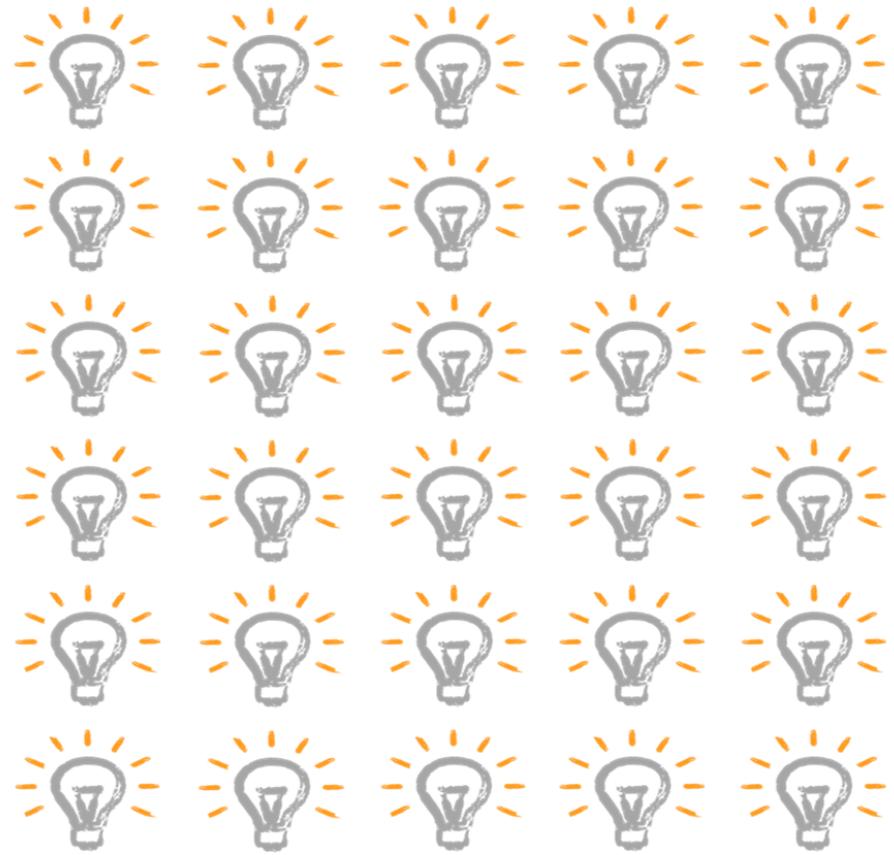


AFP ARIZONA STATEWIDE CONFERENCE
JULY 19-20, 2018

30 IDEAS IN 60 MINUTES

PRESENTED BY
ELIZABETH NIELSEN, CFRE



CONTACT

Phone:
408-239-7657

Email:
lib.nielsen@gmail.com

30 IDEAS IN 60 MINUTES:
CREATIVE FUNDRAISING STRATEGIES YOU CAN USE

How this presentation works

NOT A DEEP DIVE

- Goal: Ignite creative thinking
- Two minutes reviewing each idea
- All are field-tested!
- Resources provided if you want more info
- Slides are on the conference website

MOVING FAST

- Time for questions and input at the end
- Immediate feedback... ring your bell when you hear something you like

IDEA #1

GIFT GATHERING PARTY

WHAT?

A cocktail party to gather items for an upcoming silent auction. Cost is "free" but attendees must bring/donate auction-worthy gifts valued at \$50+.

WHY?

Gathering items for a silent auction is cumbersome! This casual pre-party engages supporters in a fun way to help your organization.

HOW?

This event makes sense if you can control costs. Find a board member to host at their home. Get the beer and wine donated. Work with a food truck or affordable caterer. Also, prep attendees so they understand desired items for the auction.



RESOURCES

Julie Ott

Director of Events

VMC Foundation

Phone:

408-282-2687

Email:

Julie.Ott@hhs.sccgov.org

IDEA #2

PRE-EVENT SPONSOR BUZZ

WHAT?

A low-cost but thoughtful effort to build pre-event buzz for your sponsors to ensure high attendance.

WHY?

