Microfundraising & How It Applies to Nonprofit Organizations

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American society is bombarded with messages from nonprofit and philanthropic organizations stating things such as “every cent counts” and “it’s only a $5 donation per month”. This act of fundraising small amounts from a large scale of people is known as micro-fundraising or crowdfunding. This practice has been around for many years, but its application is becoming more prevalent in the nonprofit sector as a whole.

A common association with micro-fundraising is the use of technology. With technological advances, micro-fundraising has expanded from standing at the grocery store with a bucket such as Salvation army does, to text-2-donate campaigns, utilizing social media (personal profiles and applications such as Facebook Causes), and campaigns on organization specific, personal, or crowdfunding specific websites such as Kickstarter.

Micro-fundraising has its place throughout varying sizes and types of nonprofits. Larger nonprofits have the funds to promote and advertise successful text-2-donate campaigns. Small nonprofits and start-up nonprofits can utilize social media to get friends and/or family to donate small amounts in support of the person asking. Individuals can raise funds for their efforts (nonprofit or for profit) through websites like Kickstarter. One facet of micro-fundraising is the act of offering some sort of incentive in return of a donation. There are often levels of gifts, the higher the donation, the more valuable incentive the donor receives in return. The size of the nonprofit could affect the gifts, but for any nonprofit, stewarding the donation and showing thanks is important at every level of donation.

Through my research, I will find how micro-fundraising works in different sizes of nonprofit organizations and uncover whether certain practices are beneficial for varying nonprofits. I will research at the multiple facets of micro-fundraising and unearth how nonprofits can apply micro-fundraising in an effective way.
Introduction

Everywhere Americans turn, from television, the radio, Facebook, and even walking into the grocery store, nonprofit organizations bombard us with solicitations to donate money to their cause. Usually, these solicitations are for small amounts. They ask for spare change, a dollar, or text to donate $5 because “every penny counts”. But is pocket change from individuals worth the initial investment and manpower that goes into these fundraisers?

Microfundraising, also known as crowdfunding, is fundraising small amounts of money from a large number of donors. Microfundraising holds the idea that “every penny counts” and is becoming a more prevalent form of fundraising for nonprofit organizations. The amount of money that qualifies as micro-donation is unclear. The Nonprofit Marketing Guide states that microfundraising is a donation “almost always under $50 and typically much less” (Miller). But depending on the donor, $100 could seem like a miniscule amount. 64.4% of survey respondents donate, on average, between one and twenty dollars at one time when donating to non profit organizations. It’s not an uncommon practice to donate small amounts to an
organization. Definitions of microfundraising often include the use technology or the Internet to aid in fundraising efforts (Mollick, Prive). Throughout the history of microfundraising, there are very popular forms of microfundraising that doesn’t utilize the latest technology.

**Canning**

Microfundraising isn’t a new concept in the world of nonprofit organizations. One of the most common and well-known forms of microfundraising that doesn’t use technology and many Americans come in contact with annually is Salvation Army’s Red Kettle Bell Campaign. This campaign began with one kettle in San Francisco in 1891 (Salvationarmyusa.org). This specific type of fundraising is also known as “canning” and is done by many organizations, large and small. Canning is where a representative from a nonprofit organization stands in a public area and collects donations from people walking by. It is a passive form of giving and the expectation is to gain a lot of small donations (normally spare change or small bills) from a large amount of people. 38.46% of people surveyed have donated to a nonprofit organization through canning, so it is a fairly frequent and successful fundraiser. Every year during the holiday season, Salvation Army hires paid and unpaid volunteers to stand with a red kettle and ring a bell in hopes that people passing by will donate the spare change that makes up 15% of their annual income (Cotter).

