

THE ANATOMY OF A SUCCESSFUL FUNDRAISER

FIG. 1



FIG. 2



FIG. 3

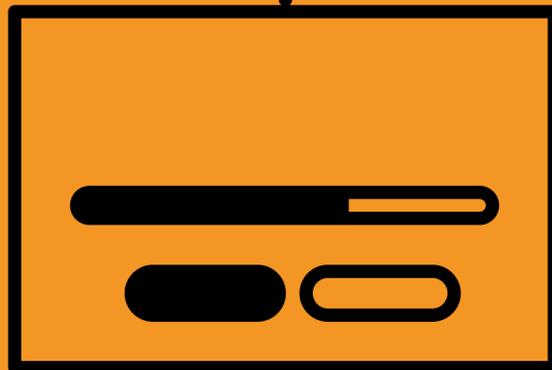


FIG. 4



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Introduction

A good example is a powerful learning tool. To understand an idea or learn a new skill, we often need someone to demonstrate it. Here at Classy, we're always trying to stay on top of the most effective fundraising and development techniques, and we learn a ton from the outstanding nonprofits using our platform. To help you take advantage of some of these great strategies, we have looked into 10 successful campaigns we have seen on the platform and gathered some great lessons for you.

In each example, we will tell you a little about the organization and its work. Then we will walk you through the best practices that helped them create these powerhouse campaigns. At the end of each section, we will highlight some simple takeaways to consider when planning your next campaign.

Let's get started!

1 | Barbells for Boobs

Empowering fundraising team captains for success

Who They Are

Barbells for Boobs empowers people to take action in breast cancer, and they provide early detection and post-diagnosis services for anyone affected. Founded in 2009, the organization brings local communities together to fundraise and help detect potentially life-threatening breast cancer occurrences. They have:

- Helped navigate **178** people to breast health resources
- Detected **344** cases of breast cancer
- Served **23,080** individuals
- Provided **44,592** procedures

Success

Barbells for Boobs hosts an annual peer-to-peer fundraising campaign, during which different CrossFit® gyms across the U.S. sign up as fundraising teams. The organization contacts each team captain and gives them the coaching resources they need to lead a group of fundraisers to success. In 2017, the top fundraising team—Strong Together Fitness—had 29 total members and brought in \$11,121 alone.

How'd They Do It?

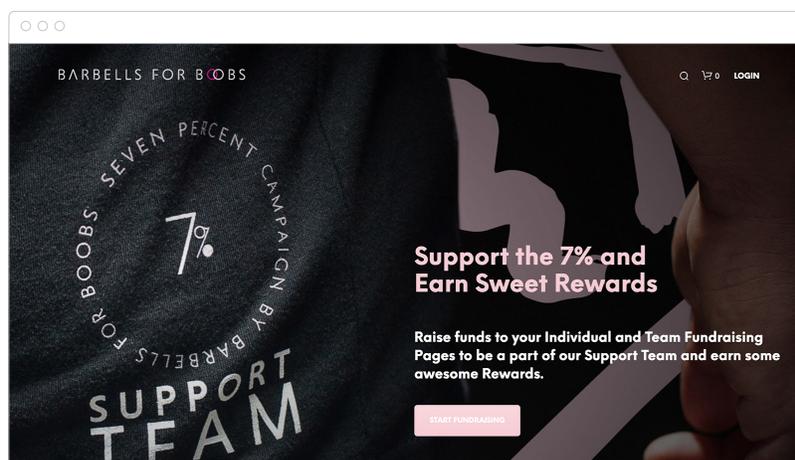
While activating different fundraising teams invites a healthy sense of competition, Barbells for Boobs also works to sustain collaboration between the teams as well. The organization creates Facebook groups for captains to share best practices and connect with one another for support.

The team at Barbells for Boobs will routinely visit the gyms that are fundraising, work out with them, and make sure the team captains are effectively engaging fundraisers. Throughout the campaign, the team captains stand as fixed points of motivation, support, and leadership for their fundraisers, empowered from the top down.

Barbells for Boobs also knows their market well and feeds the healthy competition between gyms. They understand that people want the bragging rights that come with raising more money than the rest of the pack.

Thus, team captains encourage their fundraisers with incentives passed down from Barbells for Boobs, like shirts, posters, and water bottles. Fundraisers receive different swag based on how much they raise.

For example, there's a special shirt given to the top fundraiser in each state. This State Champ shirt is so exclusive, not even Zionna Hanson—the founder of Barbells for Boobs—has one.



They also present the relevant information on their campaign page about how to fundraise for these incentives and what makes you eligible to receive them. Details like these can clear up any confusion for your fundraisers to avoid problems further down the road.

To be eligible to earn Rewards you must fundraise through Individual and Team fundraising pages. The Individual Rewards you earn are based solely on the total attributed to your individual page and Team Rewards earned are based solely on the total attributed to the team page, which is the sum of all individual members! Creating a fundraising page to support the 7% is easy!

SIGN UP TODAY

You will be notified prior to your Support Team Rewards shipping, we're doing our best to get them fulfilled asap! Fulfillment on the individual Lifter will be supported by Reebok and fulfillment on the team Barbell will be supported by Eleiko and can be expected to receive early 2018.

Bottom Line

- Team captains are responsible for motivating entire groups of people, so **give them the right resources to get the job done**
- **Get creative with these resources**, like the exclusive incentives
- **Encourage captains to celebrate success among their teams and broadcast it** to their networks to keep the competitive spirit alive

2 | Haiti Partners

Using creativity to drive a fundraising campaign

Who They Are

Haiti Partners works to help Haitians change their country through education. They believe that for Haiti to address its many challenges, the country's children need quality education—an education that helps them develop their potential, think outside the box, and improve their communities from within.

