



FUNDRAISING CAMPAIGNS

CIVICON • APRIL 2012



Agenda

- 🍯 Challenge and Opportunities
- 🍯 Our objectives
- 🍯 Our approach
- 🍯 Results (2011)
- 🍯 Next steps 2012
- 🍯 How the community can help



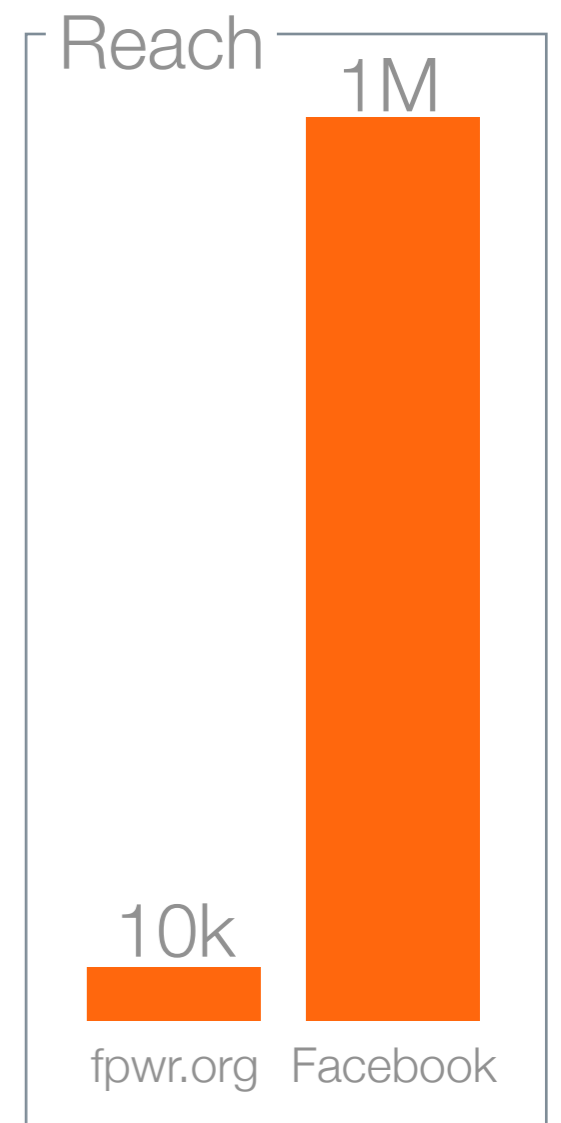
Challenges facing non-profits

- 🍯 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

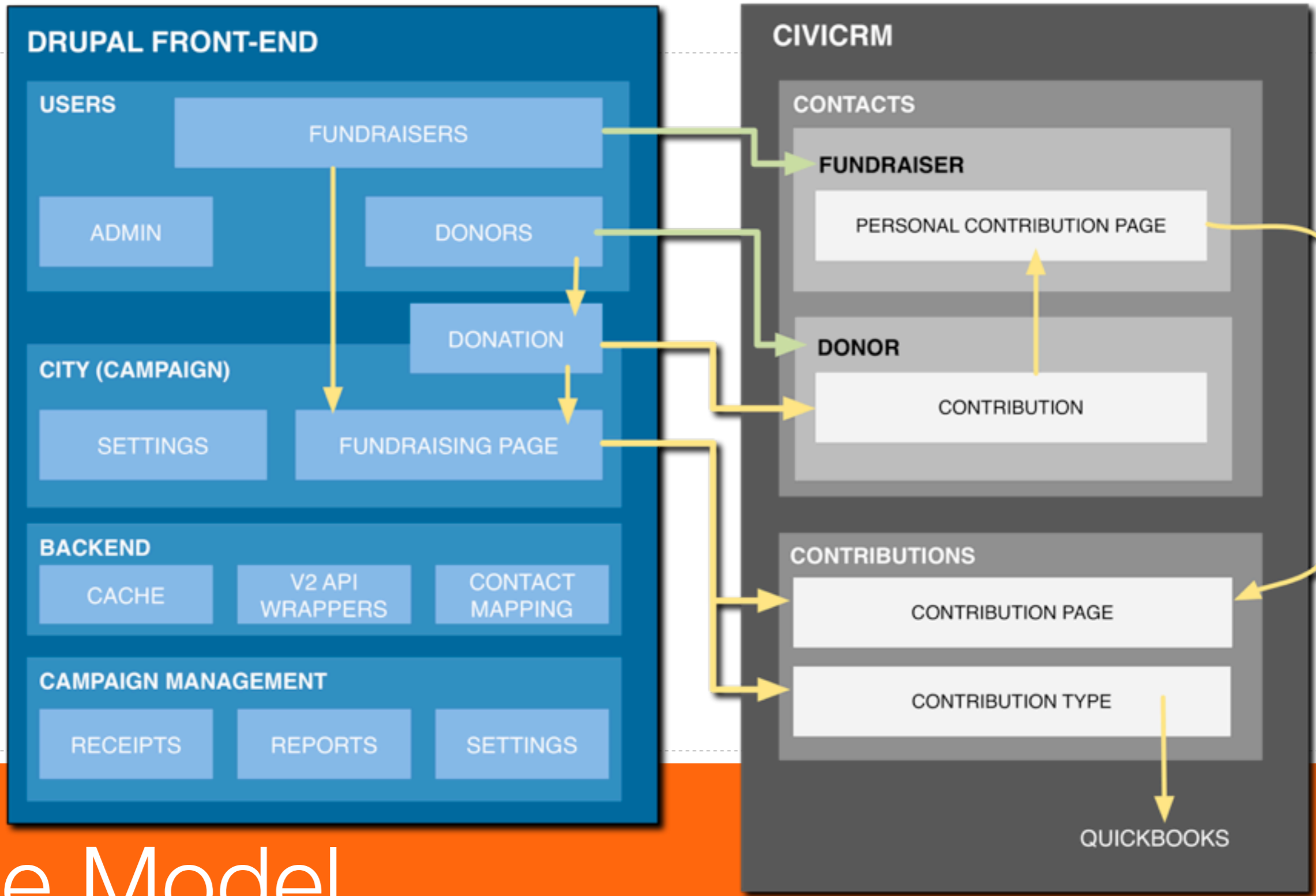
PWSA of Colorado Derby

- 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>

🔗 <http://civicrm.org/blogs/jeff-porter/fundraising-platform-built-top-civicrm-0>

Questions?