In recent years, the bell ringers have been banned from certain establishments who say that the practice is solicitation, while other establishments have created stipulations on which Salvation Army is allowed to fundraise. Walmart
requires the volunteers for Salvation Army to stand outside of the store’s doors and they are limited to 14 days of fundraising. Due to the definition of microfundraising, these restrictions could be detrimental to Salvation Army’s fundraising efforts. Microfundraising involves gaining funds from a large amount of donors. When Salvation Army isn’t able to have their bell ringers at certain locations, they are losing a large amount of potential donors and a whole demographic of donors. For example, Target is one of the stores that banned the Salvation Army Bell Ringers (Limbacher). Salvation Army doesn’t just lose the pure number of donors that make their way through Target, but they lose the entire demographic of people that shop at Target during the holiday season. Also, by limiting the days that the bell ringers can be present drastically reduces the number of possible donors. Because of microfundraising’s nature, a large number of donors is needed to gain a significant amount of funds. By eliminating some of these donors, the organization doing the fundraising won’t raise the amount of funds expected. In Salvation Army’s case, the ban from Target cost them $9 million (Teague).

However, the stores that banned Salvation Army’s Red Kettle Bell Campaign received backlash from some of their customers. Some customers vowed to take their business elsewhere. (Teague). Why the uproar? The stores that banned the solicitation were doing so to provide a “distraction-free shopping environment” for their customers (about.com). Customer’s wanted to see the red kettles outside of the stores because it’s a large and well-known cause that helps many people. According to the survey I conducted, 56% of respondents would be willing to give spare change to an organization, only if they knew what the organization was.
Because Salvation Army is a household name, they would get these microdonations. By throwing the change in the bucket, donors feel like they are doing their part and “remind [them] of the meaning of Christmas” (Limbacher). 31.4% of respondents donate to organizations to feel good about themselves. This is very relevant with the Red Kettle Bell campaign around the Holiday season. People wanted a “tangible aspect of Christmas beyond the commercial reason” and feel good about themselves when they can help the less fortunate during the holiday season with a reputable organization (Limbacher).

The store bans and new laws in Colorado Springs that labels this nonprofit organizations microfundraising efforts as soliciting and panhandling, respectively, brings new light into the microfundraising plan (Cotter, Teague). What is the difference between a homeless man panhandling on a street intersection and firefighters during their “Boot Drives” standing at intersections collecting money from drivers for the Muscular Distrophy Association (Sturgeon). “Passive Panhandling” is protected for an individual under the First Amendment (indydt.com). Passive panhandling can involve holding a sign or shaking a cup, as long as no request has been verbally made and the interaction doesn’t get aggressive (indydt.com). However, volunteers from an organization that passively stand along the side of the road may not make as much in donations as one that actively asks for donations and informs people passing by of the organization. Much of the difference between panhandling and fundraising is discretionary. There is no permission or permit needed ask for donations in public areas. Jacquelyn Moore, an assistant city attorney from the City of Bloomington Legal department commented
on the situation: “There is no permit required but care must be taken not to obstruct pedestrian traffic. Under state law, if a person obstructs pedestrian traffic, they commit obstruction of traffic.” IU Dance Marathon, which raises money for Riley Children’s Hospital, also heavily participates in canning, even a semester before the actual event. Canning not only brings in money for IU Dance Marathon, but brings about awareness for the event. While no permit or permission is needed to can outside on public streets, they still call the establishments that they volunteers will be outside of to get permission to foster good relationships with local businesses.

When it comes to purely raising money, larger or more well known nonprofit organizations may benefit more from canning. From the survey, 46.15% of participants would be willing to donate spare change to an unknown organization.

Another 46.15% would only donate their spare change to an organization if they knew what it was. However, only 12% would be willing to donate $5 to an unknown organization while 57% would donate $5 to a known organization.
organization. Better known organizations have the potential to draw more in donations. Smaller organization would still gain some funds, since almost half of people from the sample would donate spare change to an unknown organization. But it would also be beneficial to smaller, lesser-known organizations to engage in canning to get their name out to the public. Building awareness for the organization and becoming better known is very important to solicit future gifts (Osinski).

