Building a successful online fundraising plan

SHARITY
EMPOWERING NONPROFITS

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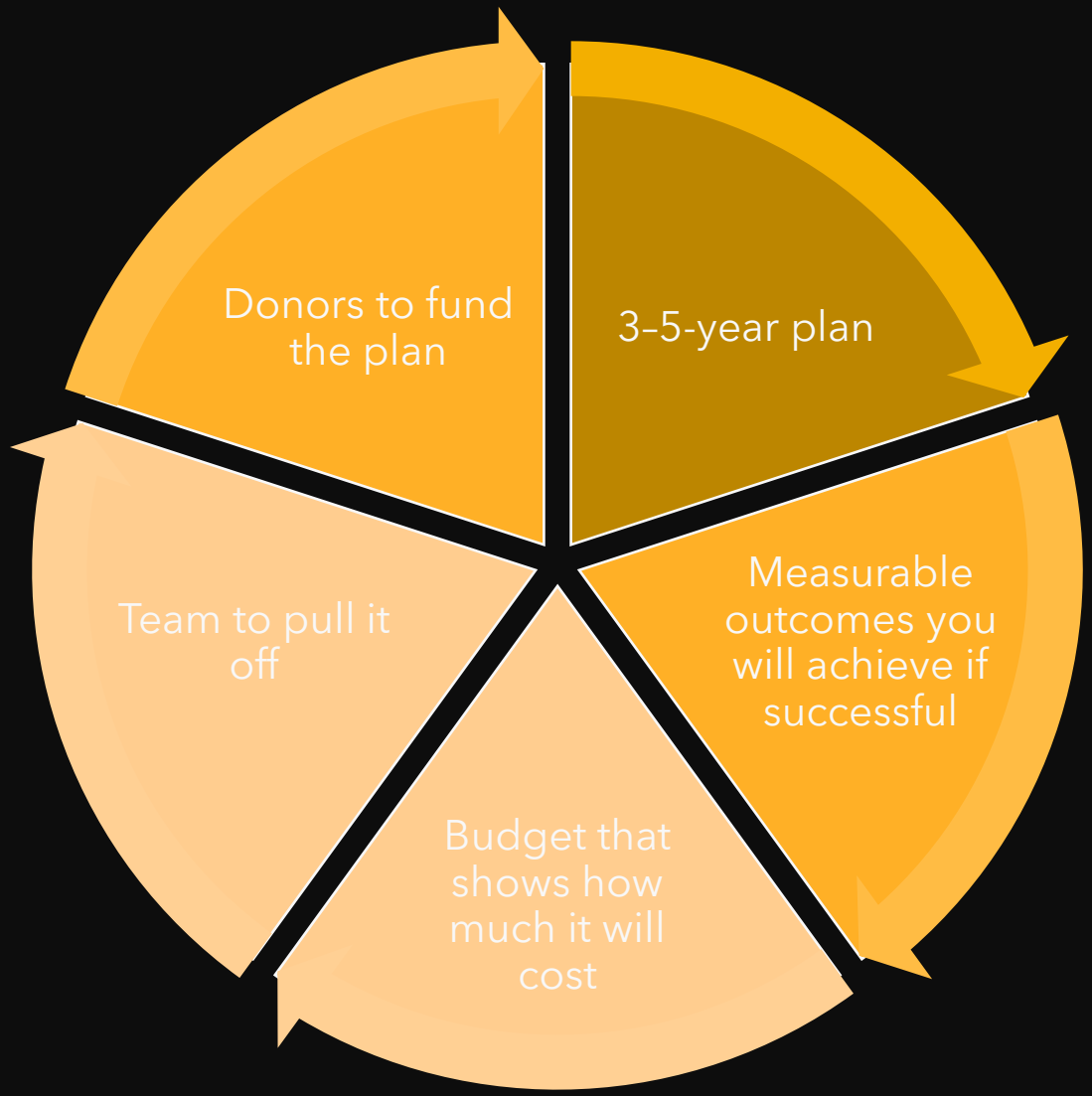
5 things you must have to be successful fundraising



