

Creating a community-driven fundraising strategy

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from **gofundme**

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Agenda

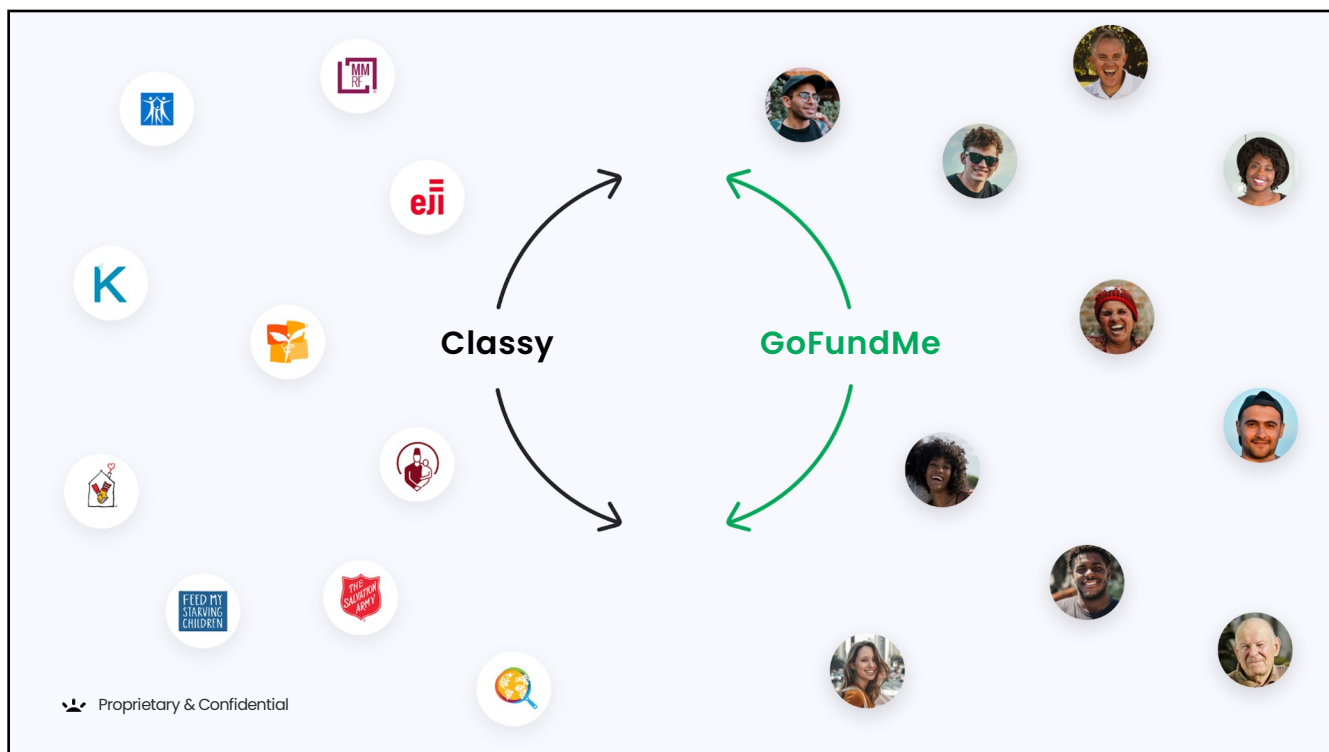
- Introduction
- The Shift to Transactional Fundraising
- Breakout Session #1: Identifying Transactional Fundraising in Your Organization**
- How Giving Thrives in Community & Challenges to Community Building
- Breakout Session #2: Overcoming Community Building Obstacles**
- Rethinking Community Building & Strategies for Mobilizing Communities
- Examples of Communities in Action
- Breakout Session #3: Designing a Community-Driven Fundraising Campaign**
- Conclusion and Q&A

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Together we are creating the future of philanthropy

