Online Fundraising for Nonprofits or “Love in the Time of Cholera” or Fundraising in the Time of COVID-19

Utah Nonprofits Association
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A little about me

Devin Thorpe, author of the book Crowdfunding for Social Good, has helped nonprofits raise millions of dollars, training organizations in best practices from coast to coast and internationally. Devin travels extensively as a volunteer doing service, as a journalist finding heroes and as a speaker sharing what he’s learned. As a Forbes Contributor, he covered social entrepreneurship and impact investing, reaching an audience of over 2 million people. He produced 1,200 episodes of his Your Mark on the World show featuring luminary change agents, including Bill Gates. A bestselling author, his books—read over 1 million times—helps people use money for good. He earned an MBA at Cornell. Frequently finding himself on airplanes, Devin is grateful to be middle-seat-sized. Seeking to do the most good he can, Devin has chosen to run for Congress to serve the people of Utah's 3rd District.

The Utah Nonprofits Association is not endorsing any one candidate for elected offices. To learn about candidates and additional voting options please go to vote.utah.gov/

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Plan a Giving Day/Week/Month

• Pick a time 30 to 90 days from now
• Set a reasonable goal—it probably $10,000 to $50,000
• Recruit volunteers
Platforms

crowdrise™
If you don't give back no one will like you

Classy

FundRazr

FUNDLY
Fundraising For All

mightycause
RECRUIT VOLUNTEERS

Make public and personal requests for champions
Organize into two or three groups

- **BOOSTERS - SOCIAL MEDIA ONLY**
- **CHAMPIONS - SOCIAL MEDIA AND EMAIL**
- **PARTNERS - SOCIAL MEDIA, EMAIL AND PHONE CALLS**
- **FACT: SOME VOLUNTEERS WON'T DO ANYTHING**
Train and Prepare the Boosters

- Prepare a 10-minute or shorter YouTube how-to be effective online
- Prepare draft social media posts on a schedule in a Google Drive or Dropbox folder that is easy to access
- Send daily reminders with links to institutional posts and tweets that can be reshared and retweeted
Train and Prepare the Champions

In addition to the training for Boosters, schedule a zoom call with more training about effective email.

Effective email is 99% percent about personalization and customization.

The last 1% is making a clear ask for donations and including a working link to make the donations.

Encourage Champions to send 100 personalized emails to their friends.
Train the Partners

In addition to the training for boosters and champions, hold another call to talk about effective calling.

Encourage them to call their 30 closest and best friends.

Teach them to send a text or email follow up regardless of the outcome of the call.
Fundraising expectations: Boosters

AN EFFECTIVE BOOSTER CAN RAISE UP TO $500

KEY: COMPELLING POSTS
Fundraising Expectations: Champions

An effective Champion can raise up to $4,000

Up to $500 can come from social media

Effective email efforts can raise money from 50% of recipients, averaging $75 per email

100 x .5 x $75 = $3,750
Fundraising Expectations: Partners

- An effective Partner can raise up to $6,500
- Up to $500 from social media
- Up to $3,750 from email
- Effective phone calling should yield an average of $50 per person for everyone on the list
- $2,250 from 30 x $75
Fundraising Expectations Overall

- Average results will probably fall around half the potential
  - $250 per Booster
  - $2,000 per Champion
  - $3,000 per Partner
Fundraising Expectations

10 BOOSTERS - $2,500
5 CHAMPIONS - $10,000
3 PARTNERS - $9,000
TOTAL: $21,500
YOUR RESULTS WILL VARY.