Unlock Year-End Fundraising:
Strategies to Connect Your Community to Your Mission
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

Becky Endicott, CFRE
Co-Founder + Chief Storyteller

Jonathan McCoy, CFRE
Co-Founder + CEO
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
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.
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.

Storytelling → Experience → Generosity → Connection → Storytelling
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
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


20% of effort creating signature content

80% of effort sharing and syndicating the content
The Power of Syndication

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The Power of Syndication

1 hour
Podcast Recording with (the amazing) Kishshana Palmer

» podcast = core content
» immediate teaser content (studio photo)
» transcribe into shonotes create quotes, stats, clips
» share with e-mail list
20+ touchpoints
The Power of Syndication

Meet Kishshana Palmer. 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:

"Real Talk: How to Recruit + Empower a Diverse Team" - Kishshana Palmer

We are for Good Podcast

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

Kishshana Palmer, CEO

We are for Good
The Power of Syndication

Yay! I am so darn excited that my @tweetsforgood episode is now LIVE! If there's one thing that we all need to focus on in our business in 2022 it's in recruiting and empowering diverse teams, which is exactly what we cover in this episode. Not to toot my own horn but some gems were dropped and you can listen, read, and watch all the links below where we are for Good pub together on an entire page of powerful quotes and actionable tips on the "how" of recruiting diverse fundraising professionals.

A lot of you wonder what exactly I do and the "how", and this is a great episode to give you a peak behind the curtain that is my mind. In 2021 and beyond I’m looking to help other nonprofits, especially to recruit and retain diverse talent. Want to learn more? You can book time with me to get working on your org goals for 2023 at the link below!

https://iamتعرفona.com

*We are serious about finding professionals of color at different levels of leadership within an organization, we have to be serious about how we build out our second/third...
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.
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
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.
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

Recurring Donors are 9x more valuable than one-time donors.

Engaged Donors are 4x more valuable than one-time donors.
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

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