

Back to school...

FUNDING A NEW ACADEMIC YEAR

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#BacktoSchool



BiddingForGood

About Us

Who is BiddingForGood?

Leading online auction solution for school and nonprofit fundraisers.

Who is Constant Contact?

Event Marketing tool has helped 30,000 small businesses and nonprofit organizations hold successful events.



We Heart Schools

BiddingForGood

4,700
schools



Schools have
raised over
\$50 million

Online
fundraising
auctions

Schools have
reached
290K bidders
on our
platform

INSIGHT PROVIDED BY:

Constant Contact

Knowhow

What we will discuss

Finding the opportunity in a budget crunch

Planning a fundraiser

Tips from the fundraising pros

Importance of centralized intelligence

Closer look at a successful school fundraiser

Back-to-School – What does it mean to you?



School Fundraisers

Factors that work for and against school fundraisers

Pros

- authentic tie
- truly engaged community
- impassioned ask

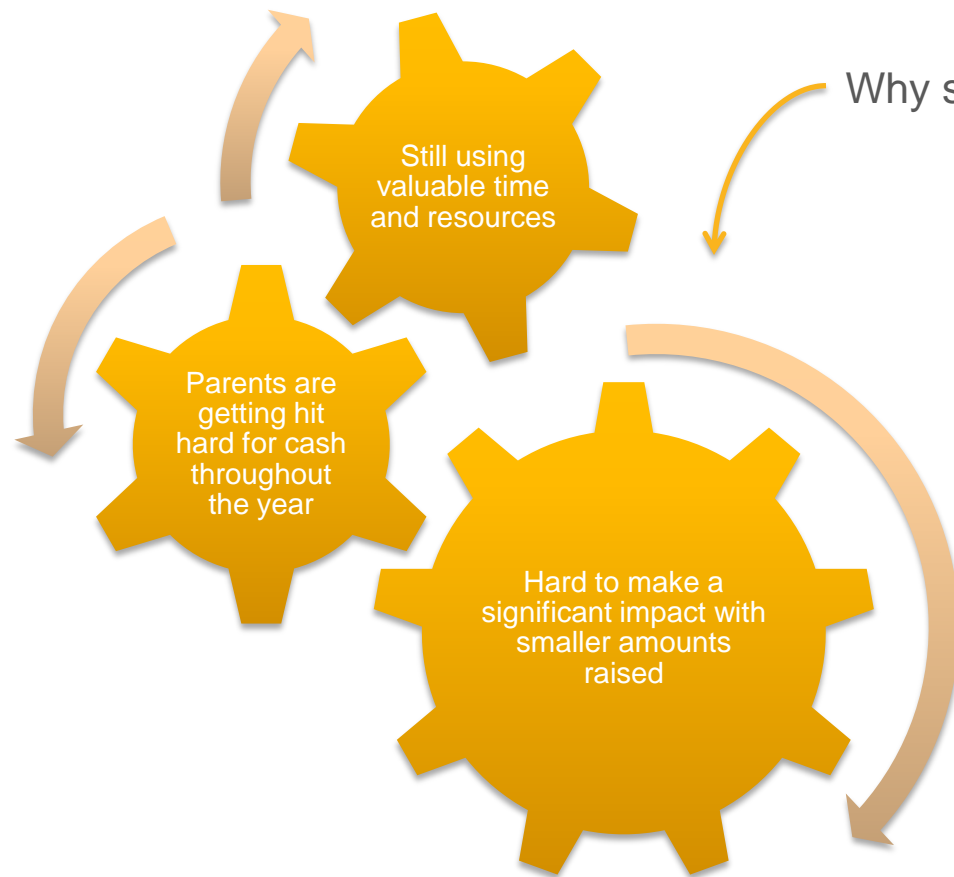
Cons

- high turnover
- infrastructure issues
- volunteer dependent



Upping the ante

What kind of fundraisers has your school done in the past?



Why schools are saying “size matters.”



Forget the gift wrap...