150M

collective community

\$30B

given across both platforms

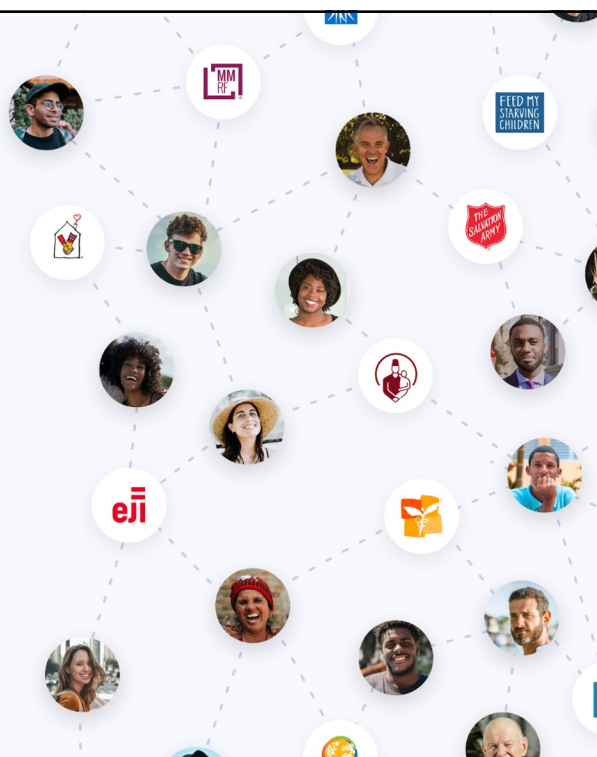
30K+

nonprofits received a donation on GFM in the last year

1/sec

1 donation every .6 seconds

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Powering some of the largest healthcare organizations

Trusted by thousands of nonprofits



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Shift to transactional fundraising

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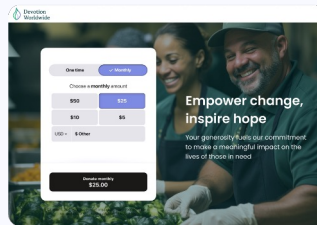
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Fundraising continues to change

Fundraising was rooted in connection



Digital scaled giving; experiences expanded



Communities are breaking down

74%
of Americans report non belonging in their local community*

*American Immigration Council

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Fundraising models are evolving

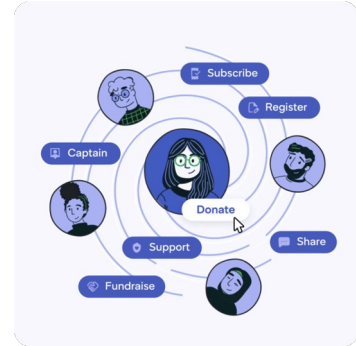
The Donor Pyramid
Digital disrupted



The Vortex
Experiences expanded



Community-Driven
Community evolves



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This collage illustrates modern fundraising methods. It includes a photo of a woman receiving cash from a man, a GoFundMe page for 'Hurricane Milton Relief' with a map of Florida, a Venmo payment interface showing a \$500.00 donation, and a video snippet titled 'We surprised our 90 year old Veteran customer with an envelope of cash'. The collage also features logos for 'venmo', 'classy by gofundme', and 'gofundme'.

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Breakout #1: Identify transactional fundraising in your organization

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Let's talk!

Instructions: Split into groups and discuss:

- Examples of transactional fundraising you've encountered or used.
- How these efforts impacted long-term relationships with donors.

Goal: Identify common themes and note any unintended consequences of transactional approaches.

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How giving thrives in community

