

# Unlock Year-End Fundraising:

## Strategies to Connect Your Community to Your Mission



This presentation, together with all documentation, text, ideas, images, video, content, methodologies, tools, creative, and other materials prepared by Classy, Inc. ("Classy") are confidential and proprietary information of Classy and/or its affiliated entities and licensors (together, the "Materials"). The Materials are being shared for presentation purposes only. Classy does not make any representations or warranties about the Materials, and they are provided on an "as is" basis. You may not publish, reproduce, distribute, copy, display, share, use, or rely upon the Materials. Classy disclaims all liability to you or any other party should the Materials be published, reproduced, distributed, copied, displayed, shared, used, or relied upon. The Materials may describe strategy and possible future developments that may or may not be undertaken by Classy and may be changed by Classy at any time, for any or no reason without notice. This document is for informational purposes and does not create any commitment on behalf of Classy.

## Agenda



**01** | Welcome! Unlock Series Kick-Off

**02** | How Giving Is Changing

**03** | Impact Uprising: Mindsets to Build Movements

**04** | Unlock Storytelling & Connection

**05** | 5 Experiences to Unlock Generosity

## Meet Your Presenters

*Classy*



**Elizabeth Ruikka**

Sr. Director,  
Growth Marketing  
**Classy**



**Keith Blazek**

Lead Growth  
Marketing Manager  
**Classy**

## Meet Your Presenters

**We are  
for Good.™**



**Becky Endicott,  
CFRE**

Co-Founder +  
Chief Storyteller



**Jonathan McCoy,  
CFRE**

Co-Founder +  
CEO

01


# Unlock Generosity Series Preview

Combining innovative strategies  
and actionable blueprints to help  
raise more this giving season.

# Unlock Generosity Webinar Series

Session 1

## Unlock Year-End Fundraising



**Today,  
September 6**

Session 2

## Unlock Marketing



**Wednesday,  
September 20**

Session 3


## Unlock Your Story



**Wednesday,  
September 27**

Session 4


## Unlock Your Events



**Tuesday,  
October 3**

Session 5


## Unlock Scalability



**Thursday,  
October 5**

Session 6

## Unlock Actionable Intelligence



**Wednesday,  
October 11**

# Actionable Blueprints and Ongoing Support

## Six-Part Webinar Series

Get inspired with innovative strategies and real-world examples related to six pressing topics for giving season success.

## Classy & Partner Resources

Go deeper with our best, hand-selected resources for each webinar topic from our industry experts and content library.

## Classy Coaches' Deep Dives

Put ideas into action through the Classy platform with group trainings, on-demand courses, and expert tips from Classy Coaches.

## Your Classy Account Team

Bring your vision to life, whether strategic or tactical, by partnering with your team at Classy for giving season and beyond.



## Unlock Generosity: Feeding America Volunteer Week

“ So much of my job at Classy is helping nonprofits from behind the scenes, helping to create our product.

I love my day-to-day, but there’s something extra special about partnering with our nonprofits in person and alongside one another.”

Trisha Langlois, Classy Software Engineer

Proprietary & Confidential



02

# Giving is changing

It's time for fundraising to  
change too.

## Giving is changing.

**2x**

---

Once someone gives on our platforms, they are more than 2x as likely to give again within the year

**4.5x**

---

7 of 10 501(c)(3)s grew in 2022 and Classy customers grew by almost 4.5x that of the average 501(c)(3)

**1/sec**

---

One donation is made per second across Classy and GoFundMe platforms

The way people **connect with causes** is changing.



# People want a **personal connection to the impact** they're funding.




**Provide nutritious food for one child every month**

To rescue girls and boys from injustice and help them become men and women of influence. Giving monthly reinforcement nudge. Giving monthly reinforcement nudge.

