


The logo graphic consists of several overlapping geometric shapes in shades of green and teal. A large teal diamond shape is the central focus, with the word 'blackbaud' written in white lowercase letters inside it. To the left and below are other shapes in various shades of green and teal, creating a layered, abstract background.

blackbaud®



*DIY Fundraising and
Gearing Up For Giving
Days!*

Social Ambassadors &
Crowdfunding in the Cloud



John Linton, Vice President of Operations,
Blackbaud

Hey! I'm John Linton

At Blackbaud 18 Years!

Hometown Amherst, NH

- My whole family is in the Education business!
- To add insult to injury I manage two competitive travel soccer teams. Always coaching!
- Am a former fundraising consultant and have implemented many Catholic schools on fundraising and peer 2 peer solutions!
- "It's much easier for me to make major life, multimillion-dollar decisions than it is to decide on a carpet for my front porch. That's the truth." *Oprah Winfrey*



The fundraising industry is
experiencing **RADICAL** change
driven by digital transformation

ONE BIG THING TO TAKE HOME!

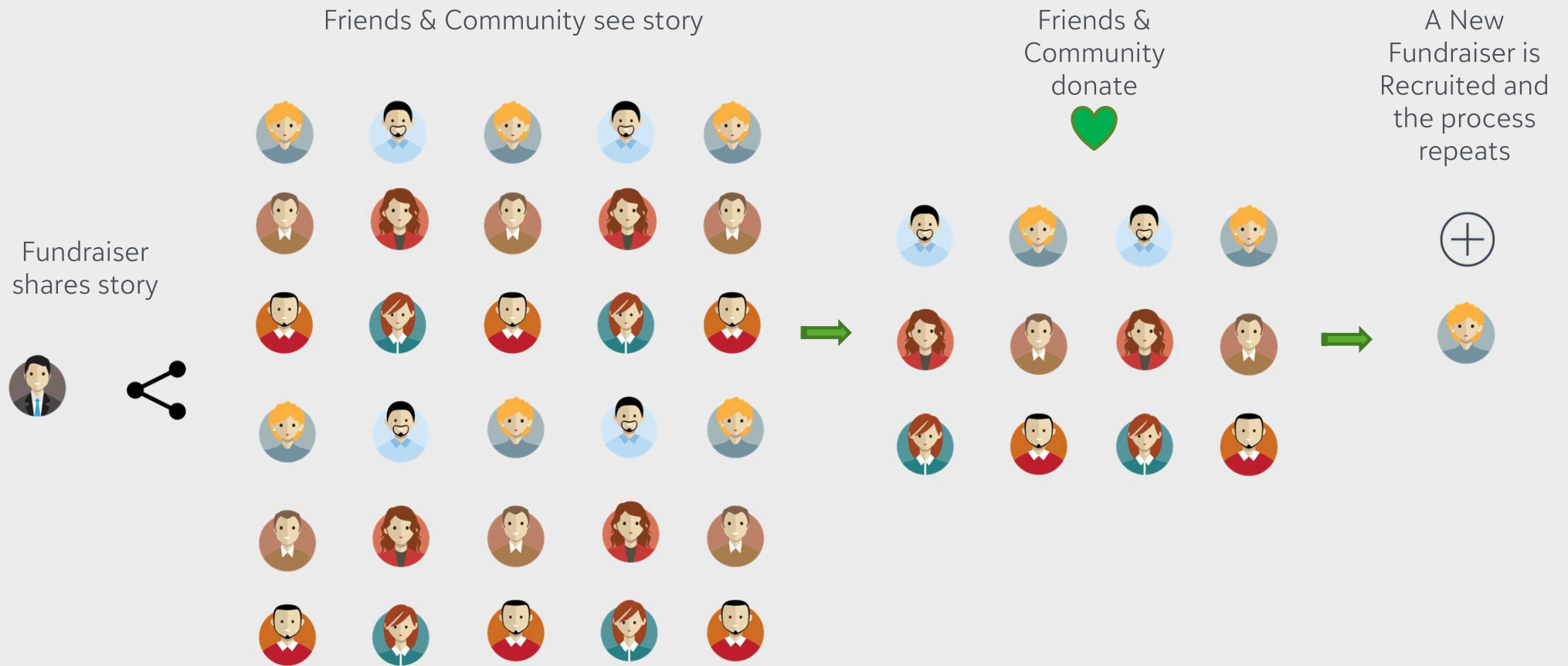
All Fundraising Orgs
should offer their supporters
peer-to-peer fundraising
in some form of program.

