Agenda

- Challenge and Opportunities
- Our objectives
- Our approach
- Results (2011)
- Next steps 2012
- How the community can help
Challenges facing non-profits

- Giving down & competition up
- Fundraisers worn out on traditional fundraising methods
- Difficult to expand reach through just a website
- The donor of tomorrow is different
Opportunities

- Social networking (amazing reach) -100x
- Mobile (always connected and engaged)
- Open-source software, the Cloud, SaaS
- Changing donor demographics (more tech savvy)
Our Objectives

- Increase engagement from fundraisers and donors
- Expand reach
- Centralize donor management & history
- Break the traditional log jam
- Address our international needs
Our Approach

- Build an online fundraising platform
- Focus on UXP for donors and fundraisers
- Use CiviCRM as a backend
- Customize to support international needs
Why not use existing solutions?

- Plenty of online SaaS solutions exist
- But... we found them to be less flexible and more expensive
  - $$$, Data, Features
Two Scenarios

PWSA of Colorado Derby
- Break the Logjam
  - Attendees vs. $ / Attendee
- Keep fundraisers engaged longer
- Expand reach beyond Colorado

FPWR One Small Step
- Multiple countries
- Foster friendly competition
- Keep fundraisers engaged longer
- Expand reach
Unique Requirements

**PWSA of Colorado Derby**
- Single location
- Remote CiviCRM install
- Event integration (CiviEvent)

**FPWR One Small Step**
- Multiple currencies
- Multiple payment processors (orgs)
- Distributed Campaign admin
- Multiple languages
- Offline donation management
The Model
The Results

**PWSA of Colorado Derby**
- Money raised online: $30,000
- Pages: 25 (~$1,200 per page)

**FPWR One Small Step**
- Money raised online: $413,110
  - $720,000 inc offline donations
  - ~13,600/ city or $1,000/page
- 53 locations (pages)
- 715 PCPs
  - (one w/130 donations -total of $8,129)
  - ~28 pages per city
- 523 Fundraisers with donations
- ~$20,000 savings over “buy”
Points to Discuss

- Performance using the REST API - implemented aggressive Caching
- Custom data stored locally and not in CiviCRM
- Keeping Civi and Drupal contact information in sync
What should be done next?

**Backend**
- Upgrade to the v3 APIs
- Webhooks on the CiviCRM side (to help with Caching, merges, etc.)
- Improve permissions to allow for more distributed admin

**Features**
- Tutorials and improved on-boarding process (funnel)
- Gamification (planned)
- Mobile pages and mobile apps
- Mobile payments
LINKS

- Sites: www.pwsderby.com and onesmallstep.fpwr.org
- GIT: https://github.com/fpwr/Fundraising-Campaigns

Questions?