Event sponsors who don't fill their tables are a lost opportunity! You are likely one of many organizations they're supporting. Get their employees pumped to attend your event by sending over some themed treats to build buzz.

HOW?

Consider your event theme and select a kindred treat. It can be sweets, cocktails, or costume related. If your event doesn't have a theme, think about what else makes it special (ex. 10th year).



RESOURCES

Julie Ott

Director of Events

VMC Foundation

Phone:

408-282-2687

Email:

Julie.Ott@hhs.sccgov.org

IDEA #3

VIDEO BROCHURE

WHAT?

A campaign-specific brochure that includes a pre-loaded video produced by your organization.

WHY?

Stories are compelling! We can't always drive donors to view our videos on social media, so let's learn from the for-profit marketing professionals and "borrow" this best practice.

HOW?

Produce a short, compelling video. Some vendors will pre-load your video. Some will allow you to upload the video, which is great for making updates. These can be pricey so are best for capital campaigns and major donor engagement.



RESOURCES

Elizabeth Nielsen

Phone:
408-239-7657

Email:
lib.nielsen@gmail.com

IDEA #4

SHOWCASE STAFF SKILLS

WHAT?

Creating unique experiences for donors by discovering and putting to use the unique talents of your non-fundraising staff.

WHY?

Within a strong culture of philanthropy, everyone is a fundraiser. Staff members who aren't in fundraising roles may not know how to add value. This approach leverages everyone's talents. And it's fun for donors!

HOW?

Take an inventory of staff interests and see where it leads you... you may reveal the potential for a great event or experience for your donors.

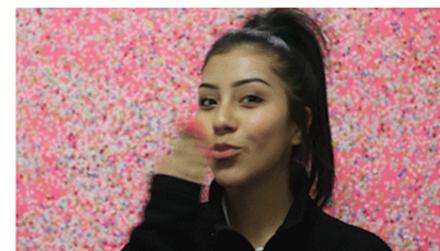
EXAMPLE: CREATV'S GIF YOURSELF MIXER



Have you always wanted to learn how to make an animated GIF? Is "going viral" on your bucket list? Then sign up for a Valentine's Day themed workshop on February 8 at Hapa's Brewing Company for fun, beer and a chance to meme yourself!

Join us at Hapa's Brewing Company on Thursday, February 8, from 6:00-7:30pm, for this special instructional workshop.

CreaTV staff will show you how to shoot and edit your own animated gif, starring you! Pick from our templates to send a Valentine's message to your sweetie, your friends, your mom... or just get creative with it! The animated gif you create will be perfect to upload to Facebook, Twitter, Tumblr... any site that supports animated gifs.



RESOURCES

Michael Elliott

Board Member

CreaTV

Phone:

408-313-7305

Email:

mclelliott@gmail.com

IDEA #5

SOCIAL MEDIA STUNTING

WHAT?

A la the Ice Bucket Challenge, contriving a social media campaign that engages your universe of supporters to raise money on your behalf.

WHY?

Nonprofits haven't cracked the code on social media fundraising, but we know people donate to people, so use that! This works because it feels like a personal appeal from a friend.

HOW?

Pick a shtick that relates to your mission. Select dates for a short campaign. Set a goal. Prepare some guidelines, language, and social media-friendly images. Then recruit your board, staff, and close supporters to start posting!

EXAMPLE: THE JUNIOR LEAGUE'S LITTLE BLACK DRESS INITIATIVE



16-24 year old students
who come from low-
income families are
SEVEN TIMES
more likely to drop out
than those from families
with higher incomes.

 JUNIOR LEAGUE OF
TUCSON #TheLBDI

RESOURCES

Sara Tiffany
VP of Community Impact
Junior League of Tucson
Phone:
415-713-0160
Email:
smhtiffany@gmail.com

IDEA #6

THIRD PARTY EVENTS KIT

WHAT?

A toolkit that provides the how-to for people and organizations that want to host third-party events on your organization's behalf.

WHY?

People want to help, but they need guidance. Rogue fundraising is dangerous! Offering a toolkit prompts people to consider the possibilities.

HOW?

