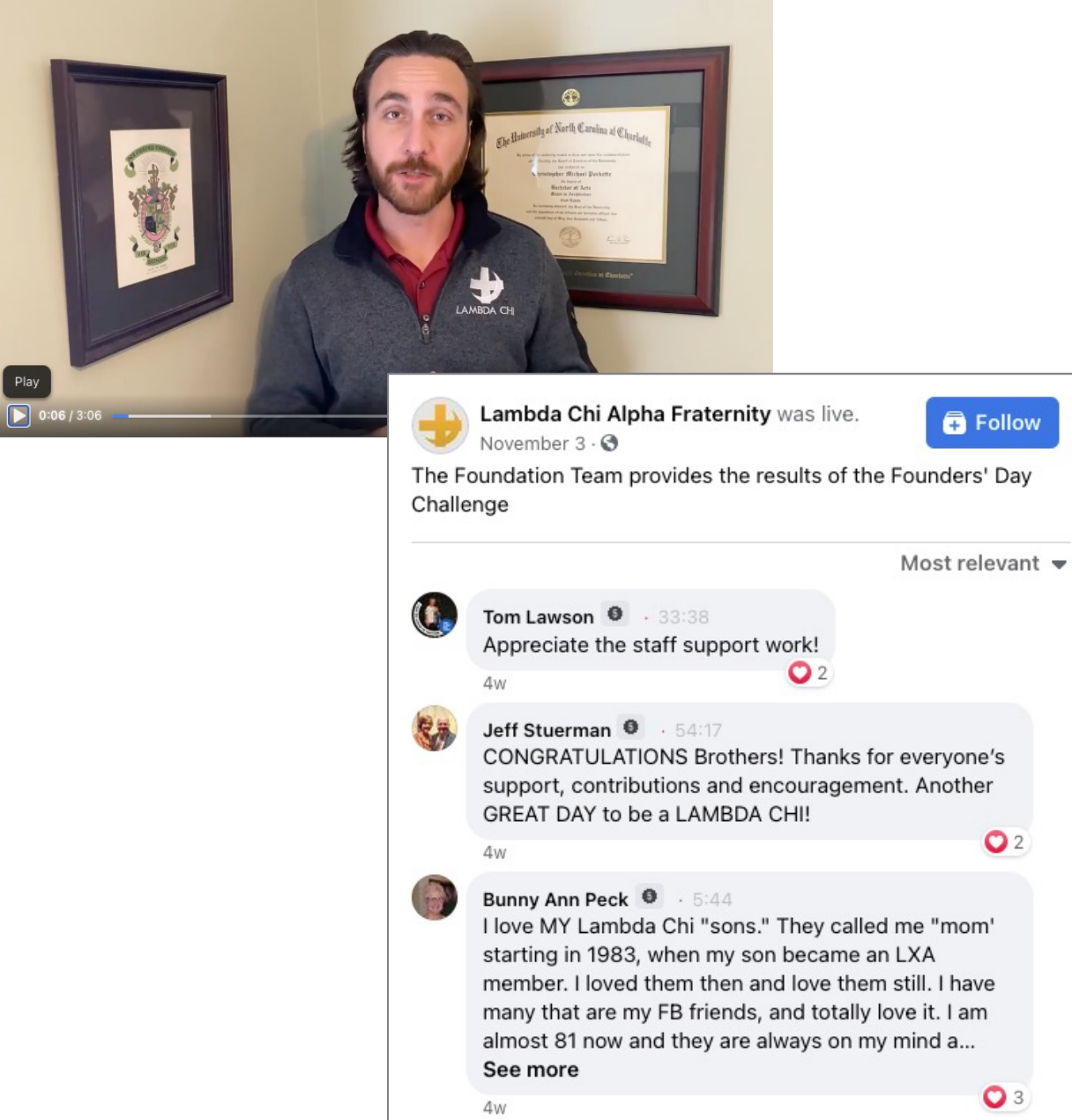
"Why We Love It" Strategy Spotlight: GiveSmart Online Auction

- Featured virtual event on page
- Promoted text-to-donate details broadly
- Showcased progress bar
- Featured and thanked sponsors prominently
- Used broad multichannel promotions
- Raised \$316,876 from 156 donors



"Why We Love It" Strategy Spotlight: Sharing + Thanking

- Utilized video messages
- Relied on real testimonials from impact made
- Allows the donors & sponsors to see who they impacted



"Why We Love It" Strategy Spotlight: Sharing + Thanking

- Utilized their audience on Facebook to promote campaign and share stories
- Showcased progress regularly
- Encouraged engagement from community to attract new and reoccurring donors



We hope these examples of 2021 fundraising campaigns help motivate you in crushing your 2022 goals!