Success

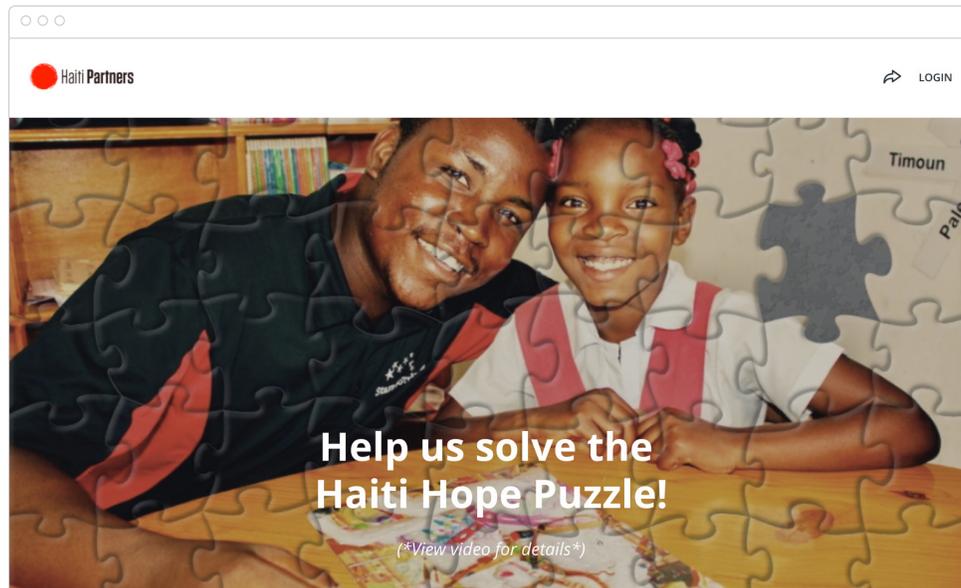
To support the many students they serve, Haiti Partners started a fundraising campaign with a \$50,000 goal to turn a giant photo into a 300-piece puzzle. The creative campaign invited people to donate in order to claim a piece of the puzzle. Once completed, the puzzle would be hung in the Haiti Children's Academy as a symbol of hope for the future.

By the time the campaign ended, Haiti Partners had reached 112 percent of their goal, bringing in \$55,892 from 223 supporters.

How'd They Do It?

Haiti Partners built this campaign around the end of their fiscal year, which is in June. The \$50,000 goal would push them into their new year with force while also providing the community with a symbol of success and inspiration.

One of the reasons the campaign worked so well is that it assigned an individualized sense of worth to each donor. When a person donated, they played a tangible role in the campaign’s success—they put down another piece of the puzzle.



Whether you single donors out by naming them as donor “X” who helped fund your campaign, or provide them a tangible piece of your goal, this personalized approach can help donors recognize their own impact more easily.

Another successful part of the organization’s strategy was the executive director’s effort to film videos of the people impacted by the campaign. To bring the message of hope behind the puzzle to life, and



to donors in a different country, he filmed moments with the kids at the school or people living in the community.

To further inspire donors to give, Haiti Partners hosted two separate matching gift periods over the course of their campaign. Each was funded by a generous donor—one from a company, the other from a husband and wife.

The first matching gift period of \$15,000 was scheduled to run from the beginning of the campaign, June 3, through the third week of the campaign, June 23. This helped build excitement and drive donations during the start of the campaign and through the anticipated mid-campaign lull.

From June 23 through June 29—the final week of the campaign—Haiti Partners announced the second matching gift of \$10,000. This invigorated donors to sustain the campaign’s momentum through its final week and exceed the fundraising goal of \$50,000.

Bottom Line

- **Get creative with how you make donors feel a special**, individualized sense of worth
- **Get staff leaders to film messages that keep donors connected to the mission**
- **Use tools like matching gift periods** to engage supporters during low-activity or strategic periods of the campaign

3 | Citizens' Climate Lobby

Strengthening Your Recurring Giving

Who They Are

Citizens' Climate Lobby is a grassroots advocacy organization focusing on national policies to address climate change. Since 2007, they've mobilized supporters to address concerns of local communities through volunteer-led events. Further, they train these volunteers to build relationships with elected officials, the media, and their local community to bring about change.

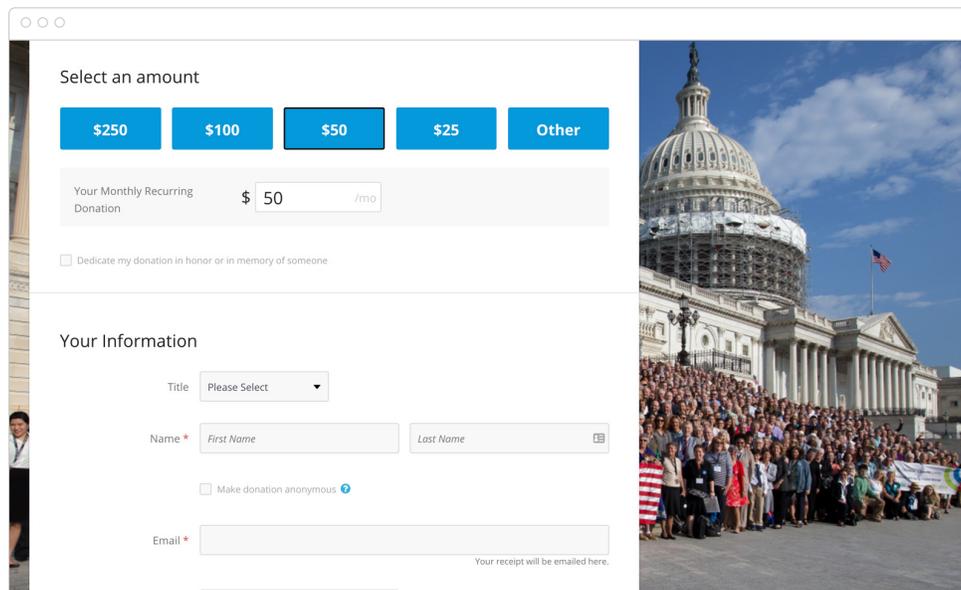
Success

In 2017, Citizens' Climate Lobby hosted a campaign to raise \$17,000 in new monthly donations for the organization. With this funding, they would be able to hire two congressional liaisons to join their staff in Washington, D.C.

By the end of the campaign, they acquired 403 new recurring donors, more than doubling their pool of monthly donors and bringing in an average gift size of just over \$31. Efforts on this campaign secured more than \$18,000 in new recurring donations.

How'd They Do It?

The donation page makes a clear, tangible, and impact-focused ask: help hire two new staffers to lobby Congress. They also designed the campaign to bring in monthly donors, so once someone clicks the donate button, the donation page only offers a giving option to donate monthly.