Start with a few of the most common third party fundraisers and write some simple instructions. Include division of responsibility, guidance on the use of your organization's brand and logo, and boilerplate language/templates.



RESOURCES

Elizabeth Nielsen
Board Member
Youth On Their Own
Phone:
408-239-7657
Email:
lib.nielsen@gmail.com

IDEA #7

EMPLOYEE GIVING PROGRAM

WHAT?

A campaign with a unique identity and messaging for employees who donate to your organization.

WHY?

Everyone in your organization should be a donor. It's NOT too much to ask. It strengthens your agency's culture of philanthropy, and it sends a powerful message to external supporters.

HOW?

Build a campaign identity and encourage participation at all levels. Payroll deduction makes this simple and successful. If operating your own campaign isn't feasible, beef up your efforts with CGCs or become a beneficiary of a corporate employee giving program.



RESOURCES

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Sr Development Officer
VMC Foundation
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408-885-5206
Email:
Debra.Burdsall@
hhs.sccgov.org

IDEA #8

CELEBRATE MILESTONES

WHAT?

Activities and/or incentives that acknowledge a donor's progress as their gifts build over time.

WHY?

Industry-wide donor retention still hovers at below 50%. Anything you can do to create special recognition for your donors will help them feel valued and boost loyalty.

HOW?

Decide what to recognize. It can be progress made in the payment of a big pledge, a new level reached in your donor club, or simply a donor's anniversary with your organization. Send your congratulations with a small trinket to say thanks.



You are amazing!

Your commitment to the VMC Foundation's Give a Booster Shot campaign is truly appreciated! Together, you and your fellow Booster donors have made a significant difference in the lives of our patients, families, and caregivers. We are happy to let you know your Booster Shot contributions have reached or exceeded **\$1500** to date! *Thank you for your unbelievable support!*

Please accept this small token of our appreciation for your ongoing support. We will be contacting you again when we reach our goal so you can let us know how you would like your name to appear on...



With Gratitude,

THANK YOU

for your extraordinary contribution

Lynn Ozard



The Australian Red Cross Blood Service is honoured to recognise and celebrate your generosity as a milestone blood donor.

You may never know those who've received the gift of your donations, but you can know that you've changed countless lives.

Thank you for being extraordinary.

Ms Jennifer Williams
Chief Executive
Australian Red Cross Blood Service

NATIONAL BLOOD
DONOR WEEK 2015
CELEBRATING EXTRAORDINARY



RESOURCES

Debbie Burdsall
Sr Development Officer
VMC Foundation
Phone:
408-885-5206
Email:
Debra.Burdsall@
hhs.sccgov.org

IDEA #9

FUNDRAISING "EXPERIENCE"

WHAT?

Giving supporters, volunteers, or the public a chance to solicit donations through a fun activity.

WHY?

These types of programs are typically low risk, don't take a lot of time to organize, and are potentially very helpful. They also enable you to capture new supporters, especially young adults!

HOW?

This idea works well as a partnership with a company like Events and Adventures or activity clubs. They have members who want to do fun activities together and who like the idea of making a difference while making friends.

EXAMPLE: THE VMC FOUNDATION'S FUNDRAISING SCAVENGER HUNT



RESOURCES

Julie Ott

Director of Events

VMC Foundation

Phone:

408-282-2687

Email:

Julie.Ott@hhs.sccgov.org

IDEA #10

VOLUNTEERS RAISING \$\$\$

WHAT?

Giving specific ways that volunteers with unspecific skills can help you. Not give you a headache.

WHY?

Go-getter volunteers are a blessing if you know how to use them. Unfortunately, not all come with advanced fundraising skills, and some need a little wrangling. Unleash their energy with intention.

HOW?

Think creatively about bite-sized projects that don't come with the risk of cross-solicitation. Meet one-on-one or with small groups to fully prep the volunteers and ask for regular updates. Celebrate their successes!



