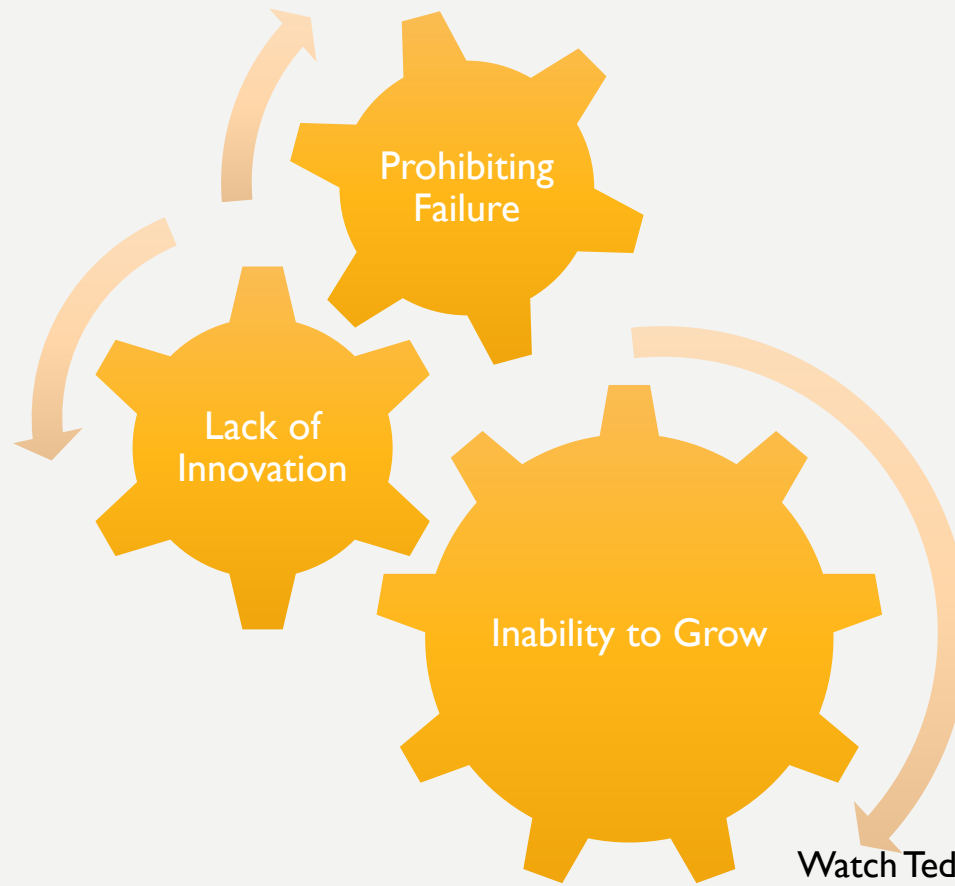


TAKING RISKS IN FUNDRAISING

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DOWNTOWN STREETS TEAM**

WHY IT'S IMPORTANT TO TAKE RISKS



Watch Ted Talk by Dan Palotta – “The Way We Think About Charity is Dead Wrong”

"FUNDRAISING BRIGHT SPOTS"

1. Fundraising is core to your organization's identity.
2. Fundraising is distributed broadly across staff, board, and volunteers.
3. Fundraising succeeds because of authentic relationships w/ donors.
4. Fundraising is characterized by persistence, discipline and intentionality.

- Evelyn & Walter Haas
Jr. Fund

COMPONENTS OF RISK TAKING

- Spend money on marketing/fundraising if you expect a high return;
- Don't be afraid to put your reputation on the line;
- Logically defend your idea;
- Move past the 'negative' feedback (not everyone knows what they're doing);
- Don't launch too many innovative ideas at once (focus);
- Develop a fundraising strategy
- Launch an initiative that brings diverse revenue
- A/B Testing
 - Google Analytics/Optimizely/NFG
- Know when to call it quits

THINK IT THROUGH

- Questions to ask:
 - Is this an idea that all of our staff can get behind and be excited about?
 - If this is an idea that failed somewhere, what was the main reason behind that? Was it avoidable?
 - Where/how did this idea work before, what was the secret sauce?
 - Who would be the donors and/or sponsors?
 - Is this a friend-raiser or a fundraiser?

ASSEMBLE A DEVELOPMENT COUNCIL

- Who should you approach?
 - Graphic designers
 - Writers
 - Print/Copy Shop owners
 - Business Community
 - Philanthropists/Donors
 - Smart people
 - Anyone with some free time who is looking to help

- **The Problem**

- Panhandling is an ongoing issue, giving to panhandlers perpetuates panhandling.
- Frustrations are high amongst the business community.
- Individuals on the street need to get their basic needs covered.

- **The Solution**

- Plant refurbished parking meters around town and give the public an easy way to give.
- Use money raised to increase our program size and help more individuals cover their basic needs.



- \$800/year in change/credit cards
- *\$6,000* per meter sponsorship
- “Put Your Change To Work” branded exclusively for Downtown Streets Team
- \$48k/yr raised in San Rafael
- Three cities and counting



SOCK OUTREACH



- **The Problem**

- Lack of interaction between the business community and the homeless population
- Unfortunate circumstance that individuals are on the streets without a fresh pair of warm socks

- **The Solution**

- Get socks donated and send a pair to every CEO and philanthropist possible, with the only ask being to give a pair of socks to the next person they see on the street

- **The End Result**

- Best Year End Appeal to date; multiple \$50k donations and a \$100k donation, 2x what our goal was

Downtown Drop Down

- **The Problem**
 - Downtown Streets Team wanted an annual fundraiser that stood out from the “usual” events (i.e. gala’s, walks-a-thon, silent auction, etc.)
- **The Solution**
 - After heavy research, Downtown Streets Team found “Over The Edge” a company known for facilitating rappel events.



DOWNTOWN DROP DOWN

- \$2,000 goal per peer-to-peer fundraiser slot
- First year, \$170k was raised (\$130k net)
- Second year, \$234k was raised (\$190k net, 50% net difference from first year)
- Third year coming up (shameless plug) visit streetsteam.org/downtowndropdown for more info!

COMMON DENOMINATORS

- Strong focus on marketing
- Solicitation of input/opinion
- Following up with potential donors/sponsors multiple times
- Group effort/brainstorming
- Research

R.I.S.K. (RESOURCES, INVESTMENTS, STRATEGY, & KPI'S)

Low RISK, High Return

High RISK, High Return

Low RISK, Low Return

High RISK, Low Return



Q&A