Want to help more?  
[Change my gift to recurring](#)

**\$150** /one time

CONTINUE



Highgarden Animal Center

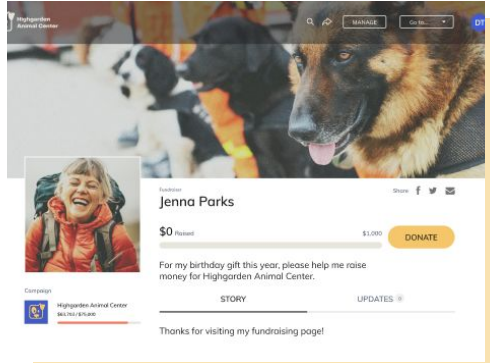
**Jenna Parks**

\$0 raised / \$1,000

For my birthday gift this year, please help me raise money for Highgarden Animal Center.

Highgarden Animal Center

Thanks for visiting my fundraising page!



## Power of Community

**71%**

---

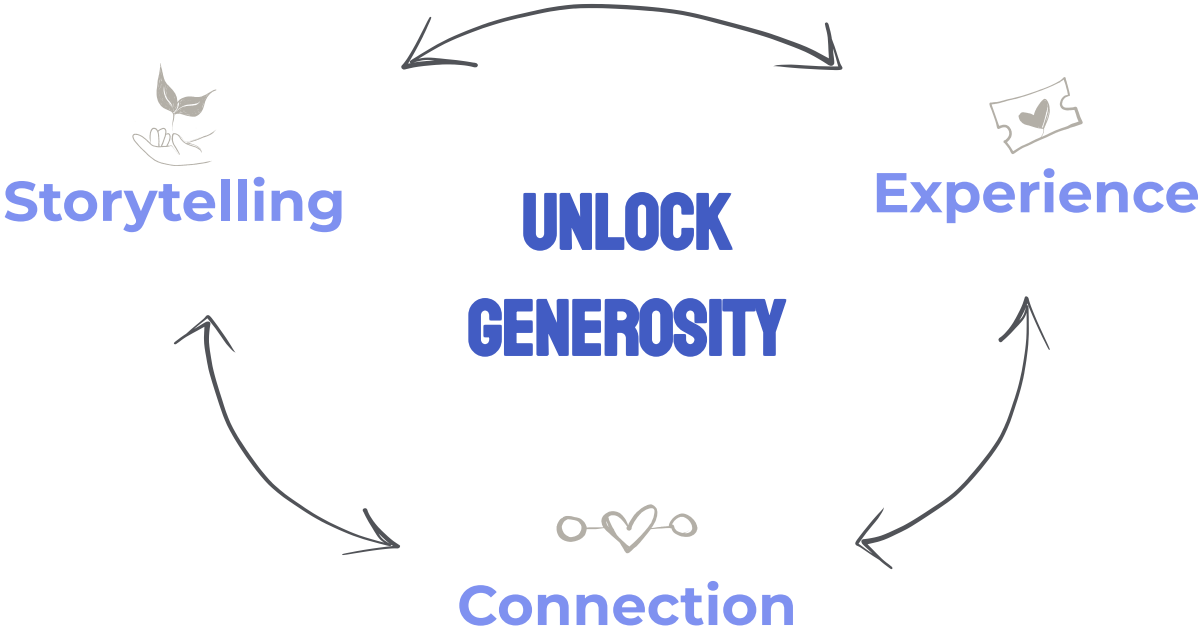
of all donors are most likely to learn about new causes from friends and family

**4x**

---

Next-gen donors are 4x as likely to learn about causes from influencers & celebrities

**Giving is changing. It's time for fundraising to change too.**



# Impact Uprising

Making a lasting difference  
starts with your beliefs.



## Impact Uprising + Starting from Within

We believe philanthropy changes people, businesses and community to the core. And that transformative power has a trickle down effect, so by equipping nonprofit leaders with the mindsets and tools to build philanthropic movements, **we can literally change the world.**

## Impact Uprising: Start from Within

# Growth mindset

---

Belief that you can grow.  
You can get better.  
You can expand your  
knowledge.

**We Are For Good Podcast  
Episode 49**

- 01** | Stay Curious
- 02** | Keep the Vision/Goals as North Star
- 03** | Focus on doing (Not just results)
- 04** | Invest Time in Learning
- 05** | Surround yourself in community who is prioritizing growth too

## Impact Uprising: Start from Within

# Trends in 2023

---

How to start a movement  
from within - and that  
grows, swells over time?