APRIL 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 \$20	2 \$20	3 \$40	4 \$20	5 FEAST \$25	6 \$20	7 CARRABBA'S \$30
8 ALPINE \$50	9 \$20	10 FB \$25	11 \$20	12 FEAST \$25	13 \$20	14 Cathay Garden \$25
15 Chapel Grille \$50	16 \$20	17 \$50 \$ Tax Day \$	18 \$20	19 FEAST \$25	20 \$20	21 best Tío Mateos \$20
22 \$20	23 \$20	24 SAVORY GRAPE \$20	25 \$20	26 FEAST \$25	27 \$20	28 \$20
29 \$20	30 \$20					

Calendar Price \$20
All proceeds go to Avenger Sailing
Winners will be notified by phone.
Checks or gift cards will be mailed to the address below.
Thank you for your support!



RESOURCES

Dotty Calvano Lindquist
Board Member
Avenger Sailing Club
Phone:
401-952-9459
Email:
dorotheacalvano@
gmail.com

IDEA #11

+1 CLUB

WHAT?

A special level of recognition for donors who bring a new supporter to your organization.

WHY?

Knowing how to help beyond making a gift can be a challenge for donors. Asking them to bring ONE person to a tour, mixer, or other event feels doable. Build a culture around engaging new supporters with a simple form of added recognition.

HOW?

Pick a name for your club, select an inexpensive incentive, and start promoting! This is a great tool because it can be used in an ongoing manner and is not limited to a single event or function.



RESOURCES

Desha Bymers-Davis
Founder, Tucson Chapter
100+ Women Who Care
Phone:
520-977-1279
Email:
100wwctucson@gmail.com

IDEA #12

PAY TO NOT PLAY

WHAT?

Creating a minorly inconvenient spectacle for supporters who pay to make it go away.

WHY?

This is both a fundraiser and a tool for raising cause awareness. Plus, it's cute! These tactics have made the local news in towns across America. The visibility is priceless.

HOW?

Decide on your spectacle, tied to your mission somehow if possible. Brainstorm a list of high-profile supporters you can target. Pre-promote the event to give folks a chance to purchase "insurance." Document on social media!



RESOURCES

More ideas here:

<https://bit.ly/2uguO4L>

IDEA #14

FLIP THE SCRIPT

WHAT?

Rethinking some of our standard fundraising events and implementing an opposite model.

WHY?

Donors are inundated with invites to chicken dinner galas. "Event season" elicits exhaustion. Even when standard events work for you, donors may be attending due to a sense of obligation. Delight them with a new spin on the expected.

HOW?

Think about a fundraising or donor appreciation event you've been doing for years. Re-imagine it as the exact opposite. For example, in a non-run, participants pay to NOT have to run a 5k.



RESOURCES

Pembina Institute
@Pembina

Rotary Club of
North Mecklenburg
@NorthMeckRotary

IDEA #15

BIRTHDAY DONATIONS

WHAT?

Helping your supporters create online birthday donation campaigns.

WHY?

People moving beyond slacktivism are using their social media platforms to raise money for causes they care about. Give them the tools to easily raise money for your organization on their birthday.

HOW?

Lots of organization have leveraged this online enthusiasm by creating forms on their websites or blog posts with instructions. The most proactive organizations wish their supporters a happy birthday and encourage a gift campaign.

charity: water WHY WATER? OUR WORK ABOUT US

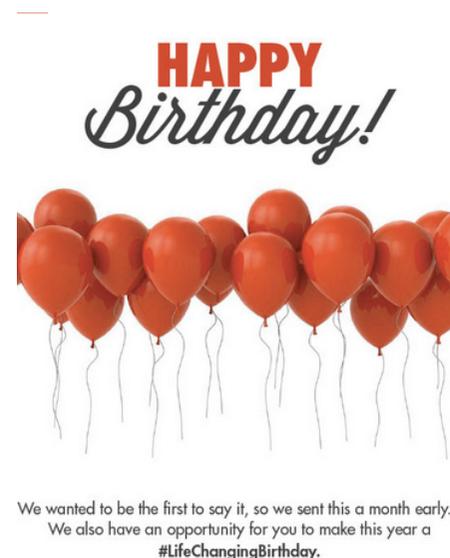
Pledge your birthday and help change lives.
It's easy. Instead of gifts, ask for donations.