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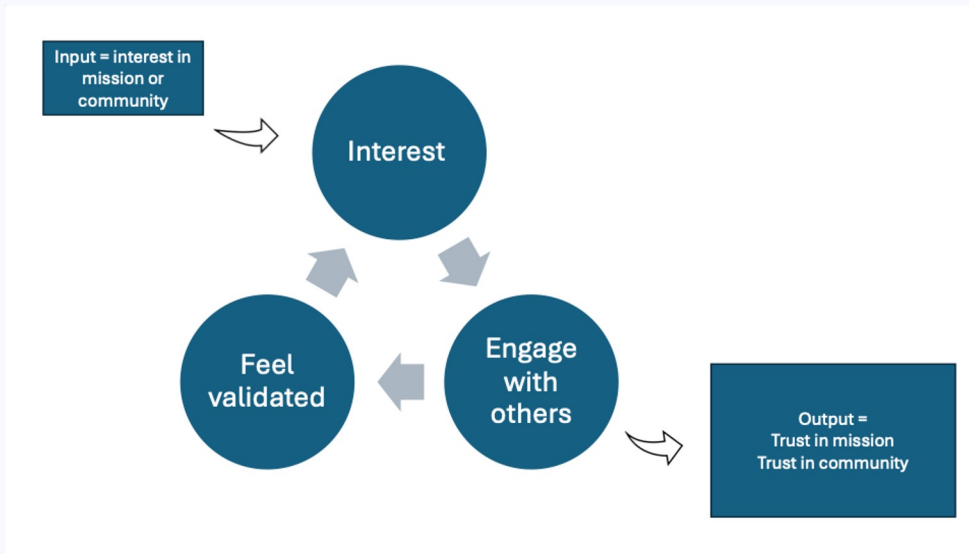
**Community =
People Who Share an Idea +
Have a Way to Communicate with One
Another**

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Social Validation Feedback Loop



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Universal Truth:

Individuals engage where they feel the greatest connection



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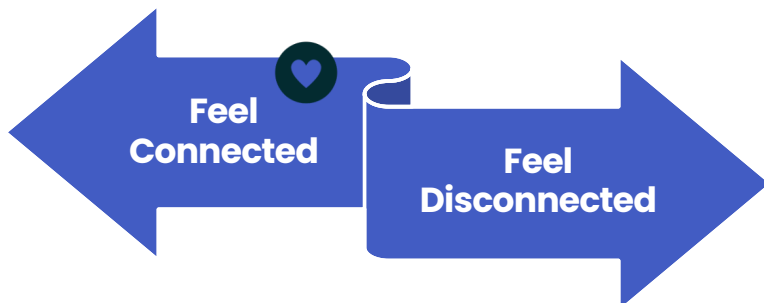
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Level of Connection

TO MISSION

Very Connected
give 15% more than
 Somewhat
 Connected and **give**
400% more than
 Disconnected

Fundraise,
Advocate, and
Volunteer 2x more
 than Disconnected



"People quit nonprofits, they don't quit their friends". Katrina VanHuss

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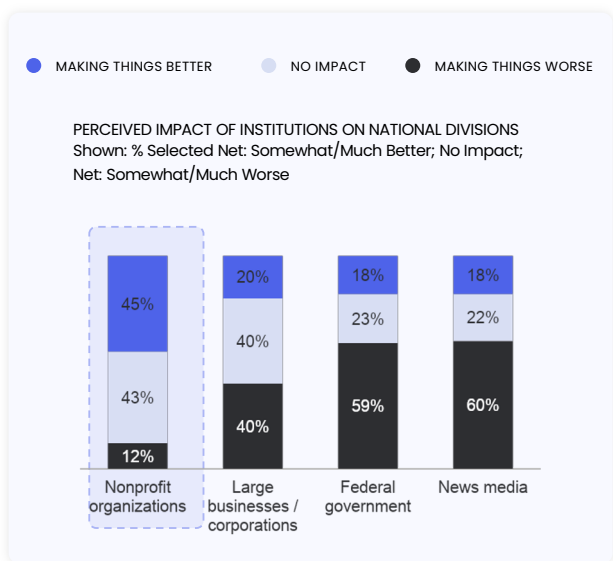
Our Greatest Currency is Trust

Worry is high about societal division and a lack of national unity; while big business, government, and media are seen as worsening the divide, nonprofits are seen as part of the solution.