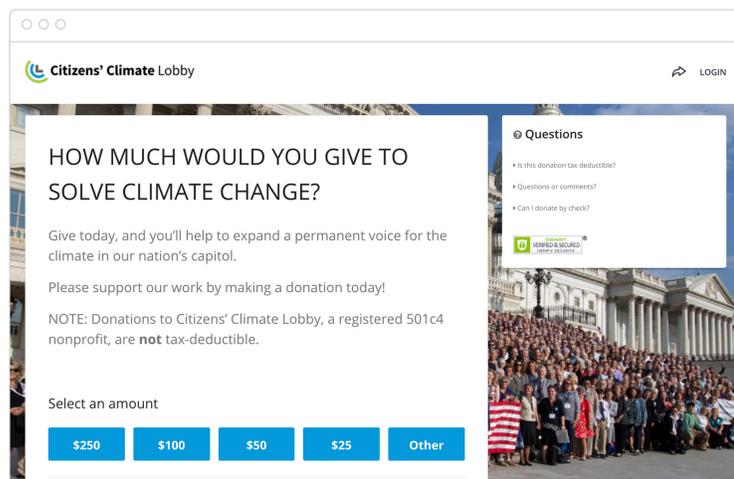
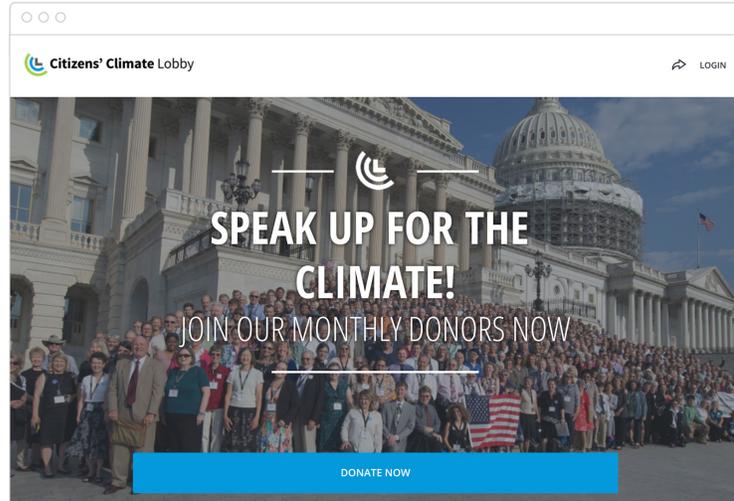
Within Classy, you can configure your donation pages to offer the following giving options:

- **Monthly and one-time donations**
- **Only one-time donations**
- **Only monthly donations**

Regardless of which donation options you allow, it's best practice to customize the look and feel of your donation page to fit your campaign and appeals—imagery, text, photos, and headlines. Make it match so that when a prospective donor moves from the campaign page to the donation page it's a seamless experience that boosts their confidence they're in the right place.

Check out how Citizens' Climate Lobby's campaign and donation pages use the same background image and language about speaking up.

To get people to this campaign page, volunteers around the country hosted Citizens' Climate Lobby events to tap grassroots activity in different communities. Everyone who attended one of these events was asked for their email address, which was then sent to the headquarters to be added to the email list.

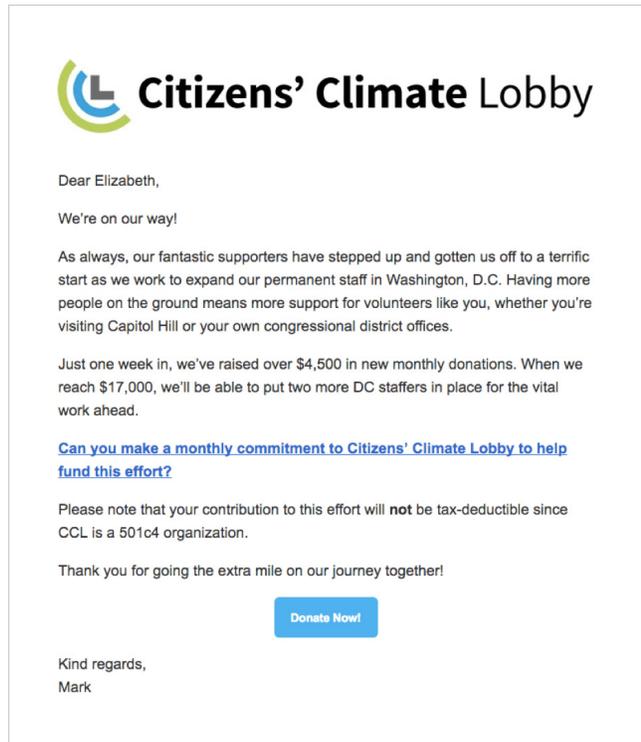


From there, the organization sent out weekly briefings on climate news to all supporters, with a call to action to donate at the end of each one. Citizens' Climate Lobby also emailed appeals for their fundraising campaigns, like the monthly giving one above.

Notice how they gave updates on how much they'd already raised in the example to the right, demonstrating their momentum and inviting the reader to join in.

Bottom Line

- **Empower your supporters to take charge of events**, like the Citizens' Climate Lobby volunteers did with their community events
- **Trust your supporters with your mission and it can pay dividends**—even if it's only growing an email list
- **Engage with supporters at a grassroots level to help you build entire communities of supporters**
- **Carry the same look and feel** across your appeals and campaign and donation pages



4 | Prison University Project

Using strong storytelling to inspire fundraising

Who They Are

The Prison University Project exists to provide higher education to people at San Quentin State Prison. They also support and raise awareness for increased access to higher education for incarcerated people and criminal justice. Since 2003, the Prison University Project has provided material, administrative, and financial support to the College Program at San Quentin. In 2006, they were officially incorporated as an independent nonprofit organization.

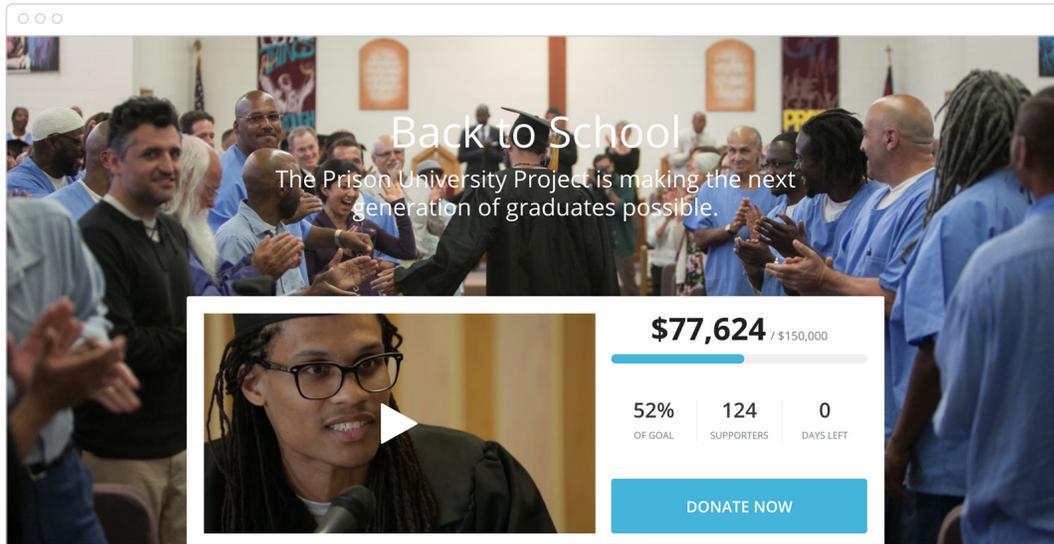
Success

The Prison University Project hosted a 2016 Fall Semester Fundraiser campaign to help cover the costs associated with providing college courses to their students for free. Strong, impactful storytelling helped the campaign raise \$77,559.