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JL1

John Linton, 10/8/2019

What is Peer-to-Peer Fundraising?



The Evolution of Traditional Peer-to-Peer:

Not just Runs, Walks & Rides

↓ 15%

Revenue for Top 30
RWR Programs
since 2012

2x

of non-event
programs on TR
in last 2 years

81%

US donors attend
fundraising events

P2P Fundraising is EXPANDING but it's not the only game in town anymore

The Facebook Disruption

\$300M

raised in the first year
of Facebook Birthday
Fundraisers

\$120M

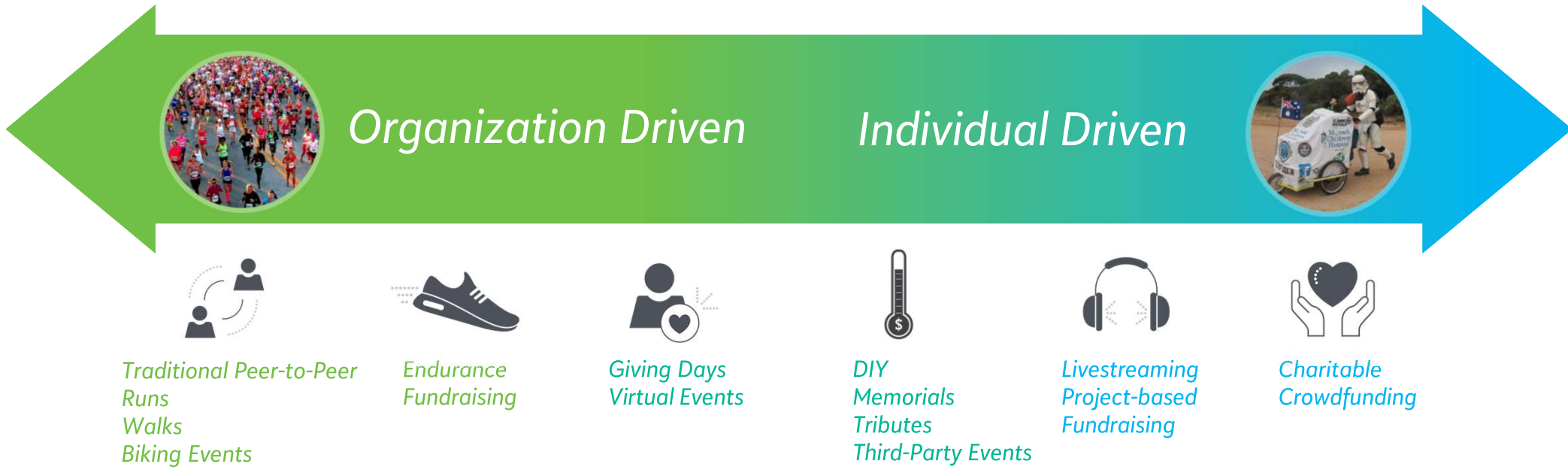
fundraised on
Facebook for
#GivingTuesday18

31%

of #GivingTuesday
donations were
on Facebook

Facebook and other social media platforms have shaken up
the P2P Fundraising game.

Peer-to-Peer Fundraising Spectrum



Supporters are looking for more control over their fundraising experience, which is prompting organizations to create new more flexible fundraising programs like DIY or livestream fundraising.

What if

You could give *ALL* your supporters a personal and engaging experience *but* still spend the majority of your time on your most pressing tasks?