Being a smaller nonprofit organization doesn’t mean that money still can’t be raised through canning. Geography is a key factor. For example, IU Dance Marathon is a well-known organization in Bloomington, Indiana but not large nation or even statewide. Because of its popularity in Bloomington, IU Dance Marathon has success with canning. If they tried to can outside of the state Indiana, they may not be as successful. Because Salvation Army is internationally known, location holds no restrictions on their fundraising efforts. They could can, or do another type of fundraiser, anywhere in the country and potentially have success.

**Special Events**

Events are also a way to microfundraise and it gives the donor something, whether it be a tangible item or an experience, in return. All of the organizations interviewed use one or more events in their fundraising efforts. IU Dance Marathon is centered around the actual marathon. Students fundraise for months before the event. Hoosier Hills Food Bank plans a “Soup Bowl” where local restaurants donate soup and local artists donate bowls. The public can then buy tickets to get a bowl they can keep and soup at the event. They make the event more fun by having live music and other activities during the fundraiser. They sell advance tickets for a
handmade bowl for $25 and day-of-event tickets where attendees would receive a paper bowl for $6. They keep prices low in hopes of many people will buy tickets and attend. Their event is a prime example of selling tickets to an event being microfundraising.

Only 32.56% of survey respondents go to philanthropic events because of the actual cause or mission. 27.91% attend the event because it seems fun and 20.93% attend for the social aspects of the event. Donors are willing to donate small amounts of money to spend a couple hours with having fun with friends for a good cause.

Sometimes, the more outrageous and unique events will draw more people. Theta Phi Alpha Fraternity holds a twister tournament to raise money for a nonprofit organization. Pi Beta Phi holds a late night burger and French fry shop complete with music and dancing for a nonprofit organization they support. And IU Dance Marathon, as well as dance marathons across the country,
have participants stand, stay awake, and dance for extended periods of time with live music, games, and other entertainment. Holding an event that people want to attend will draw more donors and a large amount of donors is key to the microfundraising model.

While the majority of survey respondents don’t go to philanthropic events because of the cause, but 93.33% of survey respondents answered that when attending a philanthropic event, they generally know the cause that the event is benefitting. While the actual cause may not be the initial reason people go to an event, an outstanding majority does know the cause that the event is benefitting. Events could be the time where nonprofit organizations collect information from the attendees and add them to their donor database as well as share more information about the cause to give people more knowledge and potentially encourage them to donate in the future.

Special fundraising events are also become microfundraising events in themselves. Not only is fundraising done before the event through ticket sales, donations, etc. but it is also done during the event to raise additional funds. IU Dance Marathon encouraged participants to keep fundraising throughout the entire 36-hour event by donating spare change and asking friends and family to donate through text donations. IU Dance Marathon has children and families from Riley Hospital give speeches and do other events that increase morale and make the participants feel a deeper connection with the cause. In turn, this motivates the participants to continue to microfundraise up until the last minutes of the events. The majority of special events use this model by having donation cans, raffles, and
other ways to donate during the event while participants feel more connected to the organization.

Holding events has its pros and cons. Fundraising events can attract people who might not have donated to the cause purely based on the mission. As shown in the survey results, many people go to events for the experience. Holding a fun special event may seem like a great way to raise funds, but it is “one of the most expensive forms of fundraising” (Osinski, 5). Larger nonprofit organizations with a budget set aside for special events would be best suited for this form of microfundraising. Larger nonprofits also would typically have a larger staff, so certain employees or volunteers could dedicate their time to the event without neglecting other happenings in the nonprofit. Smaller organizations would have to be very cautious with holding special events, as costs tend to build up and take a substantial amount of time from staff.