How'd They Do It?

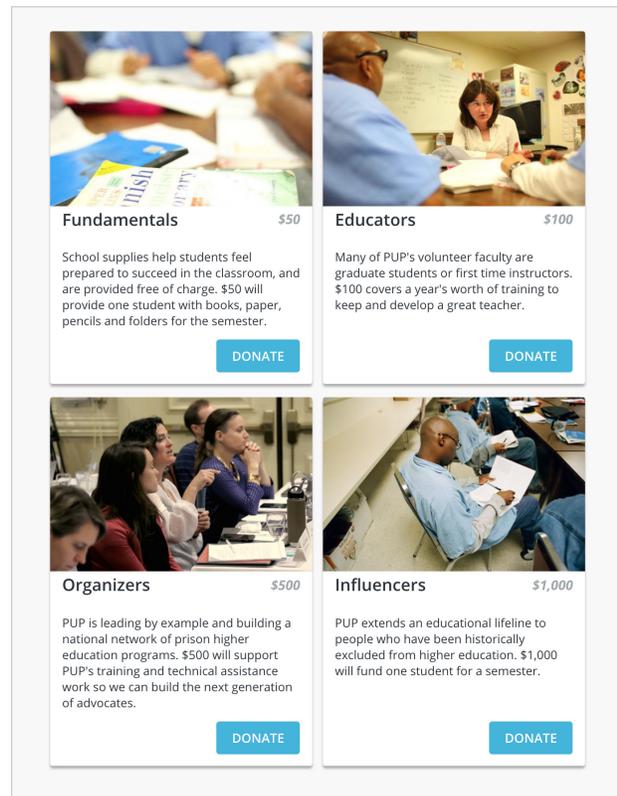
A major part of the Prison University Project's mission is humanizing the image of incarcerated people in the public's eye, so the organization shows their impact on real people, instead of just telling it. Thus, one of the strongest elements that drove donations to their campaign was effective and compelling storytelling.

On their campaign page, right off the bat, we see a high-quality hero image of one of the graduates walking down the aisle to receive their degree. Since the hero block is what people see first, it's important to put a photo up that's relevant to your fundraising cause.



This photo of the graduation ceremony feeds directly into a video of the valedictorian from the class giving his speech to the other students. The video is also strategically placed right next to the donate button, so people can support the campaign the second they feel inspired from the video's story.

The Prison University Project also took advantage of Classy's impact blocks to tell the other parts of their story outside of the graduation ceremony. Each block showcases how a different giving level



makes a difference for beneficiaries. If you give \$50 you help supply one student with books and supplies for a semester. If you give \$100, \$500, or \$1,000, you can fund the training of educators, organizers, and even the cost of one student's entire semester.

These impact blocks can detail aspects of your story and invite donors to make a specific impact on your programs and the people you serve. As a donor, you get to shape the next chapter of the Prison University Project's story.

For future campaigns, the organization plans to double down on the storytelling elements that worked well during this campaign. For example, they intend to host 12 different peer-to-peer campaigns for 12 graduates of the program, each of which will feature photos of the students, samples of their work, and interviews with them about their journey.

Bottom Line

- **Use storytelling to attract new support and re-engage previous supporters**
- **Feature images and video** that bring your beneficiaries and organization to life

5 | San Francisco Zen Center

Knowing your audience to build a targeted engagement strategy

Who They Are

Established in 1962, the San Francisco Zen Center exists to express, embody, and make accessible the wisdom and compassion of the Buddha. To date, it's one of the largest Buddhist communities outside of Asia. They offer daily services and programs that reach into the community to support the people living in it.

Success

The San Francisco Zen Center kicked off their 2017 Zen-a-thon campaign with the goal to raise \$100,000. All funds would support the daily operations of their three temples in the Bay Area. They structured the campaign as a twofold event: fundraise first, and celebrate second. Everyone who fundraised or donated was invited to participate in various activities, presented as incentives, that would take place after the campaign ended.

How'd They Do It?

What the San Francisco Zen Center did right was hone in on who their audience is and how their supporters interact with them. The San Francisco Zen Center has a strong brand and sticks to it—the colors and images they use on their campaign page align with who they are and what Zen represents.

When it came to incentives for campaign supporters, the San Francisco Zen Center tailored the offerings to their audience's interests. Instead of giving away T-shirts, they offered meditation sessions, all-day hikes, yoga, and special lunches.



2017 Zen-a-thon FAQ

What is the purpose of the Zen-a-thon?

The Zen-a-thon deepens community connections while raising funds to help maintain SFZC's temples: City Center, Green Gulch Farm and Tassajara Zen Monastery. These temples are three distinct places of refuge and engagement. The funds we raise will contribute to the daily operating expenses of each center and our online offerings. Our temples welcome all those who seek the Dharma. If SFZC has impacted your life, help us make sure others have the same opportunity to encounter Buddha's teachings.

How can I participate if I am not in the Bay Area?

Of course! The first part of Zen-a-thon is an online fundraiser. Participate by creating your own fundraising page, get a group together to make a team page, or simply make a donation to any fundraiser or team. Your support means a great deal to the fundraisers and SFZC!

They also made the calendar of events readily available on their campaign page, as well as a long list of FAQs for anyone who needed it.

The icing on the cake is the photo collage, sourced from top fundraisers' profile pictures, uploaded to the campaign page just above the leaderboard. Not only did this go the extra mile in highlighting supporters, but it also demonstrated social

proof, showing prospective supporters all of the people who had already gotten behind the cause.

Always ask what content creation, outreach, or design you can implement to deepen your connection to and engagement with your audience.

Bottom Line

- **Understand your audience so you can appeal directly to their interests and goals**
- **Demonstrate social proof through images and design that call out your supporters**

6 | Camp Kesem

Capitalizing on the time of year for fundraising success

Who They Are

Founded in 2000 at Stanford University, Kesem is a nationwide community driven by college student leaders that supports children during and beyond their parents' cancer. One of their programs, Camp Kesem, is a free summer camp for children who have been touched by a parent's ordeal with the disease. To date the camps have expanded to over 80 chapters in 38 states across the country.