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JM1 How do you not isolate/ignore the other 80%?
Jamie Mueller, 3/28/2018

Common P2P Fundraising Programs by Vertical

	Fnds & Corp	Assns	A&C	Faith	Education		Healthcare	Core Non-Profit Vertical		
					K-12	Higher Ed		Fam/Human Srv	Rec/Social	C&C
Traditional RWR Events		X	X	X	X	X	X	X	X	X
Endurance Fundraising			X				X	X	X	X
Giving Days					X	X	X	X	X	X
Class Agent Giving						X				
Virtual Events						X	X	X	X	X
Disaster Relief				X				X	X	X
Livestream Fundraising	X			X		X	X	X	X	X
Youth Programs				X	X	X	X	X	X	X
3 rd Party Events				X			X	X	X	X
Memorial / Tributes			X	X		X	X	X	X	X
Missionary Campaigns				X						
Crowdfunding	X	X	X		X	X	X	X	X	X
Designated / Project-based Fundraising	X			X	X	X	X	X	X	X

Different types of P2P fundraising programs are more popular in different verticals. The concepts are the same, but often the specific programs names are more familiar than the term “P2P Fundraising”

Your School/Organization faces new challenges

77%

of organizations admit they need to update the technology solutions they offer their supporters

87%

of organizations report their struggle to attract and engage younger donors

95%

of every dollar gained in fundraising in 2016 was lost to attrition



**They want to be
valued on more than
just money**



**They want to
seamlessly share your
cause on social media**



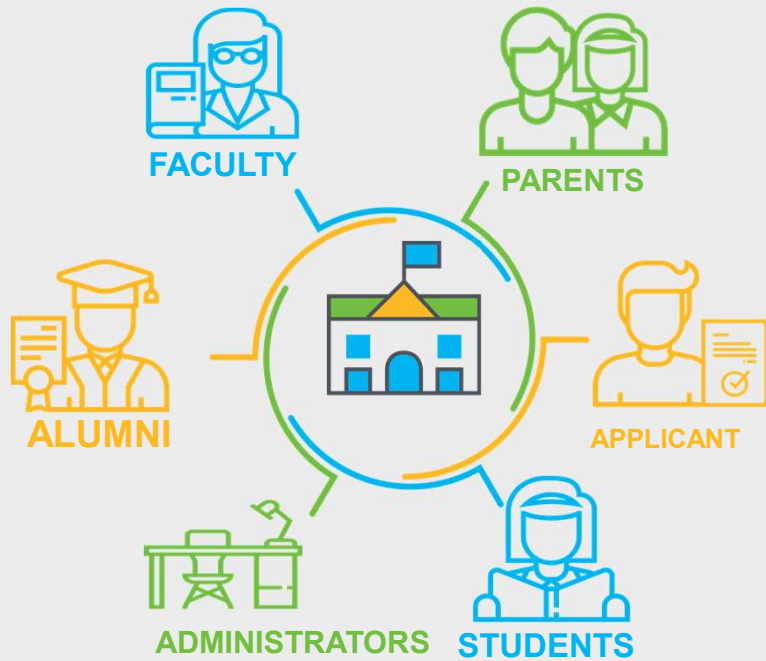
**They want to feel
connected to a
community of like-
minded individuals**



Crowdfunding is when people
donate their networks in addition to
their time, talents and treasure.

blackbaud®

 everydayhero

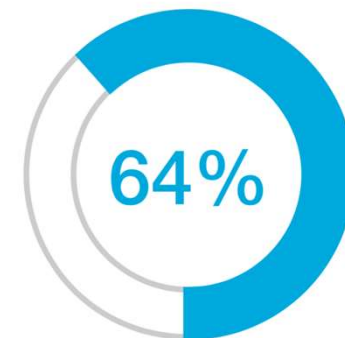


Imagine if you could....

- Better utilize your parents volunteer time with a virtual bake sale
- Show Alumni that a few small actions can have a HUGE impact
- Fulfill your philanthropic mission by providing your students with their own fundraising tools
- Increase your admissions pipeline with crowdfunding by expanding your social reach

Why Crowdfunding?