**We Are For Good**  
**9 Trends Series**

- 01** | Prioritizing Self-Growth
- 02** | Trust-based Philanthropy
- 03** | **Giving is Identity**
- 04** | Marketing is Mission
- 05** | **Community is Core**
- 06** | Humanize the Digital Experience
- 07** | Be a Change Agent
- 08** | Lock Arms for Impact
- 09** | Normalize Rest

04

# Unlock Storytelling

Reach, inspire, and connect with supporters wherever they are.

## Ethical Storytelling in Action

# The Adventure Project Centering Ethical Storytelling



**We Are For Good Podcast  
Episode 220**

## Impact Uprising: Start from Within

# Tips for Storytelling

---

Storytelling is the  
heartbeat of connection

**We Are For Good**  
**Storytelling for Good**

- 01** | Start with Values
- 02** | Begin with a Culture of Storytelling
- 03** | Setup Inbound + Outbound Channels
- 04** | Secret Ingredients:  
Authenticity + Vulnerability
- 05** | Share in different spaces / try stuff

## The Impact Arc Framework

Stage. Storytell.  
Syndicate. **Stoke.**

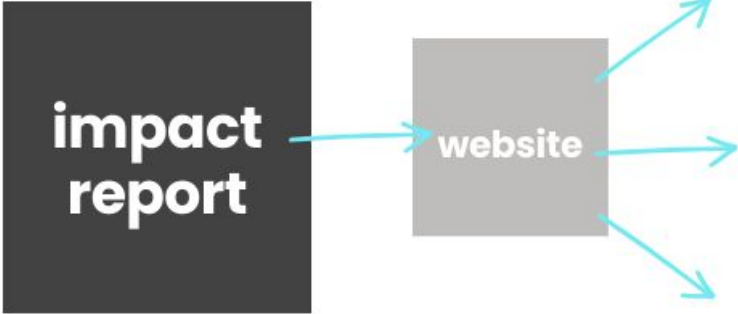
**20%**

Of Effort Creating  
Signature Content

**80%**

Of Effort Sharing and  
Syndicating the Content

# The Power of Syndication



repurpose content for audiences + channels

board feature	story quote	photo	story quote	photo
photo	stat	photo	stat	photo
photo	graphic	stat	stat	stat
stat	photo	story quote	photo	board feature
donor feature	story quote	photo	story quote	donor feature




# The Power of Syndication



1 hour

**Podcast Recording with  
(the amazing) Kishshana Palmer**

- \* podcast = core content
- \* immediate teaser content  
(studio photo)  
 
- \* transcribe into shownotes  
create quotes, stats, clips  
     
- \* share with e-mail list

**20+ touchpoints**

# The Power of Syndication

 We are for Good  
@wearforgood\_

Meet @kishshanaipalmer. She gives us an insight into creating a more inclusive and diverse workplace as well as real-life experiences that shaped her into the powerhouse she is today. You don't want to miss this one!

Listen now:

 63. Real Talk: How to Recruit + Empower a Diverse Team - Kishshana Palmer  
wearforgood.com

9:13 AM - 1/11/21 - Twitter for iPhone

11:36  
WEAREFORGOOD Posts  
wearforgood



**Kishshana PALMER** CFRE  
Speaker, Educator, Trainer, Coach + Recovering Fundraiser

View insights

Liked by beckyforgood and 40 others

wearforgood Meet Kishshana. Educator, speaker, head honcho, coach, you name it. She is the real deal. Kishshana delivers meaningful messages with such wisdom and knowledge. There is power in her words and actions of creating a more inclusive world, not just in the nonprofit sector. Kishshana gives us an insight into creating a more inclusive and diverse workplace as well as real-life experiences that shaped her into the powerhouse she is today. [Member court with your message and a good one.](#)

11:37  
We Are For Good  
Posted by Julie Carter  
Jan 11

54 people reached

[Boost Post](#)

Meet Kishshana. Educator, speaker, head honcho, coach, you name it. She is the real deal. Kishshana delivers meaningful messages with such wis... See more



**Real Talk: How to Recruit + Empower a Diverse Team**

11:36  
WEAREFORGOOD Posts  
seen and well cared for  
January 11  
wearforgood



**Real Talk: How to Recruit + Empower a Diverse Team**

We are for Good Podcast #063

View insights

Liked by beckyforgood and 40 others

wearforgood Meet Kishshana. Educator, speaker, head honcho, coach, you name it. She is the real deal. Kishshana delivers meaningful messages with such wisdom and knowledge. There is power in her words and actions of creating a more inclusive world, not just in the nonprofit sector. Kishshana gives us an insight into creating a more...