Success

Camp Kesem was Classy's highest grossing client on Giving Tuesday in both 2015 and 2016. Further, since 2013, their peer-to-peer campaign and its number of gifts have grown over 100 percent year over year.

- **2013:** \$9,457 from 176 gifts
- **2014:** \$33,708 from 483 gifts
- **2015:** \$523,162 from 9,095 gifts
- **2016:** \$1,257,676 from 24,470 gifts

How'd They Do It?

For their 2016 Giving Tuesday campaign, Camp Kesem's strategy was to break it up into two segments.

One part of the campaign would focus on their national network while the other was built for their various chapters. For the national campaign, Camp Kesem built out a strategic plan that included:

- **Target audience**
- **Specific Giving Tuesday asks**
- **Marketing strategies**
- **Clearly defined fundraising goals**

They dove deeper to outline what each of these four areas would encompass. For example, the marketing strategy included one unique video targeting higher level donors, alumni boards, and internal staff. This segmentation was strategic because their Camp Kesem chapters are led by college students, with whom the video likely wouldn't resonate in the same way.

To that end, Camp Kesem's chapter strategy dictated different things than their national strategy. Chapters were required to create social media pages and craft their own Giving Tuesday fundraising strategy.

To empower their chapters to accomplish these tasks, Camp Kesem provided each chapter with a special Giving Tuesday toolkit that included:

- **Successful fundraising ideas from years past**
- **How-to articles on setting a reasonable, but challenging, goal**

- **Social media content examples**
- **How to set up Classy pages**
- **Email templates for different constituents**

Their strategy paid off. In 2016, over 30 people participated in the national Giving Tuesday campaign and raised \$86,000 for Camp Kesem. And, set up for success by the national office, 86 chapters raised a collective \$1.2 million for Giving Tuesday in 2016.

Bottom Line

- **Use Giving Tuesday to launch your year-end fundraising efforts**
- **Empower your fundraisers with tools for success**
- **Customize your campaign outreach to meet the different needs of your supporters**

7 | Drink Local Think Global

Motivating a company partner to engage with your cause

Who They Are

Drink Local Think Global is a movement determined to make sure every person around the world has access to clean and safe drinking water. The clean water projects they build for the developing world are made possible through strategic collaborations with craft breweries across America. They host events which bring people together to raise both money and awareness for the global water crisis.

Success

Drink Local Think Global kicked off a fundraising campaign in September 2017 to build new clean water wells in Africa. They identified Classy as a strong potential partner months before the details of the campaign were set in stone. With time on their side, they nurtured a relationship with Classy and ultimately pitched our team on the campaign. Once the campaign launched, Drink Local Think Global went above and beyond to ensure Classy fundraisers stayed motivated and engaged with the campaign.

How'd They Do It?

When Drink Local Think Global identified Classy as a potential partner, they didn't come straight out and ask to collaborate on a fundraising campaign. Instead, they took advantage of opportunities to get involved on a smaller scale first.

For example, they came through the office to give a lunch presentation about who they are, their mission, and the work they do. They also collaborated with Classy's social media team to host a

takeover of social media accounts during the yearly Collaborative and Classy Awards, a three-day experience where social impact leaders convene to share best practices and learnings.

This is an important part of the relationship-building process because it shows the potential partner that you're trustworthy, dedicated to collaboration, and can produce results. It's also important that you know your prospective partner can follow through and deliver on their end as well.

After the initial interactions with Classy, they reached out and pitched an employee on their campaign idea. Further, they asked this person to essentially function as an internal ambassador at Classy and advocate for the campaign on their behalf.

Since partnerships are two-way roads, it's not enough to simply lock down a partner—you need to pull your weight as an organization. Drink Local Think Global's fundraising campaign had two milestone events built in at the halfway and end points of the campaign.

They secured all the details for the first event, including getting a major San Diego brewery on board to host. The Classy ambassador, then, planned the details and secured the second brewery for the end-of-campaign event.

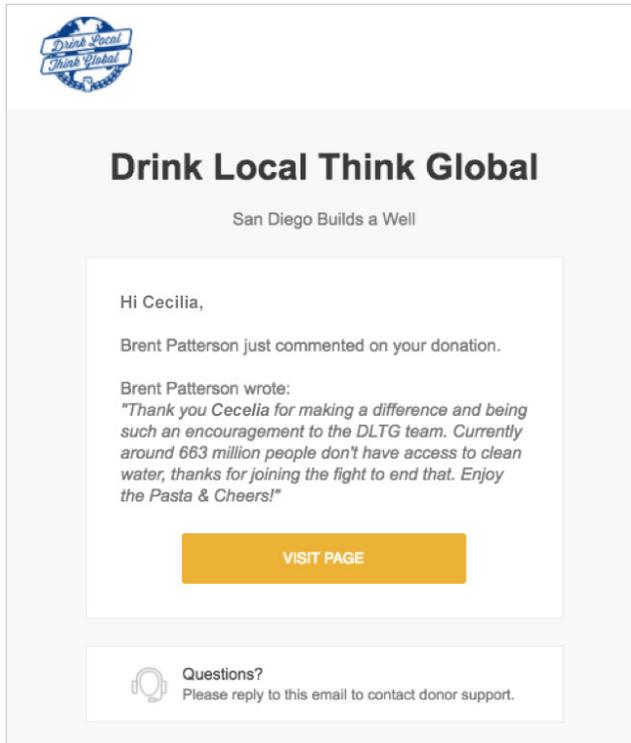
Our Partners



With the help of our friends at **Mission Brewery** and **32 North Brewing Company** we are hosting two awesome events for our successful fundraisers!

1. Raise \$300 by September 30th and you can join us for a free Hip-Hop Beer Yoga class at 32 North Brewing on October 7th. If that isn't enough, your first beer after the class is on us!