94%



Are worried about growing divisions and a lack of national unity



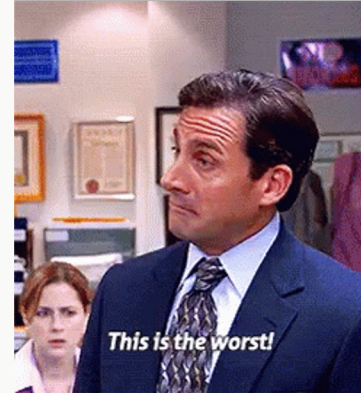
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Source: Independent Sector in Partnership with Edelman DXI
 Q35. Many people say the United States is more divided today than at any point since the Civil War. How worried are you about growing divisions and a lack of national unity? Base size: General Population (n=3000)
 Q36. Thinking about the divisions in America today, do you believe the following institutions are generally making things better or worse? Base size: General Population (n=3000)

Challenges to Community Building

- Time and Resource Constraints
- Diverse Audience Interests
- Sustaining Engagement Over Time
- Digital Overload
- Balancing Technology and Personal Connection
- Donor Fatigue
- Inclusivity and Representation
- Changing Donor Expectations
- Difficulty Measuring Impact
- Competition with Other Causes
- Leadership Buy-In
- Geographical Barriers
- Overcoming Transactional Mindsets
- Conflicting Goals and KPIs

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Breakout #2: Overcoming community building obstacles

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Let's talk!

Instructions: Split into groups and brainstorm solutions to the following:

- How can technology be used to strengthen, not weaken, community ties?
- What strategies can you implement to build deeper connections with your donors?

Goal: Identify at least one actionable solution to apply in your own organizations.

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Three steps to create a community-driven fundraising strategy

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Step one:
Find people who believe in your mission



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Step two:
Facilitate radical connection



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**Step three:
Give them the
tools to
activate**



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**Communities in
action!**

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COACH ART

CoachArt Model

Our app and our programs **connect kids** affected by chronic illness to a community of support that includes **volunteers, donors, and those who spread the word.**



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charity: water

THE **SPRING**
.....

Join the global community serving
40,750 people every month

When you give to charity: water, 100% of your donation goes directly to funding water solutions in rural communities. We won't stop until everyone, everywhere has access to clean water. But we need our monthly giving community, The Spring.



Our water projects are **locally-led and community-owned**. We deploy your donations to the field, where these partners go to work rehabilitating old water systems, building new ones, or completing sanitation and hygiene training.



The Spring is essential to this cycle. We count on monthly gifts to fill in any funding gaps that may arise or account for potential changes in project completion. The Spring enables us to fund our local partners with confidence and **make the best long-term investments** in rural communities.

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Mo Your Own Way



Whether it's a gruelling test of physical endurance or some other wildcard idea, Mo Your Own Way means you do you.

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girls who code

PROGRAMS GET INVOLVED LOCATIONS ABOUT US DONATE **GET UPDATES**

NOT TECHNICAL? NOT A PROBLEM.

Anyone can start a Club - no coding experience needed! Girls Who Code provides comprehensive resources and support to help you run a successful Club.

CURRICULUM
One-of-a-kind 3rd-12th grade programming that includes GWC Tech Spotlights, self-guided tutorials, interactive activities, flexible meeting

TRAINING & SUPPORT
A GWC staff member dedicated to your Club, webinar training, and a help team to support you at every step.

RECRUITMENT RESOURCES
Posters, email templates, social media copy, and swag to help you promote your Club and recruit members.

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**THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH**

**TEAMFOX
FOR PARKINSON'S RESEARCH**

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MGH 1811
MASSACHUSETTS
GENERAL HOSPITAL

HOW TO GIVE

Community Fundraising

Take action. Change lives. Fundraise for your cause at Mass General.

Start a Fundraiser →

LEARN MORE ABOUT

- Start A Fundraiser
- Events
- Frequently Asked Questions
- Contact Us

beCAUSE
THE MASS GENERAL
FUNDRAISING COMMUNITY

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Breakout #3: Designing a community-driven fundraising campaign

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Let's talk!

Instructions: Create a quick outline of a community-driven campaign

- What would the focus be?
- How would you mobilize community members (donors, fundraisers, beneficiaries)?
- How would tech be used to support, not replace, engagement?

Goal: Share key takeaways from each group's outline.

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Recap and Q&A



Step 1

Find people who believe in your mission



Step 2

Connect them to each other



Step 3

Give them the tools to activate

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Thank you!
Let's connect!



Michelle Boggs, MBA, CFRE
Classy from GoFundMe | Nonprofit
Strategy and Fundraising | Relationship...



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