MM DD YYYY

Full Name

Email

PLEDGE NOW



RESOURCES

Help from Classy:
<https://bit.ly/2KWD58e>

Other resources:
<https://bit.ly/2KTB2Sh>
<https://bit.ly/2zhCTfj>
<https://bit.ly/2eSVXSB>

IDEA #16

GIVING TUESDAY

WHAT?

An annual day of giving following Cyber Monday.

WHY?

It's working, so let's get on board and do everything we can to run a successful campaign.

HOW?

- Prep your communications in advance
- Set a goal and find a match
- Make it fun: #unselfies, challenges, etc
- Promote before, during, and after
- Give updates on progress toward goals
- Use all your social media channels
- Focus on your donors - include shout-outs throughout the day!



Donations made today
WILL BE MATCHED
by board member
Elaine Elkin!



RESOURCES

www.GivingTuesday.org

Other online resources:

<https://bit.ly/2zskHvs>

<https://bit.ly/2u3cGfd>

<https://bit.ly/2eiUXWo>

<https://bit.ly/1f2MeIH>

IDEA #17

EXAMINE GENDER BIAS

WHAT?

Assessing gender bias in our language. Studies show that all types of professional communications contain gender bias, including fundraising appeals!

WHY?

Women give more than their male peers at virtually all income levels. Our cultivation approach and appeal language matters.

HOW?

Take a look at current research by the Women's Philanthropy Institute and Centre for Sustainable Philanthropy. Start by auditing your own communications and make this an intentional element of your fundraising program.

Gender-bias calculator

This calculator is derived from [the version made by Thomas Forth](#) which was, in turn, inspired by this [AWIS blog](#) post on gender biases in recommendation letters. The blog post and [the scientific paper](#) it is based on also explain why this gender bias is important. Thanks to [Dr. Karen James](#) for the inspiration. Privacy note: no content you test here will leave your browser as all the calculation is done in this page.

Try an example!

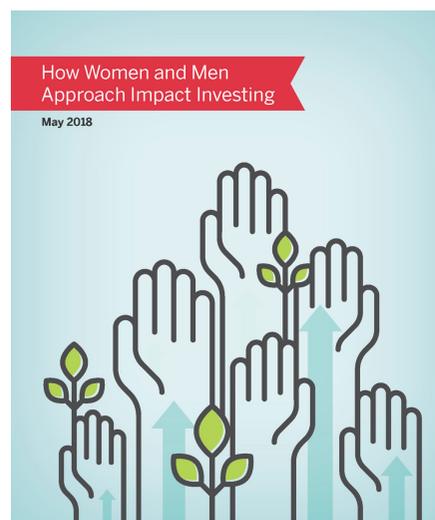
Write or paste your recommendation letter here. Words that are more often associated with women will be added to the female list. Words that are more often associated with men will be added to the male list.

Female-associated words | Male-associated words

Force recalculate!

Problems or suggestions? [Add an issue on Github](#), [suggest more examples](#), [improve the code](#).

<https://slowe.github.io/genderbias/>



WPI WOMEN'S PHILANTHROPY INSTITUTE
LILLY FAMILY SCHOOL OF PHILANTHROPY
RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

RESOURCES

Women's Philanthropy
Institute

@WPInsights

Centre for Sustainable
Philanthropy

@RogareFTT

IDEA #18

CLEVER GALA ASK

WHAT?

Getting creative with the ask at your big event.

WHY?

Same old chicken dinner, same old solicitation. Mix it up so donors are surprised and delighted!

HOW?

- Use a video! Impassioned personal speeches are moving, but unpredictable. Invest in professional help to nail the ask.
- Incorporate light peer pressure. Have tables stand up together once everyone donates.
- Do something silly or fun before you make it serious. Create an ask video that's filmed like a soap opera or incorporate live karaoke!

EXAMPLE: CHARITY: WATER'S VIRTUAL REALITY EXPERIENCE



RESOURCES

Online resources:
<https://bit.ly/2KWqEti>
<https://bit.ly/2zouGG9>
<https://bit.ly/2m7eoYR>
<https://bit.ly/2N00rYc>
<https://bit.ly/2zowi2N>

IDEA #19

EMBRACE THE TECH

WHAT?