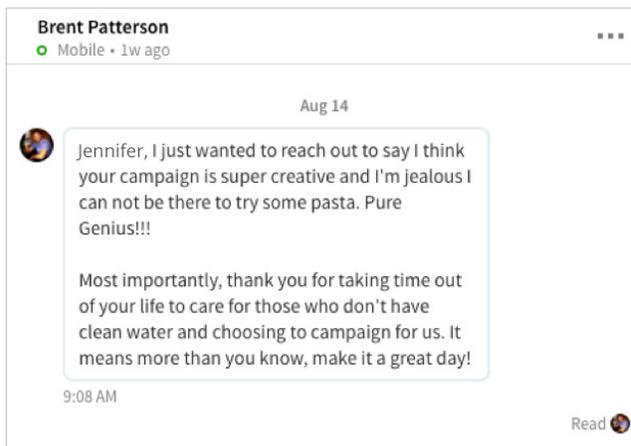
While it's always good to have an internal cheerleader, that doesn't mean you can sit back and let the partnership coast. Drink Local Think Global went well beyond their point of contact at Classy and began engaging with individual fundraisers. This is a crucial step to keep your partners motivated to sustain the momentum of the campaign.



The founder of Drink Local Think Global began commenting directly on the fundraising wall of individual campaign pages started by Classy employees, thanking these third-party donors.

The founder also reached out directly to fundraisers from Classy on LinkedIn.

Drink Local Think Global has also committed to attending the campaign wrap-up event in person when the time comes. From step one, they stewarded the relationship, secured the partnership, and motivated supporters to succeed.



Bottom Line

- **Build trust with a company you want to partner with** by working with them on smaller projects before joining forces on a big fundraising campaign
- **A successful partnership doesn't end after a company agrees to work with you**—go the extra mile whenever possible to steward your relationship

8 | Christopher & Dana Reeve Foundation

Providing supporters with the tools they need for success

Who They Are

Originally founded in 1982, the Christopher & Dana Reeve Foundation dedicates their work to curing spinal cord injury by funding research and improving the quality of life for people living with paralysis. Christopher Reeve's vision attracted young scientists to take on the cause and advance the field of research. The mission can be summed up in four words: "Today's Care. Tomorrow's Cure." It reflects the hope for individuals living with paralysis worldwide.

Success

The Christopher & Dana Reeve Foundation was part of the official Tough Mudder Charity Family in 2017, and participated in Tough Mudder challenges nationwide. Members of Team Reeve took on 5 to 12 miles of mud and obstacles, all the while fundraising for the advancement of cures and therapies for spinal cord injury. Their participation in multiple events like this, and the work with large networks of peer-to-peer fundraisers, netted Team Reeve \$44,370—crushing their initial goal of \$15,000.

How'd They Do It?

Working with such a large group of peer-to-peer fundraisers can be challenging, which is why the Christopher & Dana Reeve Foundation decided to build an entire support center for their fundraisers—not just for the Tough Mudder challenges, but for any fundraising opportunity.

For instance, they created a page that encouraged fundraisers to throw their own DIY fundraising campaigns on behalf of the organization. Whether they were participating in a baseball tournament or wanted to have a wine party with their friends, supporters could turn any personal life event into an opportunity to fundraise for Team Reeve.

Fundraising ideas

With Team Reeve, you can take your passions and talents and create your own fundraiser – the options are endless. Here are some ideas to get you started:

1. Fundraise around your local soccer or baseball tournament
2. Plan a local golf outing
3. Participate in a 5k with friends – you can even have a team fundraising page
4. Host a wine tasting party at your house or a local bar
5. Plan a group hike
6. Organize a school fundraiser
7. Have a running club at work? Sign up for a local race and fundraise with your colleagues
8. Skydive for Team Reeve... no really, it's happened

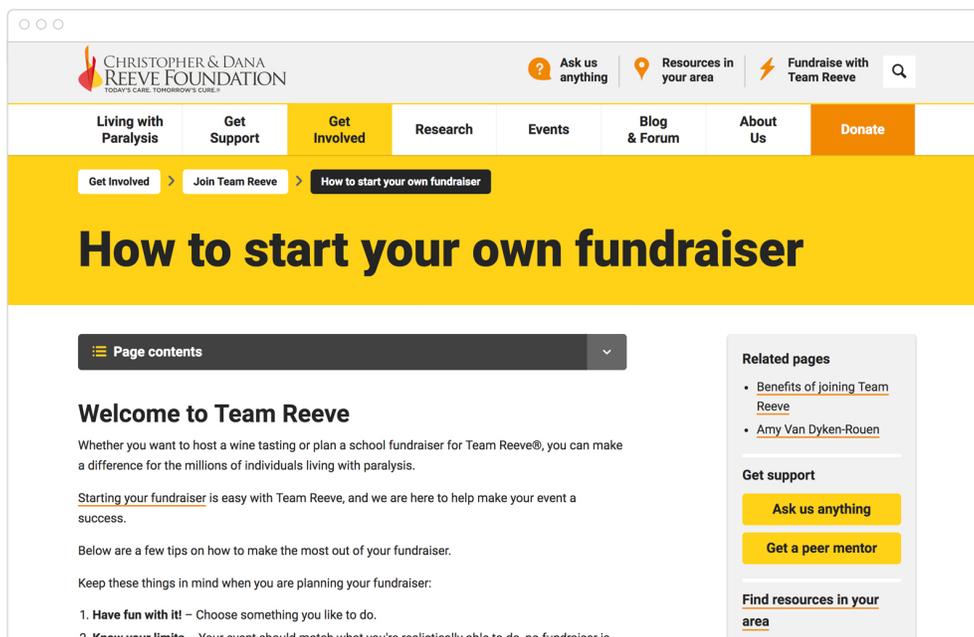


Tap into your personal network

Planning your fundraiser is not difficult if you get the right people to join. Get friends, family and colleagues involved in your event first, and the community will soon follow. The best events are supported by a team of people so that planning, execution and other logistics are not just resting on one person.

They also created an entire page that walks supporters through starting their own personal fundraising page and reaching out to their networks. It even has options to find resources in your own area and ways to join in the fundraising discussion on their forums.

If that wasn't enough, they even have dedicated options to reach out and ask the foundation staff any questions, or sign up for a peer mentor. Everything in the resource center is built to break down barriers to fundraising so the large network of fundraisers brings in as much money as possible.



Bottom Line

- **Give your fundraisers the tools and ideas they need to be successful**
- **Consider taking time to build a dedicated resources page** that's easily accessible and centrally located
- **Go the extra mile for your dedicated supporters to inspire them to go the extra mile for you**

9 | Heifer International

Empowering your supporters to host DIY campaigns

Who They Are

Heifer International empowers families to turn hunger and poverty into hope and prosperity. They bring sustainable agriculture and commerce to areas by providing animals. These animals give both food and a reliable source of income, as the byproducts can be traded, sold, or consumed. When families gain this sustainable source of income, it brings new opportunities for building the community they live in: schools, cooperatives, community savings, and small businesses.