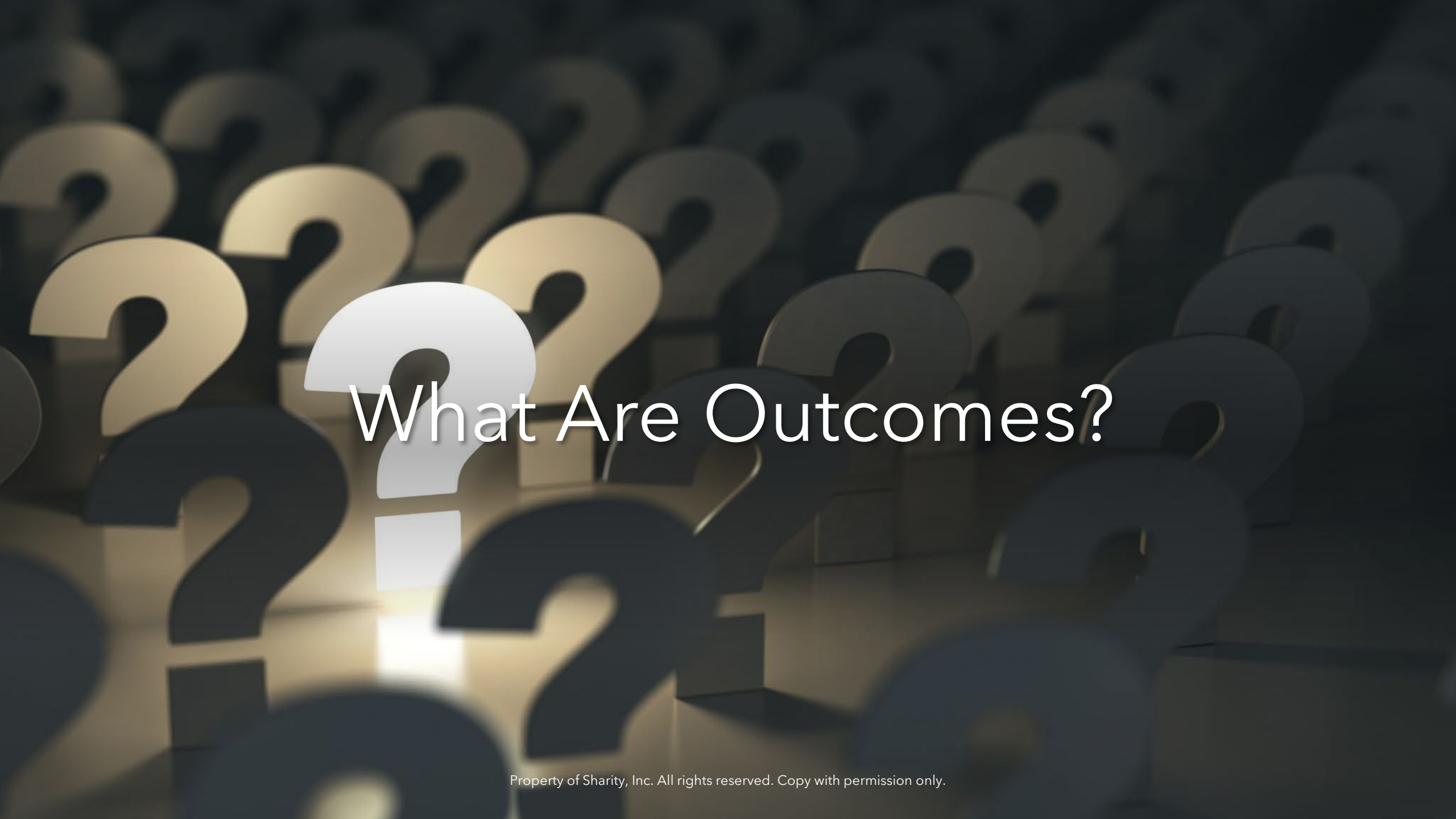
Annual Fund VS Major Gifts

Annual

- One-time gifts
- Smaller singular asks
- Heart story
- Year End
- Special Event
- Direct Mail

Major Gift/Campaign

- Multi-year
- Longer cultivation
- Investment mindset
- One-on-One
- Naming opportunities
- Legacy



What Are Outcomes?

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Output vs. Outcomes

78%

Output Focused

- Nights of shelter
- Career Counseling Sessions
- Safety Plans Completed
- Number of Hotline Calls

- Permanent Housing
- Increase in Income
- Increase in Successful Injunctions
- Successful Prosecutions