Taking advantage of new technology solutions designed to enhance your fundraising.

WHY?

It's time! Donors are getting used to these tools and will start to expect their use.

HOW?

Take a look at the many options and decide which are right for you and your budget:

- Auction software (ex. BidPal, Bidding for Good)
Enables off-site bidding, analysis, fast checkout
- Donation kiosks (ex. DipJar, GivingKiosk)
- Text to give
- So many more!



RESOURCES

Ask your peer networks!

Online resources:

<https://bit.ly/2zievu8>

<https://bit.ly/2rx69Z8>

<https://bit.ly/2oIyv1e>

IDEA #20

BE THE EXPERTS

WHAT?

Confidently asserting that your organization is an expert in your issue area and engaging supporters by sharing your expertise.

WHY?

Donors care about your mission and want to learn more about the issues. Provide the experts!

HOW?

Whatever your issue area, identify your resident experts and plan quarterly outreach where supporters can learn about a hot topic. Attendance can be free but always include a plea for support at the end. Webinars and Issue Briefs can be made available in an online library.

WITHOUT A HOME: THE NATIONAL YOUTH HOMELESSNESS SURVEY

WEBINAR
FRIDAY, NOVEMBER 18
1:00PM-2:30PM (EST)

STEPHEN GAETZ • SEAN KIDD • BILL O'GRADY
LESLEY MCMILLAN • DAVID FRENCH

This webinar will present the findings of the first national youth homelessness survey.

Register at: <https://youthwithouthome.eventbrite.ca>

#YouthWithoutHome



Mind the Gap: Educational Achievement Gaps in Indiana

Achievement gaps among children of different racial and ethnic groups are a common problem in Indiana and across the nation. According to the United States Department of Education, an achievement gap "occurs when one group of students outperforms another group, and the difference in average scores for the two groups is statistically significant."¹ The causes of achievement gaps are many and the consequences affect children's long-term outcomes in work and life satisfaction.^{1,2} This brief examines achievement gaps among Indiana students in test scores, high school graduation rates, and rates of college enrollment, persistence and remediation.

Achievement gaps tend to be greater between schools than within schools,³ largely because of the uniformity of communities. Students from lower income families tend to be concentrated in certain neighborhoods and students from higher income brackets in others, and the same is true of ethnic, racial and linguistic groups.⁴ Because poverty explains much of the variation in educational outcomes⁵ and is highly correlated with race,⁶ schools in communities with high poverty rates or large racial minority populations tend to have lower school-wide achievement than schools in communities with lower poverty rates or small racial minority populations.⁷

Another consistent finding in achievement gap research is that achievement gaps grow as students progress to higher grades.⁸ Education is an incremental process, where skills and knowledge build upon previously learned material.⁹ Starting behind or failing to keep up with one's peers puts students at risk of falling into an achievement gap. And because low SES children and racial minorities tend to be educationally behind their more affluent and white peers before entering school, they are at risk of achieving at lower levels throughout their education.¹⁰



Research shows that the groups most likely to be on the lower end of an achievement gap include: racial and ethnic minorities, low socioeconomic status (SES) students, English language learners (ELL), and special education students.¹¹

Factors Associated with Achievement Gaps

Out-of-School Factors
Among the leading factors contributing to achievement gaps outside of schools are household income, family investment and neighborhoods.¹² The socioeconomic status of a child's parents is one of the most reliable predictors of a child's future academic achievement (grades and test scores) and educational attainment (years of schooling completed).¹³ In fact, poverty is such a strong predictor that it rivals parental educational attainment in explaining achievement gaps.¹⁴ Poverty affects all facets of children's lives, from access to health care and levels of food insecurity to exposure to crime and unsafe living conditions.¹⁵ Consequently, students living in poverty suffer from physical stresses that impact their cognitive development and attention that their more affluent peers do not face.¹⁶ The deprivation experienced

RESOURCES

Dotty Calvano Lindquist
Natl Fundraising Coordinator
L4GG
Phone:
401-952-9459
Email:
dorotheacalvano@gmail.com

IDEA #21

SERVE-A-THON

WHAT?