Success

Heifer International's DIY fundraising program was started to provide an outlet for people who want to fundraise for the organization, but might not know how. Their program offers five fundraising options, based on behaviors the organization noticed in their fundraising community:

- **Birthdays**
- **Memorials**
- **Faith Communities for Change**
- **Holiday Campaign**
- **Get Creative Campaigns**

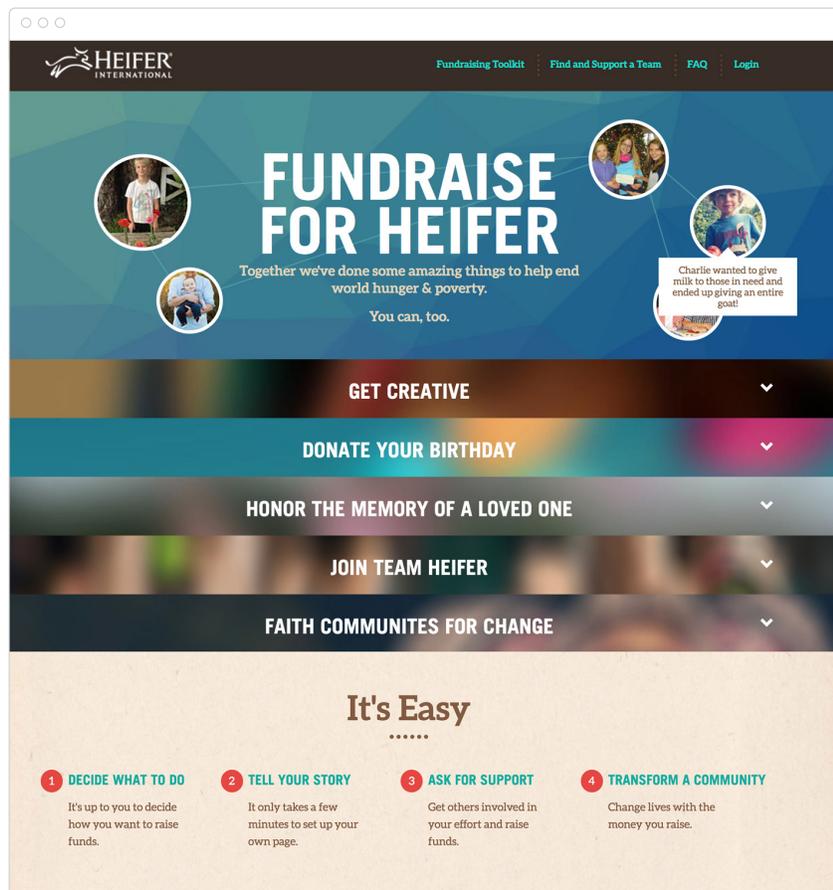
Of all the fundraising campaigns Heifer International runs, the DIY campaigns have seen the most growth from 2016 to 2017, all with minimal marketing efforts. This speaks to the importance of making options relevant to your fundraisers, and empowering them to nail their campaigns.

How'd They Do It?

When they first rolled out the DIY program, Heifer decided to share it only with their audience of dedicated supporters. They knew this would be a good crowd for a soft launch since they were already invested in Heifer's work and mission. After it found success, they opened this program to their wide networks.

Part of what makes the program so successful is in how it explains and presents DIY fundraising to the public. Heifer presented everything on the page in a clear, concise fashion.

Here you can see the visual representation of their five DIY fundraising categories and four tips on how to run a DIY campaign.



Clicking into any of the categories opens a drop down menu that goes into more detail about the idea, with a call to action to start a campaign.

It's important for Heifer to provide relevant fundraising options for their supporters, but it's just as important that they keep them connected to a larger fundraising community. The organization will periodically send tips or congratulations throughout someone's first DIY campaign. If someone feels acknowledged and believes they're a part of something bigger than themselves, they'll likely feel inspired to do more.



Heifer also provides their fundraisers with a detailed list of downloadable resources, as well as other information like tips on how to stay motivated and promote your work during your first campaign.

When building your own DIY program, consider the following questions about your fundraiser base to ensure they stay engaged:

- What occasions or programs do you offer that connect with them?
- What are the things you think your fundraisers can picture themselves doing?
- What does your target demographic align with most?

Remember that successful DIY campaigns are a source for you to identify fundraising superstars for future campaigns. This is helpful if you're launching an annual campaign, like Heifer's Wish List for a Better World holiday campaign. Go back to the top fundraisers from DIY campaigns and ask them to be early ambassadors that lead your new campaign to a strong start.

Bottom Line

- **Build DIY fundraising options that align with your fundraisers' interests**
- **Use your DIY fundraising program to identify fundraising superheroes**
- **Equip fundraisers with resources and encourage them along the way**

10 | Y in Central Maryland

Using Classy Events Registration with Fundraising

Who They Are

The Y in Central Maryland develops programs and activities that promote a healthy spirit, mind, and body. Through donations, peer-to-peer fundraising, and events, the Y focuses on youth development, improving the health and wellbeing of those living in Central Maryland and providing support to those in need.

Success

The Y in Central Maryland holds an annual Turkey Trot Charity 5K for adults and children. They've been hosting the event for over 20 years and all funds raised provide impoverished youth in Central Maryland with access to life-changing YMCA programs. After the organization started using Classy Events Registration with Fundraising, event revenue increased year over year to ultimately bring in \$781,289.

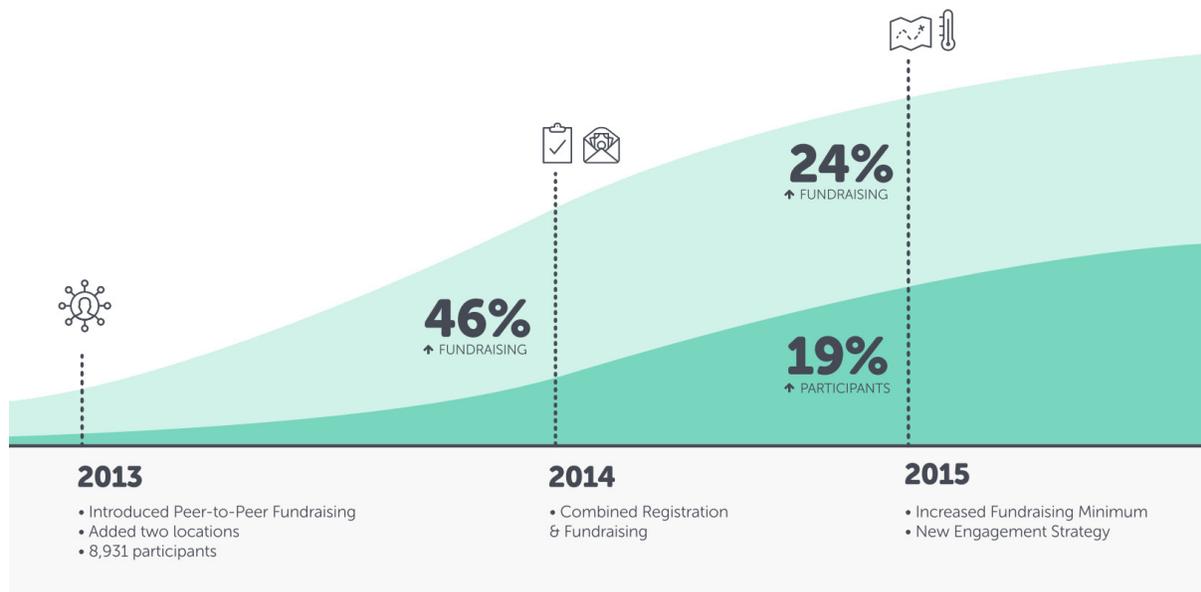
How'd They Do It?