**Direct Mail**

A more “grassroots” form of microfundraising is direct mail solicitations. Nonprofit organizations, large or small, generally have a list of home addresses and email addresses from past volunteers, supporters, donors, people who are interested, etc. (Osinski, 5). Fundraising through direct mail usually falls under microfundraising as it brings in small donations from large amounts of donors and donors who give more substantial, major gifts are solicited in more personable ways (Osinski, 5). Sending out direct mail can be expensive. Hoosier Hills is one nonprofit organization that heavily uses direct mail fundraising but concentrates on keeping overhead costs very low. They do all of their designs in-house, and stay
away from over-the-top mailings. Direct mailing works well for Hoosier Hills because they have a database of over 5000 potential donors who receive quarterly newsletters and other direct mailings throughout the year. Hoosier Hills expects midsize donations from a large number of donors through these direct mailings and stated that they would rather have a donor donate $10 a month for the rest of their life than a major, one time gift. Hoosier Hills uses microfundraising as a way to gain reliable supporters of the organization.

The cultivation of reliable donors is one major difference between Hoosier Hill’s strategy and other microfundraising strategies. Other forms of microfundraising such as mobile giving and canning leaves the organization with little to no information about the donor (Raley, 4). No real connection between the donor and the organization has been made and creating a connection would take quite a bit of work. For mobile giving, one way to steward the donation and create a connection with the donor is to have them choose to receive future texts from the organization where they can then give more information about themselves such as an email address or name (Raley, 4). If no post-communication is done, then the donor becomes a one-time donor and do not become part of the donor database for the nonprofit organization (Raley, 4).

**Technology and Microfundraising**

Advances in technology have changed the way microfundraising is being used by nonprofit organizations. Websites, social media such as Facebook and twitter, cell phones, credit card readers, and TV programming have all evolved into major fundraising platforms for nonprofit organizations. Technological advances
has made donating online and through mobile technology easier and more convenient than ever.

The Internet has been a huge platform for nonprofit organizations to gain recognition and solicit potential donors from across the globe. There are a plethora of different outlets that nonprofits and individuals can use to microfundraise. These include third-party websites such as Kickstarter, individual fundraising pages like helpmakemiracles.org, social media, and individual nonprofit organization websites.

**Mobile Giving**

Telethons are also a form of microfundraising that has been around for quite a while. The first telethon was for the Damon Runyan Memorial Cancer Fund in 1949 and brought in $1.1 million. Telethons are television programs where people call telephone operators and pledge money to a particular cause. The most noteworthy telethon is the Jerry Lewis Muscular Dystrophy Association Telethon, which has raised billions through their television event (museum.tv). However, with recent technology, traditional telethon structure with calling into pledge money is becoming less relevant and mobile giving through texting is taking over as the easiest, most convenient way to donate in these events.

Mobile technology has changed the face of fundraising for nonprofits. Microfundraising can be done more easily with mobile technology. Mobile fundraising is still in its young stages, the earliest company, Mobile Giving Foundation, was founded in 2007 (Raley). With its youth, there is so much potential for mobile fundraising in the world of nonprofits and microfundraising. Mobile fundraising can be done in multiple ways. Text-to-Donate is the most familiar
version of mobile fundraising (Raley). The majority of gifts made through this text-to-donate process are increments of $5 to $10 (Raley). All the donor has to do is text a certain number with the correct code as the message. A message will then be sent to the donor asking them to confirm that they want to donate. The $5 or $10 amount is then automatically added to the donors next phone bill (Hamilton). Text-to-donate technology is relatively new in fundraising technology and may not be the most attractive means to make donations in some situations (Raley). Older generations are less open to the idea of text donations than younger generations. Of survey respondents, 14.1% have donated using text donation technology. Out of this 14.1%, 69.2% were 18-29 years old. This aligns with younger generations being more willing to donate via text message.