A large-scale day of community service where volunteers collect pledges, like a charity run.

WHY?

A Serve-a-Thon utilizes a successful pledge model but focuses volunteers on mission-related activities that are inclusive of all ages/abilities.

HOW?

This fundraiser works best for social service organizations or those who need facility improvements (painting, landscaping, etc). Some communities have bigger versions of this concept, but individual organizations have been successful at operating them on their own.



RESOURCES

Hands On Greater Phoenix:
<https://bit.ly/2m3AoDV>

Other resources:
<https://bit.ly/2zmnw5p>
<https://bit.ly/2m47tj2>

IDEA #22

ONLINE MERCH STORE

WHAT?

Setting up a great online store.

WHY?

Your supporters are your biggest cheerleaders! Some of them will want to proudly wear their support for your organization, and what great promotion! Think beyond the free t-shirts and stickers... use an online store that features creative and tasteful swag donors will pay for.

HOW?

- Research online vendors and select the best fit
- Upload your logo or create some fun designs using free services like Canva or a designer
- Promote and earn incremental revenue



Pickup	In Store
Shipping	\$7.15 flat-rate per order. Ships within 3 days to United States addresses only.

RESOURCES

Square Free Online Store:
squareup.com/online-store

No minimum inventory:
printful.com
zazzle.com
cafepress.com

IDEA #23

EMPLOYER MATCHING

WHAT?

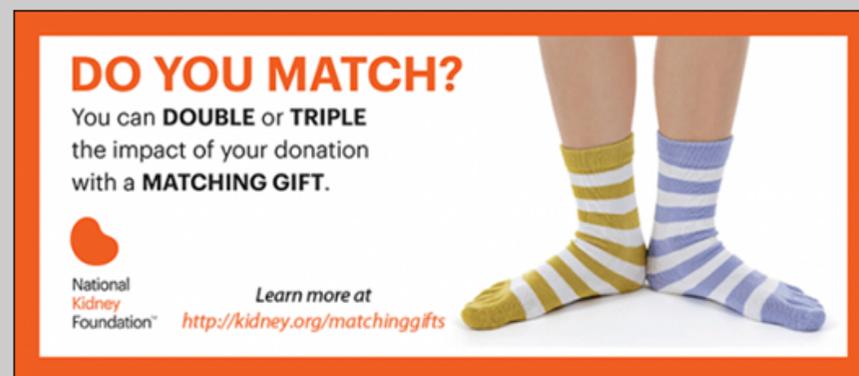
Maximizing the potential of corporate donation match programs for their employees.

WHY?

Lots of employers offer donation matches. Companies typically match employee donations dollar-for-dollar, but some companies triple or quadruple the gift amount! Get in on this.

HOW?

Consider working with a third party vendor, such as Double the Donation, to provide infrastructure. Or go it alone and start by marketing via your donation pages, acknowledgement letters/emails, dedicated web pages, social media, and direct mail inserts.



DO YOU MATCH?
You can **DOUBLE** or **TRIPLE** the impact of your donation with a **MATCHING GIFT**.


National Kidney Foundation™ <http://kidney.org/matchinggifts>

Learn more at <http://kidney.org/matchinggifts>



You can **DOUBLE** or **TRIPLE** the impact of your donation with a **MATCHING GIFT**.

DO YOU MATCH?
Find out if your employer matches your donation.
Learn more at cotsonline.org.



MATCHING GIFTS



DOUBLE THE IMPACT

- 1**
you give
- 2**
your employer matches

 **YOU** designate the scholarship, program, department or college your gift will benefit.

  **YOUR EMPLOYER'S** matching gift will go to the same fund.

Visit www.unmfund.org/mg-search to see if your employer has a **matching gift program**.

RESOURCES

<https://bit.ly/2N3noJO>
<https://bit.ly/2N4CMWB>
<https://bit.ly/2yfTRcb>
<https://bit.ly/2L5Dy4W>
<https://bit.ly/2Lq2bJ8>

IDEA #24

CAUSE MARKETING

WHAT?

Partnering with businesses in cooperative marketing efforts that benefit both you and them.