Successful school fundraising trends:

Concerted effort on one big event has greater impact

Online fundraising significantly expands reach

Event fundraisers



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Knowhow

Why events work for schools

Raise more money

Maximize impact of time & energy spent

Build awareness about the school and programs

Deepen relationships & forge personal connections

Educate supporters about financial need

Highlight school's impact on the community



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Knowhow

Positioning schools for success



Planning a fundraiser



1. Recruiting volunteers
2. Setting a goal
3. Promoting your fundraiser

Recruiting & managing volunteers

Assess your needs – Where do you need help?

Organization – How do you keep volunteers motivated?

TIP: Creating different “roles” for volunteers will attract more people with different skill sets and interests. Through organized volunteer management, you can determine level of commitment and encourage volunteers to take ownership of their designated responsibilities.

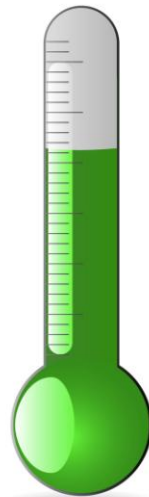
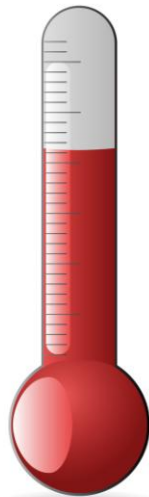
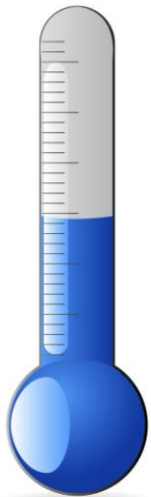


Set a *realistic* fundraising goal

How much time do you have?

How many volunteers do you have?

How much has your school raised in the past?



HINT: Work with your team! Brainstorm ideas, ask questions and track small successes along the way to your final goal. Reward your team when milestones are achieved!

Promote your fundraiser



Tell your story

HINT: As a school, you have the best storytelling assets at your fingertips – the kids!



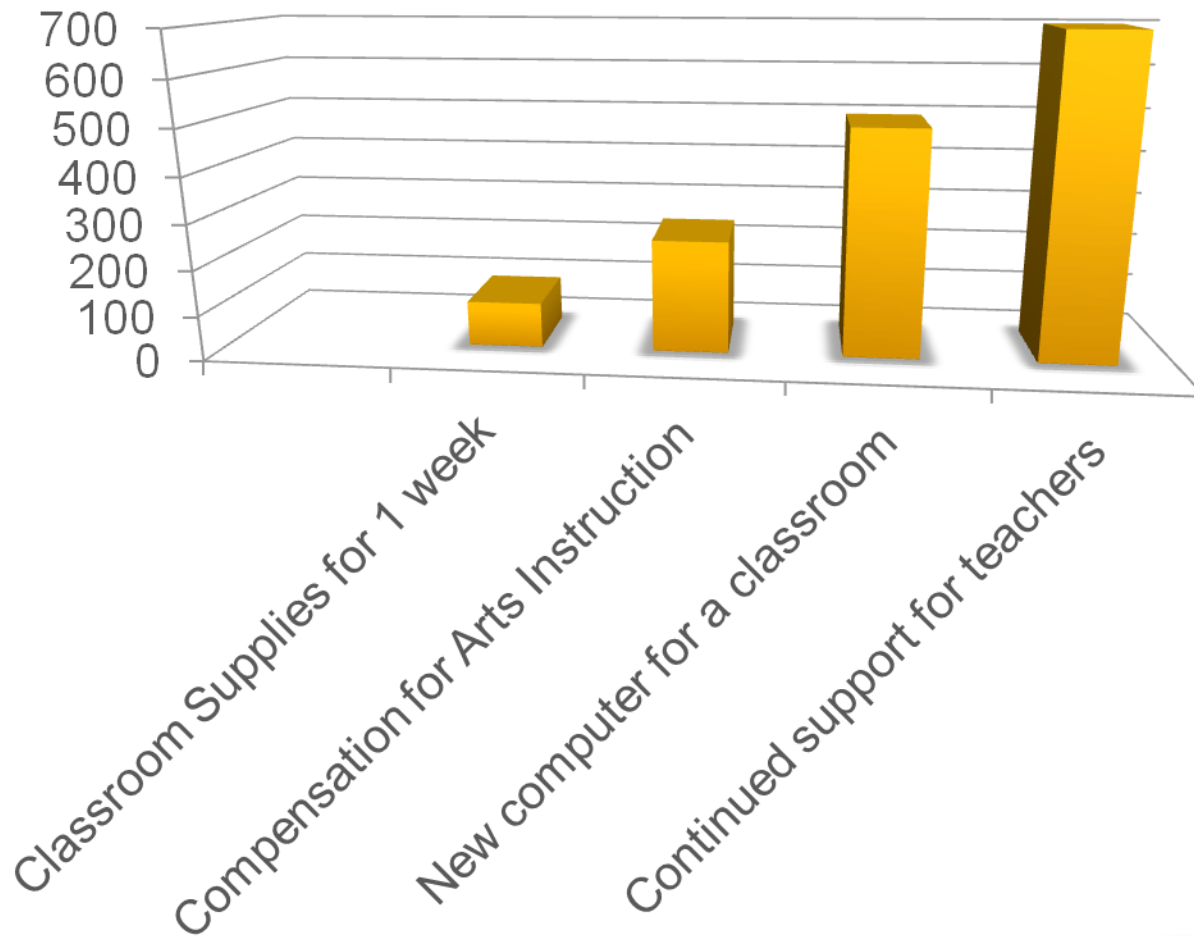
Compelling storytelling requires a few key elements:

Impassioned
“ask”

Authentic tie
to school &
fundraising
mission

Truly
engaged
community

How do the dollars add up?



Help supporters, donors, parents, teachers and students understand the value to the school.

Get social 5 tips to get started

Prominently display event information & contact info

Interact with your followers

Reward loyalty

Don't get defensive if you get negative feedback

Don't over-promote

Did you know? Social networking accounts for 1 of every 6 minutes spent online.

Engaging your audience

Post open-ended questions that solicit follower feedback

Ask for opinions

Thank followers

Always reply to comments

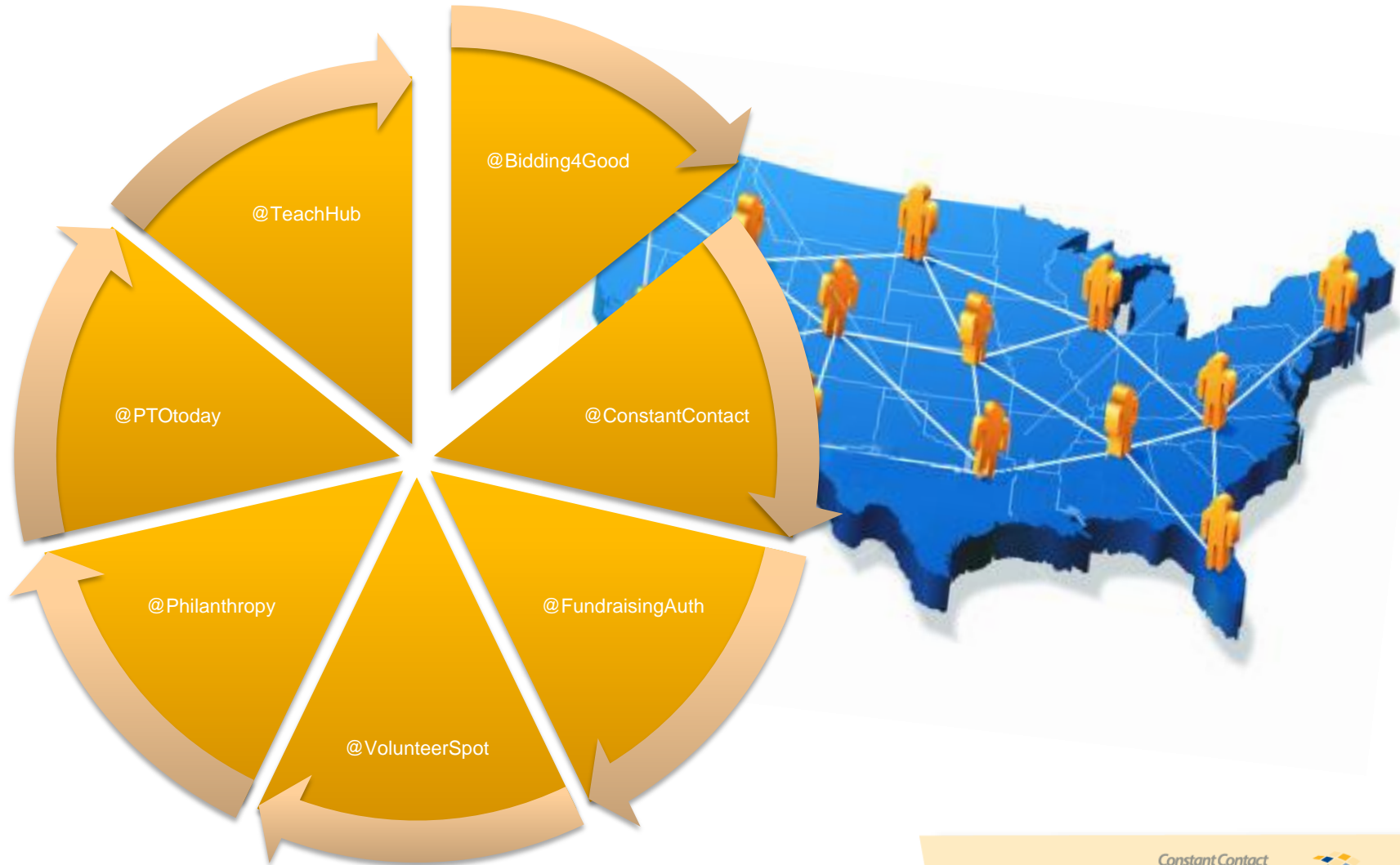
Jump in on trending convos on twitter

Ask for them to post a review on your page

Post photos, reviews and results from your event



Connect with industry leaders:



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Knowhow

Tips from the fundraising pros

Acquiring & supporting new donors: 5 tips

1. Ask early & often. "Squeaky wheel."

2. Request a donation upgrade. Don't beat around the bush!

3. Don't confuse the issue & use direct language.

4. The devil is in the detail.

5. Find special ways to say thanks.

Bonus tip: Ask and you shall receive! Always include a suggested donation in your ask.

Centralize intelligence



Leave your legacy behind. If you're part of the fundraising team now, help your future colleagues by storing your hard work so they don't have to reinvent the wheel when you've moved on (or the kids have graduated).

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Knowhow

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Ability to test & learn



Benefits of centralizing your intelligence

Learn the rules (and when to break them)

Build institutional confidence

Refine process over time

Track the effect of various factors

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Knowhow

Outside factors that influence results

- Timing
- Economic climate
- Current affairs/national or global events
- Audience
- Media
- Previous communications, or appeals, received from your school or donor's response to previous appeals
- Communications received from other organizations (about which you generally have no control or knowledge)



Getting on the technology train

Fight the downside of high organizational turnover

Establish and/or grow fundraising infrastructure

Protect your hard work

Efficiency

Ability to test & learn provides opportunity for organizational growth

Track progress & incent volunteers to achieve milestones/goals

Build your email database

Tools to consider

Constant Contact's event management software

BiddingForGood's online auction solution

Learn from others

Orion School

- Live/silent auction event grows each year; \$35K to \$65K in a few years.
- Fall campaign asks \$600 per student. People who can, give.
- Smaller fundraisers (candy, books, gift wrap sales, etc.) raise \$2-\$7K typically.

Sunridge Waldorf Charter School

- Amount needed to off-set costs per year is \$200-\$225K
- Four years ago added major auction event to fundraising plan.

The glue that binds:

CENTRALIZED INTELLIGENCE



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