The most notable use of text-to-donate campaigns is usually after natural disasters. The Red Cross raised more than $40 million for disaster relief after the earthquake in Haiti through text donations (Raley). Another example of the text-to-donate scheme was done by IU Dance Marathon. Before and throughout the marathon, committee members encouraged the participants to get friends and family to text a number to donate $5 to Riley Children's Hospital. While the
American Red Cross’s text-to-donate campaign was quite successful, IU Dance Marathon’s campaign didn’t go too well. The IU Dance Marathon text-to-donate efforts brought in just under $1000 of the $2.1 million raised. There are major differences in these two microfundraising campaigns that could account for the success of one and the failure of the other.

The American Red Cross fundraising efforts were done in light of a natural disaster. The campaign was launched three short hours after the earthquake in Haiti (Hamilton). In times of natural disaster, people want to do something to help and feel like part of a community. Text donations of small amounts of money allow donors to give immediately to the cause, not even having to pull out a credit card. The nature of natural disasters is the perfect time to implement microfundraising. The immediacy and shock of the disaster causes donors to want to make their contributions and have a sense of helping out very quickly. From the survey I took, 57.1% said they would donate $5 to a known organization. Many people are comfortable and able to donate a small amount, like $5, immediately – and they want to donate immediately to feel good about themselves. Text-to-donate campaigns after a natural disaster also receive copious amounts of free publicity that help push the fundraising efforts (Raley). Publicity can oftentimes be very expensive. This free publicity through news outlets, celebrities, and sports organizations was a major component in the success of the text donation campaign (Ramsey). Smaller organizations who have different missions, IU Dance Marathon for example, does not have the grasp nor the reputation to gain this sort of nationwide support and free publicity.
IU Dance Marathon is a very different organization from American Red Cross. IU Dance Marathon is an annual event that raises money for Riley Children’s Hospital. There is no sense of urgency to donate to the cause. Donors don’t feel the need to send money immediately and took advantage of the other ways to donate such as cash in person or through personal participant web pages. Many people donate to IU Dance Marathon to show support to a particular participant who may be their friend or family. Through the text donations, the donation isn’t directly counting towards the participants fundraising goal, but is going to the organization as a whole. 47.1% of participants in the survey stated that they donate to a nonprofit because a friend or family member asked them to. These donors often want their friend or family to know they donated and get some sort of recognition for it. Through text donations, the friend or family member wouldn’t be recognized and the motivation is lost.

Mobile giving may seem like the perfect fundraiser in an age where cell phones are common accessories. But there are some issues that could even keep larger nonprofits from using this method as a main fundraising program. Convenience to the donor is one of the appeals of mobile giving. After one text, a donation is tacked onto a bill that will have to be paid anyways. However, if a donor would want to donate more than the five or ten dollar increment, all the donor has to do is text multiple times (Raley). But text donations main allure to donors is its convenience. When forced to text multiple times to donate more, the convenience disappears. The set increments of five and ten dollars also restrict donors who don’t
have the means to donate $5, but do want to give one dollar or spare change from donating.

Text donations may be convenient to the donor, but for the organization, receiving the funds can be difficult. The turnaround time in receiving the funds is also very slow. There are a lot of steps involved in text donations with many people involved (Raley). From the time the donor texts and confirms the donation, it could take up to 90+ days for the organization to receive the money from that donation (Raley). With this lag time, how do mobile fundraisers help disaster relief situations such as Red Cross and the Haiti Text to Donate campaign? The funds weren't actually paid by the donors yet and the mobile companies paid portions of the donations in advance to the Red Cross to help with the aid (Choney). While the Red Cross was given an advance in this situation, nonprofit organizations shouldn't rely on getting the funds immediately and should expect a lag time in receiving donations.

**Nonprofit Organization Websites**

Most nonprofit organizations have websites and a place on their website for people to donate online with credit cards or through the website, Paypal. Online donating is the second most utilized form of donating by survey respondents at 52.27%. Hoosier Hills, IU Dance Marathon, Girl Scouts of America, and the Special Olympics (the organizations interviewed) have large buttons on their website that potential donors can easily locate. Hoosier Hills and Girl Scouts of America's website both have options for donating listed on their website. User-friendliness and convenience is key when using technology to solicit donations. America's
Giving Challenge found that allowing a variety of payment methods would be beneficial in future fundraisers (Kanter/Fine). Some people are more comfortable with donating certain ways than others, so giving options would expand the potential donor pool.