22%

Outcome Focused

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Outcomes

Outputs

Warm/Fuzzy Appeals

Anecdotal Examples

Descriptive Statistics

Stakeholder Surveys

Economic Impact

Organizational ROI

Customized ROI

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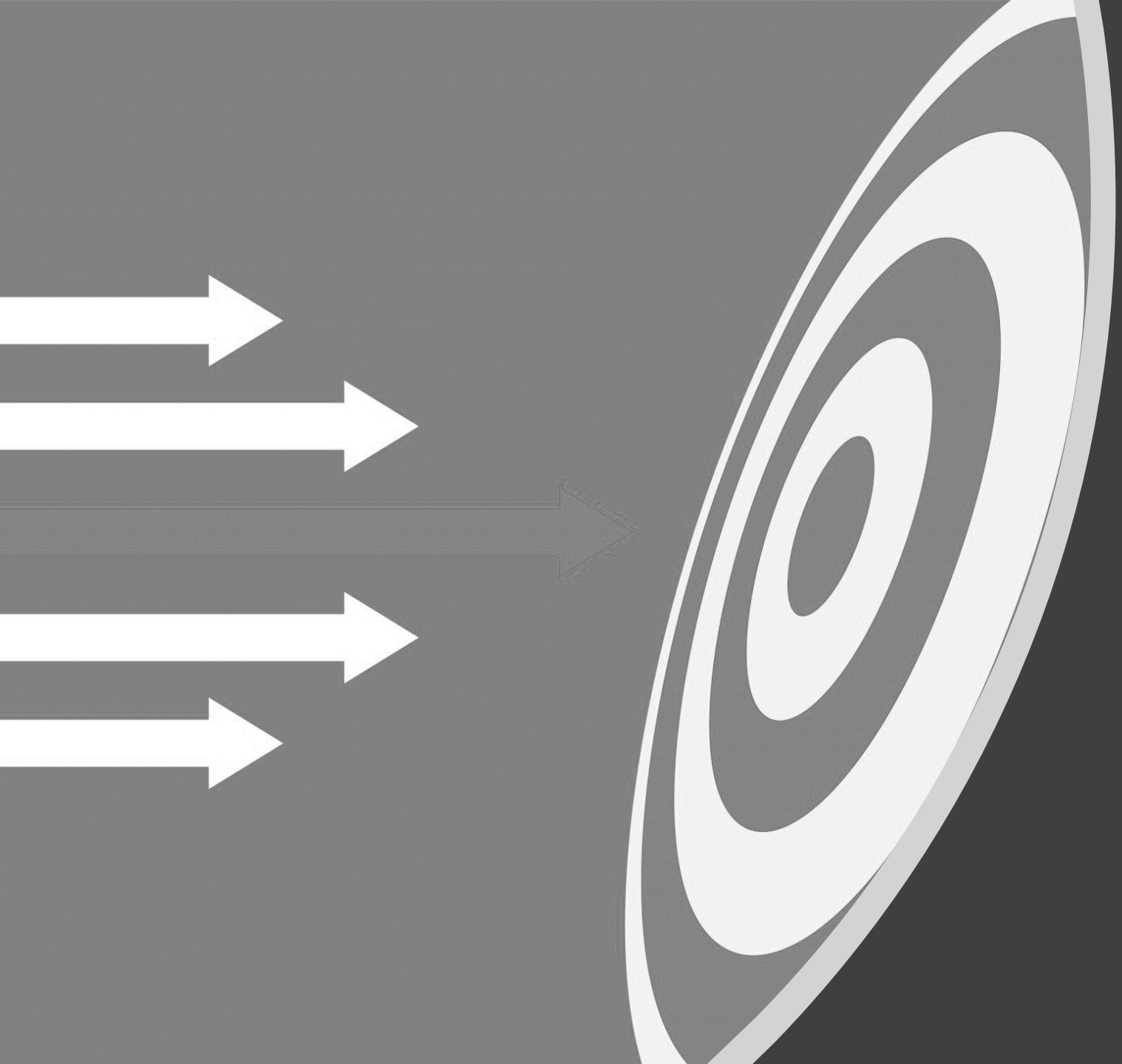
HOW TO TELL THE STORY OF IMPACT

INPUT	OUTPUT	OUTCOME	ROI
Number of Hotline Calls	Nights in shelter	Survivors permanently housed	$ per family saved averting homelessness
Number of Intakes	Safety Plans Completed	Injuries Averted	$ per injury averted
Number of abusers ordered to BIP with law	Number of abusers completing the course	Abuser recidivism rates	$ saved decreasing legal system costs



Setting Campaign Goals

Annual Campaigns

HOW MANY DO YOU PLAN TO SERVE?

WHAT IS THE OUTCOME?