- ▶ Crowdfunding is the **fastest growing form of online giving**, which is the fastest growing form of individual giving, and is increasing ~35% year on year.
- ▶ **Each \$** you raise from crowdfunding is worth an estimated **\$2.84 in additional income**
- ▶ Crowdfunding will increase your fundraising revenue, offer a new way to engage your constituents and **acquire you more supporters**



64% of millennials fundraised for peer-to-peer campaigns.
—Millennial Impact Report

Crowdfunding is Growing in Popularity

58%

of crowdsourced gifts
are on a mobile device

\$2.8b

Donation-based
crowdfunding in 2015;
with expected growth of
47% YOY

86%

of Millennials are using
1+ social media platform

74M

millennials in the
United States in 2016

64%

Of Millennials Fundraised
for RWR Event

90%

of millennials likely to switch
brands (even when price and
quality are equal) if the
second supports a cause ³

What could be your Next Fundraiser

- *Giving Day - Giving Tuesday*
- *Walkathon – Fun Run*
- *Project Based Fundraisers*
- *Athletics - School Clubs*



Giving Days

**powerful, engaging, fixed-period
online fundraising challenges
designed to unite supporter
groups around a specific cause**

Giving Day

*Giving Day is a **day of generosity and awareness** that empowers individuals to make donations to your organization.*

St. Joe Prep raised \$100,000 across 495 donors - reengaging alumni classes and parents. 79% of donors covered the fees

Capabilities

- *Intuitive Branded Web Experience*
- *Fundraising Toolkit for Ambassadors*
- *Interactive fundraising Wall: Photos, Videos, Leaderboard*
- *Social Media Integration*
- *Simplified Giving & Real time progress updates*
- *Data sync to fundraising database*





Giving Day Strategy

- Create a Theme
- Segment your Audience
- Identify Ambassadors
- Giving Day Toolkit
- Energize the Day with Challenges
- Show immediate Impact



Empowering individuals as an **Ambassador** to donate their time and network to make an even bigger impact.

Average fundraiser attracts 7 donors. One ambassador could mean 56 new donors.

<https://sbpdriveforthehive19.blackbaud-sites.com/>



#TigersGive19 here we come!
Each gift matched! Donate to my fundraiser or start your own! bit.ly

Giving Day





\$81,631 RAISED

208 Donors

DRIVE FOR THE HIVE 2019 May 29, 2019

#DriveForTheHive

Attention Gray Bees! Show Your Colors!

Goal: 202 Donors
(Two donors for each of our 101 graduating seniors)

Show your love for The Hive during our 4th Annual Giving Day!

There are three ways to help:

1. **Give Today!** – Click on the **"Give Today"** button to make a general gift to our fundraising efforts.
2. **Become a Fundraiser!** – Click on the **"Invite a Friend"** button to set up your own crowdfunding page. Then, share your page via social media or email with friends and family. Dollars raised will directly support St. Benedict's.
3. **Support a Friend!** – If you don't want to create your own crowdfunding page, search for a friend by clicking the **"Support a Friend"** button. Search for your friend's name or browse the fundraising pictures (at the bottom) to make a gift directly to your friend's crowdfunding page.

Thank you for joining in and making this day a success! Boola boola!

GIVE TODAY


INVITE A FRIEND

Calls to Action!

Noble & Greenough School

It was no accident that this Dedham, MA prep school increased its alumni participation rate from 22% to 34% in just one day. Nobles Rally Day was an epic effort, complete with [3 videos](#) spoofing SportsCenter commercials, a social media takeover, and a phonathon. The school also organized on-campus activities, including a dress-down day, mascot photoshoot, a countdown board, challenges, and prizes galore.

\$136,512
in
24 hours



“Condensing everything into one day focuses everything in one place. You’re really trying to get the people who know they need to give but need a reason. It’s more efficient... giving context instead of just a random mailing or phone call. People feel like they’re a part of something, like we’re all collectively helping the school.”

– Greg Croak, Director of Graduate Affairs at Noble & Greenough School

via Noble & Greenough School



RWR Events

**powerful, engaging, ride, walk, run
and other events designed to unite
supporter groups around a
specific cause**

LA SALLE

La Salle raised **\$30,000** with its first-ever *walkathon*. With Blackbaud, La Salle was able to move to a fundraiser with an **ROI of 95%**, compared to 45% ROI on previous fundraisers including apple and wreath sales. Blackbaud helped impact La Salle's financial growth, but equally as important, it also empowered the entire school community to work together as a team toward a common goal.