On their website, Hoosier Hills has multiple ways listed of how people can donate and not all are monetary. Hoosier Hills uses Paypal to receive online donations and uses a mail in form for those who want to donate by check or credit card. Girl Scouts also uses Paypal for their online donations. Paypal is easy for nonprofit organizations to use. It is free to sign up for an account and for nonprofit organizations there is a reduced fee of 2.2% plus thirty cents per transaction (paypal.com). This fee could be a deterrent, but the accessibility and reputability of Paypal makes nonprofit organizations decide to use this outlet. While it is convenient for the nonprofit organizations, for some donors, Paypal can be quite troublesome. To donate, you must set up an account, and while it is free, some people may not want to set up a profile and donate through a third party or take the time to do so. Having Paypal as the only form of online donations could potentially be driving donors away.

Third party websites like Paypal may not be the best options for all nonprofit organizations in their fundraising efforts, especially with microfundraising. As stated before, microfundraising is fundraising small amounts of money from a large amount of people. Paypal’s fees are a percentage plus a fixed amount per donation. Nonprofits would be paying a substantial amount in fees compared to the donation if they are microfundraising. For example, if 100 people donated five dollars, $41 in
fees would have to be paid and the nonprofit would then only receive $459 instead of $500. While it seems like a miniscule fee, when a lot of people donate small amounts, it adds up. IU Dance Marathon also uses a third party website, Donor Drive. This particular third party website costs a start up fee, an annual fee, and a percentage of the donations, which is all decided on a case by case basis. However Donor Drive offers some very helpful features.

Social Media

Most nonprofit organizations have a social media presence and connect with their donors through websites such as Facebook and twitter. Having a social media presence not only allows for the organization to post statuses, pictures, and videos of the happenings of the organization. Social media could also be used by nonprofit organizations to solicit donors directly for donations. However, out of the nonprofit organizations that were interviewed, only one uses their Facebook and twitter pages to ask for donations. The Special Olympics, Girl Scouts, and Hoosier Hills Food Bank, used their social media presence to let people know of upcoming events, volunteer opportunities, etc. On the other hand, IU Dance Marathon heavily uses Facebook and twitter to gain publicity about upcoming events and ways to get involved and to gain donations. IU Dance Marathon posts statuses on their Facebook page that urge followers to donate $5. They also promote the fact that students can bill a $5 donation to their bursar when registering for classes.

The main difference between IU Dance Marathon and the other three organizations are target donor markets. IU Dance Marathon is a student run nonprofit organization that mainly targets other Indiana University students to get
involved in fundraising and participating in events. Because of the demographic they are targeting, each organization must solicit donors in different ways. IU Dance Marathon knows that students are constantly on social media and it’s a great outlet to contact students. Also, IU Dance Marathon consistently markets donating “only $5”. IU Dance Marathon knows that when targeting college students, asking for large amounts of money may not be the best approach to take. Of survey respondents were ages 29 and younger, 37.7% usually donate $1-10 to a nonprofit organization at one time, 39.3% donate $11-20 at one time. This information shows that younger people are more comfortable donating small amounts of money because it’s usually more feasible for them to do so.

Hoosier Hills Food Bank, Special Olympics, and the Girl Scouts all target older people. Hoosier Hills target donor demographic is a 40-50 year old female while Girl Scouts mainly target older Girl Scout alumni. Older and younger demographics must be solicited in different ways. The Special Olympics representative stated, “Message tone, design and media planning are among the strategic choices we make.” Regarding catering to a younger vs. older demographic. An older demographic may not have social media or use it in the same ways that students do. They may also be put off by the words, “only $5” when being solicited because their funds could potentially allow for larger or more frequent donations.