**'Cultural Fit' is just a container for the prejudices that we hold around who we think belongs.**

—Kishshana Palmer, CFRE

View Insights [Promote](#)

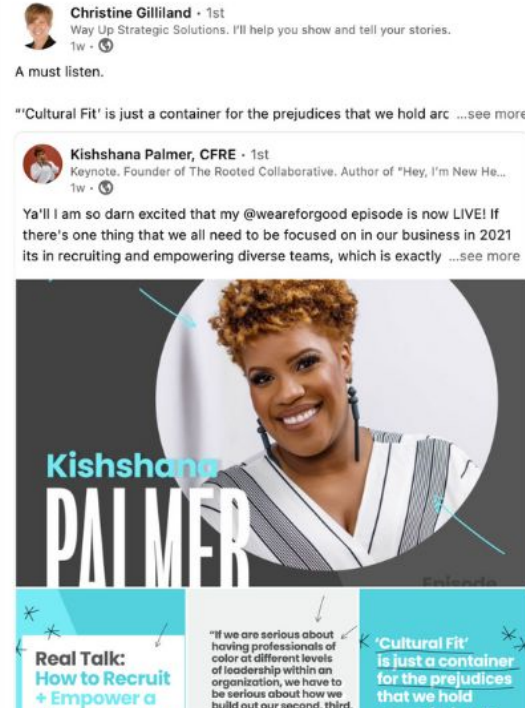
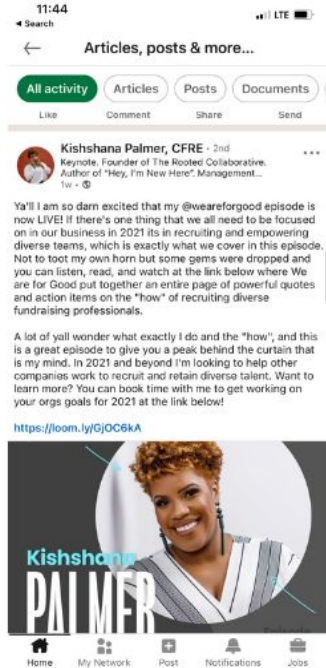
Liked by beckyforgood and 40 others

wearforgood Meet Kishshana. Educator, speaker, head honcho, coach, you name it. She is the real deal. Kishshana delivers meaningful messages with such wisdom and knowledge. There is power in her words and actions of creating a more inclusive world, not just in the nonprofit sector. Kishshana gives us an insight into creating a more...

11:36  
WEAREFORGOOD Posts  
organization more diverse? (PHE: YOU NEED TO DO THIS...  
more  
View all 3 comments  
casaloca8 Love this! Using it. Thank you!  
wearforgood @casaloca8 So glad! We love the team you have built at @plentymercantile  
January 12  
wearforgood

# The Power of Syndication

sharing  
with 20k+  
fans



share  
of a share  
of a  
share!



04

# Unlock Connection

Create authentic connections  
to your mission and within  
your community.

## Giving is Identity

How we see ourselves + how we want to be seen informs the brands and causes we align with. It's time to move beyond basic affinity to **finding alignment of identity + values.**

## wear:blue run to remember

“ If you find like-minded people with similar values, that tends to be where your supporters are.

In that intersection of running for wellness in a supportive, informed community, that’s where the magic happens.”

Melynda Weaver, Director of Development



## Community is Core

The philosophy of community building is no longer “build it and they will come.” True community is building WITH people. Discovering solutions together will advance your mission and create believers who won't let you fail.