WHY?

The revenue is not likely to be huge, but the benefits can be worth it! Most partnerships are easy to set up. If you're not exploring these opportunities, you're leaving money on the table.

HOW?

- Product sales (portion of proceeds)
- Charity Checkout (donation request at store registers)
- Restaurant nights
- Vehicle donation
- Co-branded programs and events
- Online shopping percentage (ex. Amazon Smile)



BOYS & GIRLS CLUBS
OF METRO PHOENIX

Cause Marketing Partners

Ch 12 Shred-A-Thon

The Channel 12 Shred-A-Thon benefiting BGCMP is back! Gather your papers and important documents; we will shred them for a donation. The Shred-A-Thon is on Saturday, Apr. 8 from 7:00 a.m. – 2:00 p.m. at The University of Phoenix Stadium Parking Lot. First 3 boxes are free, additional boxes will be \$5 per box.



For more information about the Shred-A-Thon, [click here](#).

To learn more about Channel 12 News, [click here](#).

Buffalo Wild Wings

Indulge in Buffalo Wild Wings on Wednesday, April 19th and 10% of total sales will benefit our Club kids!



Participating Locations:

2700 W North Ln. Metro Center, Phoenix, AZ 85051

2510 W Happy Valley Rd., Ste. 1241, Phoenix, AZ 85085

13311 W McDowell Rd., Palm Valley Cornerstone, Goodyear, AZ 85395

9404 W Westgate Blvd., St. C107, Westgate Entertainment Center, Glendale, AZ 85305

For more information on Buffalo Wild Wings, [click here](#)

Donate Your Car

CARS partnered with BGCMP to help turn old, unwanted vehicles into a donation to the clubs. CARS really does make it easy to donate your car or any other type of vehicle. They accept all types of vehicles nationwide cars, trucks, SUVs, motorcycles, ATVs, and even boats.



Click here to view their website or call 844-464-4483 – 844-464-GIVE

Shop at Fry's Foods & Help

Every time you shop at your local Fry's Foods you could be helping Valley kids. Take one moment to register your Fry's VIP card and from then on, a portion of every purchase will go directly to helping the members of Boys & Girls Clubs of Metro Phoenix. Click [here](#) to sign up and use BGCMP's organization code 80028. Together with Fry's Foods, you can make a huge difference in a Valley child's life.



AmazonSmile Online Giving

Shopping at the world's largest marketplace is an easy way to help Valley kids! Simply click [here](#) to start donating a portion of your Amazon purchase to Boys & Girls Clubs of Metro Phoenix.



Drink & Donate

For every bottle of H2Good water you buy at Jacksons Foods, .25 will be donated to Boys & Girls Clubs. All proceeds received will locally support Metro Phoenix!



IDEA #25

CALL YOUR DONORS

WHAT?

Seriously, just call them!

WHY?

This tried and true staple of donor stewardship is often overlooked. Contact your donors to check in, say thank you, invite to coffee - it keeps donors in touch with your and your organization, and it helps them feel appreciated and not oversolicited. Build those strong relationships!

HOW?

- Provide monthly call lists to board members
- Organize a 30 minute thank-a-thon
- Block time in your calendar for donor calls
- Use volunteers to make calls



RESOURCES

Local Universities

Thank-a-thon info:

<https://bit.ly/2KTb3ud>

<https://bit.ly/2L1YhXc>

<https://bit.ly/2KEjcDy>

<https://bit.ly/2u4q6HX>



IDEA #26



IDEA #27



IDEA #28



IDEA #29



IDEA #30

**Let's hear
from you.**

1. PAIR SHARE

Partner with your neighbor and share any ideas that you've seen work in other organizations.

2. REPORT BACK

We'll hear your best suggestions!

Innovation is seeing what everyone has seen and thinking what no one has thought.

DR. ALBERT SZENT-GYÖRGYI



THANK YOU

CONTACT ME ANYTIME!

ELIZABETH NIELSEN

LIB.NIELSEN@GMAIL.COM

408-239-7657

BEST PIZZA IN TUCSON:

ANELLO

BEAR CANYON

REILLY

SERIAL GRILLERS