**Individual Fundraising Websites**

Another online resource that is used to microfundraise is personal fundraising pages. These personal pages are normally done by individuals who are raising money for a specific organization and not by the organization itself. An
example of this is the helpmakemiracles.org personal fundraising web pages that IU Dance Marathon participants use to raise funds. Each page is customizable. The fundraiser can add pictures, stories, or videos to their web page to entice friends, family, and others to donate to the cause. Many of the IU Dance Marathon pages have stories of how they are connected to Riley Children’s Hospital. Also on the web page is tracker that shows how much funds the person has raised towards their goal. All of these aspects are used to attract people to donate. IU Dance Marathon participants consistently post the link to their personal fundraising pages on Facebook; they directly ask their network of friends to donate to help them with their goal.

Crowdfunding websites are another type of personal fundraising website. There are many websites of this kind on the Internet, but Kickstarter is the largest. These websites allow for individuals, nonprofit organizations, and for-profit organizations to create a webpage for some sort of project they want to be funded and then wait for people to back their project with pledges of money. The organization chooses an amount of time, a goal amount of money to be raised, and incentives in exchanged for money pledged, and wait for donations to be made.

Kickstarter works on an all-or-nothing fundraising model. This means that fundraisers do not collect the money pledged to their project unless they reach their fundraising goal (Mollick). To ensure a successful project, the fundraising goal must be reached not only to supply the funds but also to show there is a public support for the project. Having small amounts pledged by many people but it not equal the goal; the project most likely would not be successful. So instead of Kickstarter (or
other websites like Kickstarter) giving the pledged money to the fundraiser and losing credibility because of an unfinished project, they just do not follow through with the pledges and define the project as failed. A trend common observed on Kickstarter is that when projects fail, they fail by large amounts of funds. When projects succeed, they only succeed by a small amount. 10% of Kickstarter projects that failed only reached 30% of their goal, however about 50% of funded projects are only 10% over their goal (Mollick).

Crowd mentality is at work in the trend observed here. On each project page, Kickstarter displays the fundraising goal, how much of the goal has been pledged to date, how many days are left to pledge money, as well as comments from backers. When potential donors look on the project pages and see projects with many backers and an array of positive comments, they will be more drawn to donate to that project than another that is at a low percentage of the goal and has no comments. IU Dance Marathon individual fundraising pages also have a bar that tracks the fundraisers progress. These trackers give a visual representation for donors and fundraisers alike on progress and motivate people to donate.

Kickstarter projects offer incentives for pledges. There are often different gift levels where the type of gift received gains value as the amount of money pledged raises. These gifts include things from a thank you email, recognition on a website, or t-shirts and other physical goods. Kickstarter emphasizes these gifts and incentives, however there was a slight disconnect between this emphasis and survey results. Only 16.85% of survey respondents said that they donate to a nonprofit organization because of a gift they will receive in return for their
donation. And 52.22% of survey respondents said that they would not be willing to donate *more* money because they would receive a gift or incentive in return. To many donors, gifts and incentives aren’t extremely important and is not a major motivation in giving tendencies.

**Videos**

One of the things participants can add to their profiles and is already a default when setting up a profile for IU Dance Marathon is a video. Kickstarter actually suggests that projects listed on their website have a video and it has been found the projects that include a video on their profile succeed more often than those projects that don’t include a video (Mollick). Videos can often convey the mission, emotions, character, and quality of the project or event more so than text or pictures can. Small and large nonprofits can both utilize this aspect to attract donors. Larger nonprofits would have more funds available to them to make a high quality video. But with current technology, good quality videos can easily be made on computers at a low cost. Both large and small nonprofits could add videos to their microfundraising plan to entice more donors. Videos also can easily be uploaded to multiple forms of social media and easily shared. Not all videos must be serious or convey the mission or emotions attached to the mission. Some videos are purely made for entertainment purposes and are purely meant to go viral. Theta Phi Alpha Fraternity created a video for their upcoming philanthropy event, Twister Phi Alpha. The video has nothing to do with the cause that money is being raised, but instead was a Harlem Shake video. The Harlem Shake is a viral YouTube video that many organizations are making parodies of. Theta Phi Alpha used this viral pop
culture format to help gain views and spread awareness for the event. Going “viral” is a large aspect of successful organizations in the America’s Giving Challenge and really drove fundraising (Katner, 11).