SET A CAMPAIGN GOAL

Outputs

Number of animal's shelter

- $100 cost to shelter an animal
- 500 cats sheltered a year
- Total campaign = $50,000

Outcomes

Animals spay/neutered

- Cost for procedure $80
- Goal for year 400
- Results in reduced abandonments, shelter stays, euthanasia
- Campaign goal $32,000

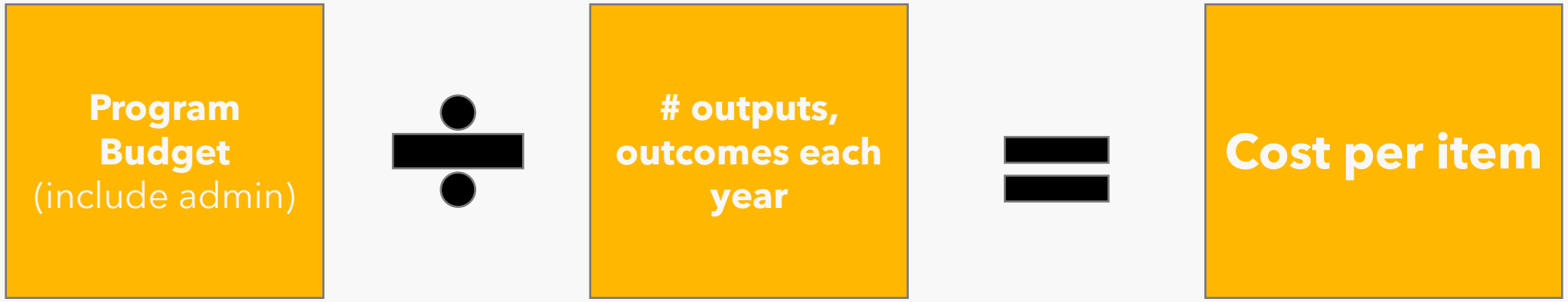
Return on Investment

Permanently House a Family

- $1500 on average will house a family
- Saves $30,000 in estimated costs from homelessness
- Total Campaign Goal 100 families:
  - $3M saved
  - $150,000 to be raised
- Just $125 per month

How do we price it?

Do The Math


Program Budget (include admin)
÷
outputs, outcomes each year
=
Cost per item

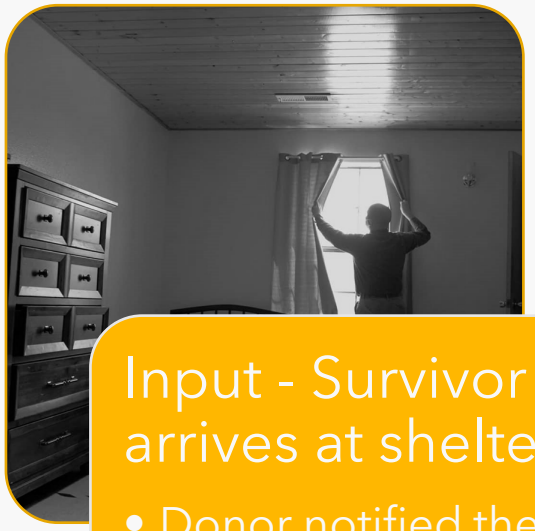
Turpentine Creek Wildlife Refuge

Annual Goal 18 Rescues at $25,000 Each

Stewardship

- Set up a spreadsheet of the number to be sponsored
- When a rescue happens, family arrives - notify the sponsor
- Keep them updated – output, outcome
- Thank them annually for all the outcomes and their role
- Use all outcomes in social media
- Update frequently on goal and ROI

Sponsor a Survivor

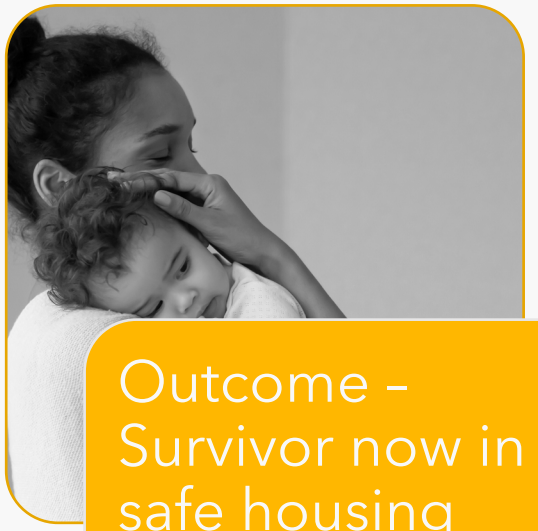


Input - Survivor arrives at shelter

- Donor notified they are safe

Output - Survivor receives counseling and services

- Donor notified of ongoing support thanks to them



Outcome – Survivor now in safe housing

- Donor notified of success

Personalized Thank You

- Connect outcomes to dollars invested
- Let them know the change that occurred
- Tell them outcomes they care about mos.