Before they switched to Classy, the Y in Central Maryland only raised around \$500 through peer-to-peer fundraising. After the switch, they ran a standard peer-to-peer campaign on Classy that raised \$41,000 for their annual Turkey Trot event in 2013.

Upon seeing just how successful peer-to-peer fundraising could be as a strategy, they decided to adjust their event model for the next year and use Classy Events Registration with Fundraising. In 2014, they asked every runner that signed up for the Turkey Trot to raise at least \$100 to participate in the event.

The Y in Central Maryland saw significant gains for their event. From 2013 to 2014, fundraising grew 46 percent. And from 2014 to 2015, they saw an additional 24 percent spike and also increased their number of event participants by 19 percent.

Asking participants to fundraise, and increasing the suggested amount annually, allowed the Y in Central Maryland to substantially grow the donation volume of their event. In the future, they plan to increase the ask to \$500 per fundraiser. The platform's ease of use and the organization's success to date gives them the confidence they need to take each year to a new level.

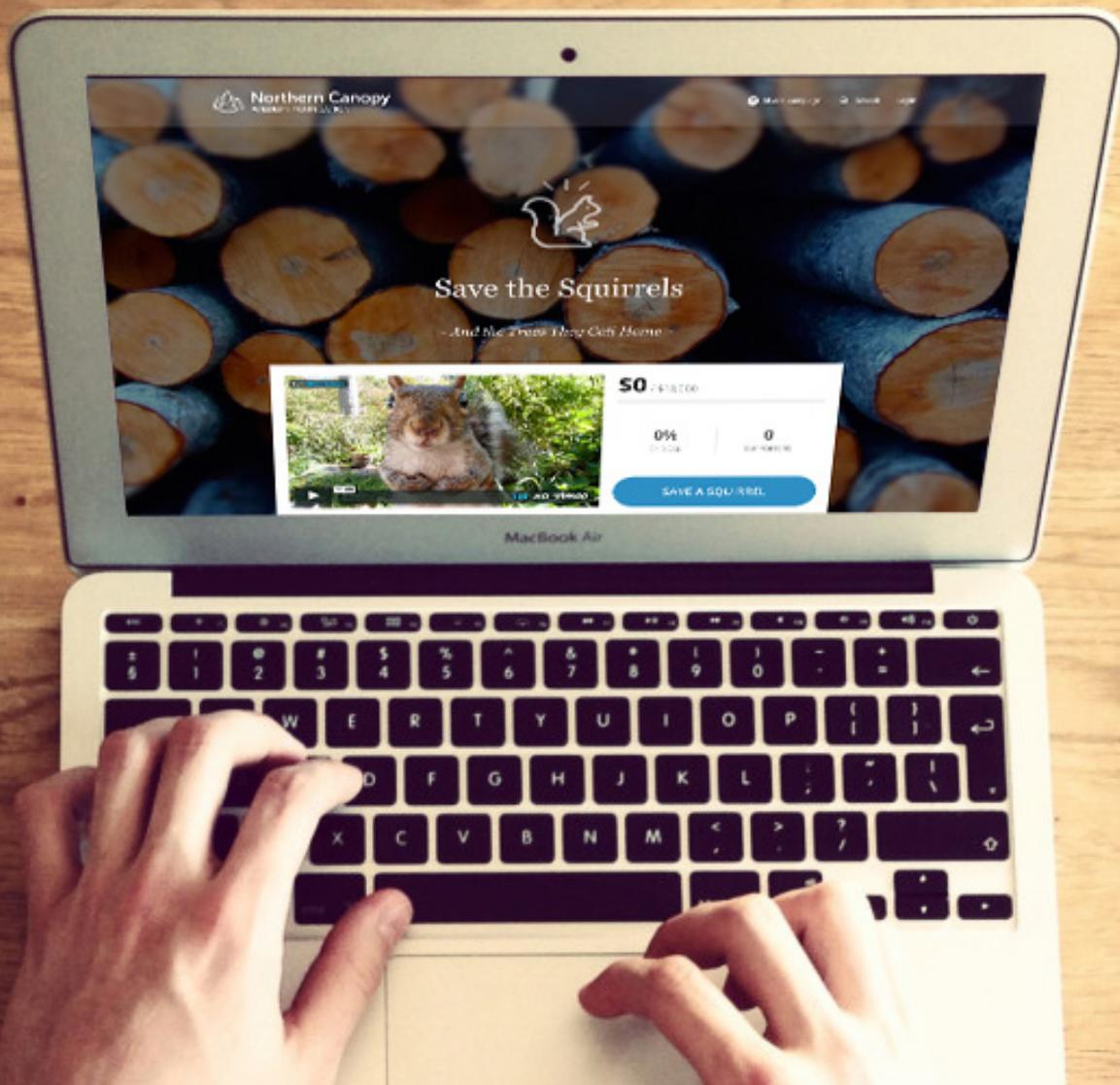


Bottom Line

- **Incorporate peer-to-peer fundraising into your event** to break revenue ceilings
- **Don't be afraid to increase your fundraising minimum year over year**

Conclusion

We are constantly impressed by the ingenuity and passion of the nonprofits we partner with. We continue to learn from them and we hope you have learned from the examples we've featured in this guide. You can adapt almost any of these strategies to the needs of your organization, whether you want a robust community of DIY fundraisers or a narrative that drives donations. When planning a new campaign or reworking an old classic, you can refer to this guide for tips and inspiration.



Classy

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