Ethical Storytelling in Action

# The Bob Woodruff Foundation

## One Community at a Time



**We Are For Good Podcast**  
**Episode 303**



## Community is Core

# Tips for Community Building

---

A movement grows as  
people join you in  
lockstep around shared  
values + vision

- 01** | Create safe place of belonging
- 02** | Be clear on what you are FOR
- 03** | Build trust through transparency
- 04** | Give your community the gift of activation - how can they help?
- 05** | Clear vision. Open hands.

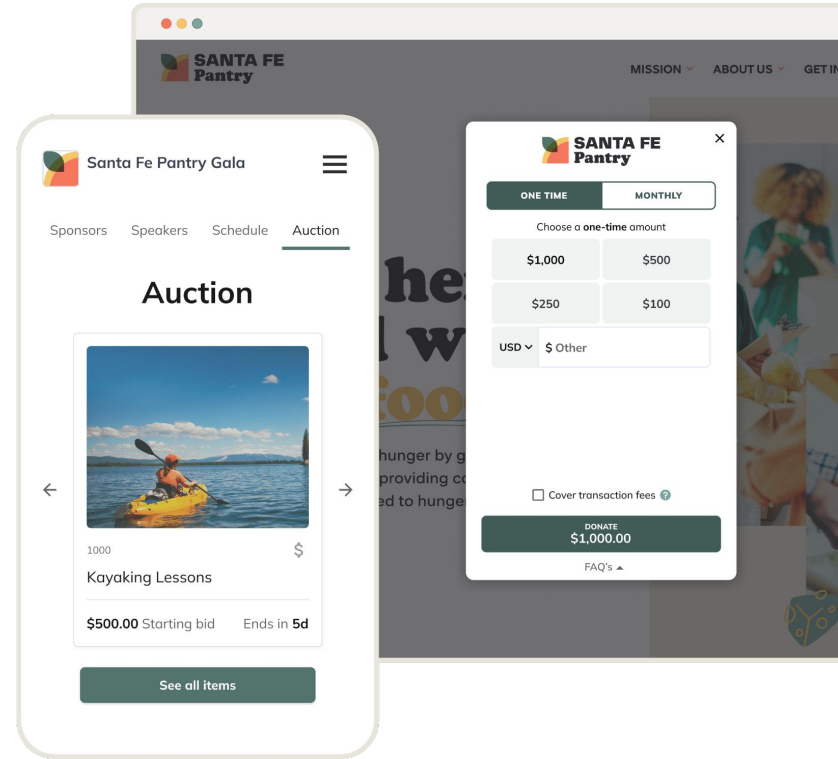
05

# 5 Powerful Experiences

Connect your community and your mission, this giving season and beyond.