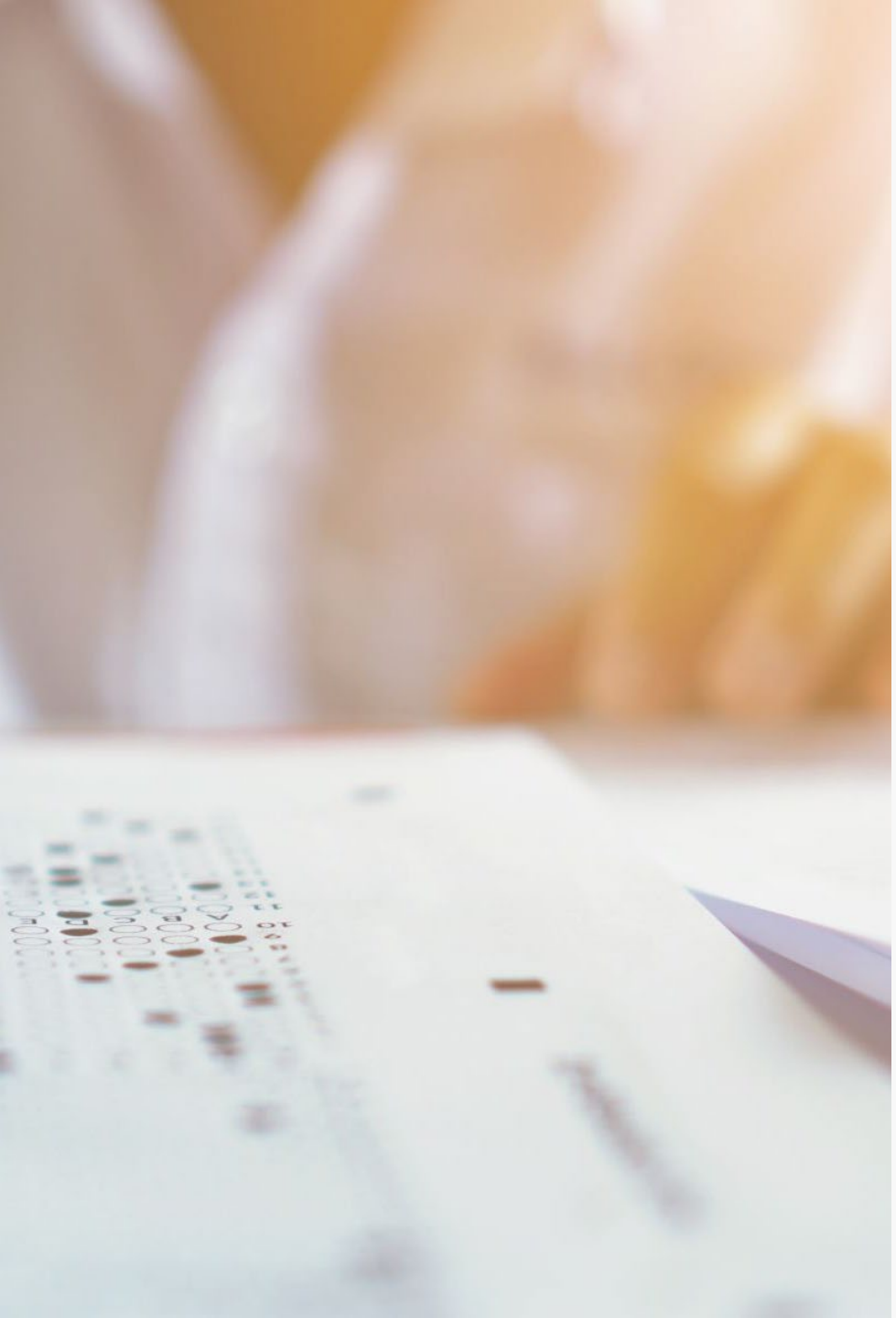
Using Outcomes in Social Media

How We Work

We partner with experienced local organizations who build sustainable, community-owned water projects around the world.

Proving Our Impact

From the start, we've publicly shared photos and GPS coordinates for every single charity: water project. You can find all of our funded projects on the map above.



Where Do I Start?

- List your programs
- For each one, clearly write out what change should happen because someone completes the program.
- Ensure it is measurable and that it is life-changing. If not, evaluate if this program is helping or hurting – dump those not making an impact.
- Determine the real cost of doing this program (staff, materials, overhead)
- Develop your cost per plus sponsorship plan

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