“After 21 years of paper forms and countless volunteer hours spent counting coins, we teamed up with **Blackbaud** to invite all of our students and families to create a personal fundraising page. In our first year we nearly **doubled** our fundraising outcomes, **raising \$30,985 in 5 weeks!**”





**DIVINE
CHILD**
HIGH SCHOOL

Divine Child High School's annual all-student fundraising campaign provides students an opportunity to make service to their community a central and authentic part of their lives. Using **Blackbaud**, students sought pledges from family and friends raising **\$53,147 from 1004 donors**, to benefit local charity St. Vincent's de Paul, then volunteered and serve at a variety of community locations in a Day of Service.



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everydayhero



\$645

raised of \$5,000 target by 20 supporters

[Donate](#)

[Share on Facebook](#)



Loudonville Christian School

2019 Serve-A-Thon

LCS Serve-A-Thon is a day where our entire school comes together for a day to serve our community and support our school.

Charity Registration No: 141460899

Be a fundraiser

Create your own fundraising page and help support this cause

[Start Fundraising](#)



Start Fundraising

JustGiving™

Log in

Sign up

We did it!

Our campaign is now complete. 5 supporters helped us raise **\$1,890.00**

Share to inspire others

Visit the charity's profile

Closed 9/29/2019



\$1,890

raised of \$10,000 target by 5 supporters

Share on Facebook



Bishop Luers High School

Lady Knights Volleyball

Your support will help keep the focus on building a family oriented culture and helping athletes continue to make great strides by providing them with training and leadership experiences.

Be a fundraiser

The campaign has now expired but it's not too late to support this charity.

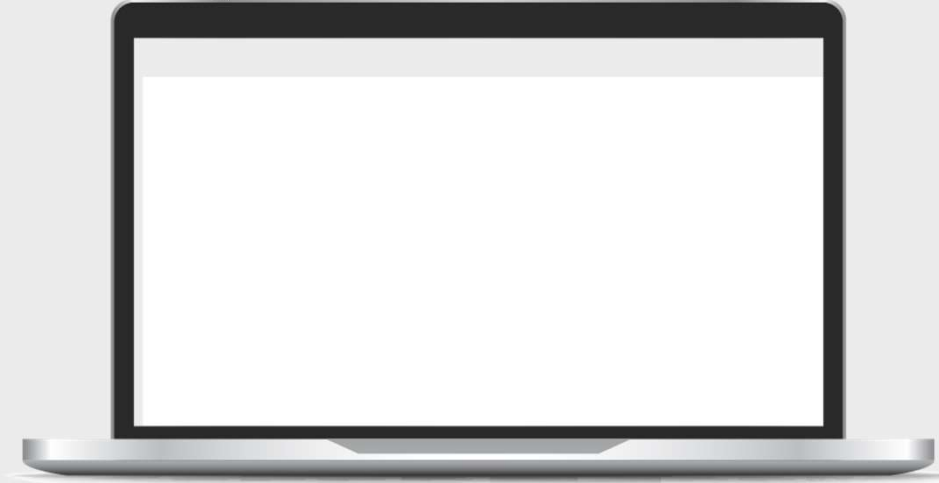
Visit the charity's profile

Facilitating Lasting Relationships

- **Facilitate social interactions among your supporters**
- **Empower them with the right technology**
- **Expand your network & participation through influencers**
- **Foster culture of giving back to your mission**

Conversation Starters – Some Takeaways

- ▶ Crowdfunding is the fastest growing form of online giving, which is the fastest growing form of individual giving, and is increasing ~35% year on year.
- ▶ Each \$ you raise from crowdfunding is worth an estimated \$2.84 in additional income
- ▶ 1 in 4 people will donate if a friend asks them, 1 in 63 people will respond to a solicitation from a nonprofit organization
- ▶ The average first time crowdfunding campaign on a platform raises over \$23,000
- ▶ The average DIY fundraiser raises 541% more than the average event participant
- ▶ The average crowdfunding campaign will acquire 180 new supporters to your cause
- ▶ 56% of Gen Z / Millennials have participated in a crowdfunding campaign in the last 12 months. 87% of organizations struggle to attract and engage younger givers



Thank You

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<https://www.linkedin.com/in/john-linton-a011b1b/>

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JM1 How do you not isolate/ignore the other 80%?
Jamie Mueller, 3/28/2018