Fundraising Strategies to Know for 2022

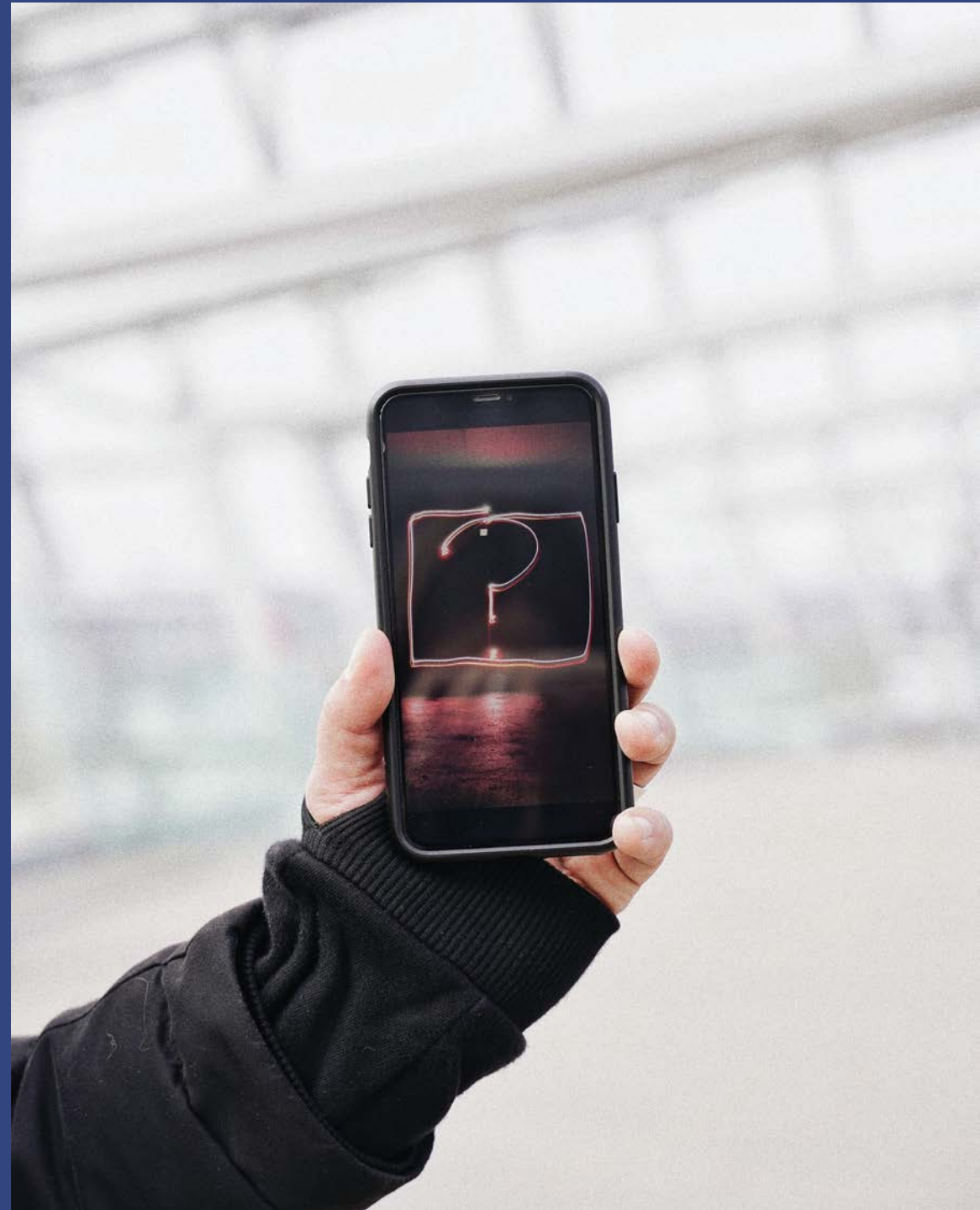
- Digital and virtual fundraising is here to stay
- Keep a focus on donor retention
- Recurring giving is more crucial than ever
- Ambassadors and social media reign over expanding reach

QUESTIONS & ANSWERS



Scott Couchman

Training Manager
MobileCause





Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



Customer Support Team:
support@mobilecause.com