## 5 Fundraising Experiences

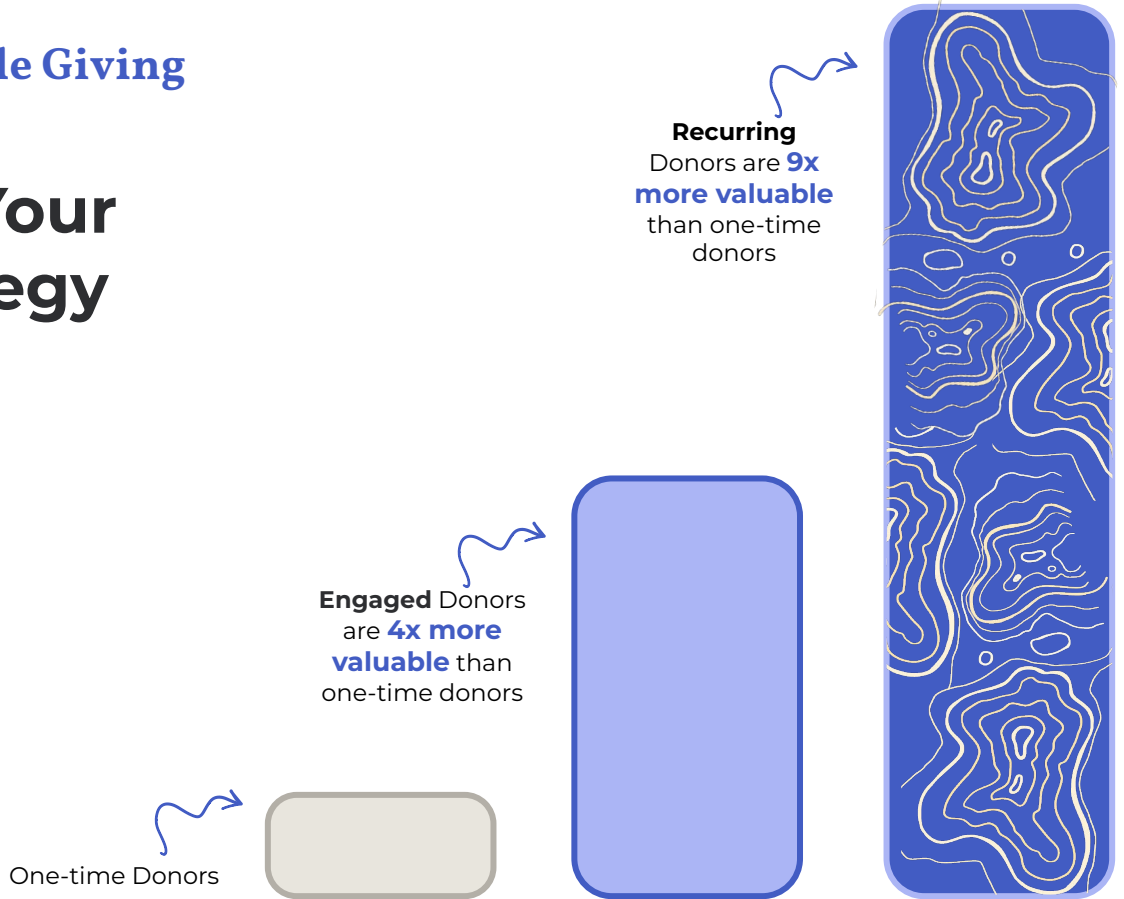
1. Website Giving Experience
2. Direct Appeal Pages
3. Recurring Giving Program
4. Peer-to-Peer Fundraising
5. Fundraising Events



## Lasting Impact of Sustainable Giving

# The Keystone of Your Fundraising Strategy

1. One-time Donor
2. Engaged Donor
3. Recurring donor



# Project C.U.R.E. Reaches \$1B Milestone With A Comprehensive Fundraising Approach



- **Donation pages** for standalone causes and appeals
- **Monthly donor program**, Club C.U.R.E.
- **Ticketed events** for pay-to-play events as individuals, part of a team, or as spectators
- **Crowdfunding for enabling corporate partners** to raise funds on their behalf
- **Peer-to-peer** for their worldwide event where individuals can raise money through their networks
- **Galas**, where individuals or groups can purchase tables, participate in a live or silent auction, and more!

**\$1B**

in medical aid sent globally

**225**

semi-truck-sized containers were delivered last year

**146k**

volunteer hours per year



We try to keep up with all of the improvements that Classy makes. We are able to identify areas of improvement and implement new features so that we can continue to **improve and support communities** in need.

Shauna Rusovick, Director of Marketing & Communications



# Actionable Blueprint

Go deeper and put today's insights into action with hand-selected resources and next steps.

## Actionable Blueprint: *Unlock Year-End Fundraising*



**01** | [Giving Tuesday 3-Month Checklist](#)

**02** | [Storytelling Syndication Worksheet](#) (WAFG)

**03** | [Community is Core Playlist](#) (WAFG)

# Unlock Generosity Webinar Series

Session 1

## Unlock Year-End Fundraising



**Access Replay, Slides, & Blueprint Resources**

Session 2

## Unlock Marketing



**Wednesday,  
September 20**

Session 3

## Unlock Your Story



**Wednesday,  
September 27**

Session 4


## Unlock Your Events



**Tuesday,  
October 3**

Session 5


## Unlock Scalability



**Thursday,  
October 5**

Session 6

## Unlock Actionable Intelligence



**Wednesday,  
October 11**



*Classy*