Successful organization in America’s Giving Challenge tended to go viral (Katner, 11). Viral, in terms of the challenge, meant that the organization had 150 independent donors or more (Katner, 11). Going viral can exponentially add donors without much extra effort from the nonprofit organization; it propels itself. Many fundraisers in the challenge (61-74%) reached out to their immediate network which included family, friends, people who have supported the cause before, co-workers, etc. (Katner). 47.19% of respondents in the survey stated that they have donated to a nonprofit organization because a friend or family member has asked them to do so. These immediate networks of people not only are likely to donate to the cause, but they are also likely to spread word about the fundraiser. In America’s Giving Challenge, 84% of friends and family donated to an organization and 72% of them actually spread the word about the organization (Katner). Using videos is an easy and entertaining way to spread the word on social networks. In the Challenge, 80-90% of donors were first time donors to given nonprofit organizations (Katner). This is in part due to going viral and the microfundraising structure of the Challenge. The minimum donation was $10 to any nonprofit organization participating in the Challenge. It was reported by one cause in the Challenge that “a lot of our supporters who didn’t consider themselves donors could get in with the minimum donation.” By advertising that it only took $10 to donate, people who were already supporters of the nonprofit’s mission but had never donated due to monetary
restrictions and inhibitions could now donate and feel as though they were making a significant contribution. Microfundraising let’s people who didn’t think they could ever donate to a cause or be a significant help actually become donors. This initial donation could then foster a lifelong relationship with the donor.

Another feature through Donor Drive that IU Dance Marathon utilizes is a leaderboard. In America’s Giving Challenge, the competitive aspect of the challenge is really what drove fundraisers to push to fundraise more (Katner). A real time leader board allowed for competitors to see how well they were doing at any given second compared to the other competitors. IU Dance Marathon, while a united cause, also has a competition aspect. The Marathon is an event where participants stand and stay awake for either 18 hours or 36 hours. There are only so many 36-hour spots available for participants and they go to the highest fundraisers on each registered team of individuals. These spots are usually coveted and fundraising becomes competitive to obtain a 36-hour participant spot. On Donor Drive, there is a leaderboard that displays the top IU Dance Marathon fundraisers and how much they’ve raised. This lets other participants see where they are in their fundraising endeavors in relation to other participants. The competitive aspect could inspire participants to fundraise more heavily.

**Credit Card Readers**

Another piece of technology that is gaining footing the world of microfundraising are credit card readers such as “The Square”. This allows for nonprofit organizations to take credit card donations everywhere and anywhere as long as card reader and a cellphone are available (Raley). Many nonprofits use
these credit card readers at events when selling items or collecting donations. A member of Delta Chi Fraternity brought a credit card reader to classes when promoting for the Miss Greek IU Philanthropy. Students who didn’t have cash and wanted to buy a ticket or make a donation could easily do so and receive a receipt either to their email or through text message all through the use of the credit card reader. This new technology lets the non-profit organizations gain monetary donations from people who may not have been planning on donating and don’t have cash on them. Since these are impromptu donations, they would normally be smaller and fall under microfundraising. By nonprofit organizations adding this piece of technology to their microfundraising endeavors, they can gain donations from people who may have otherwise not have been physically able to donate. One issue with mobile credit card readers is that like Paypal, there is a fee for each time a donation is made. The fees vary company to company, but like with the third party websites that charge a fee, it can add up quickly when many donors are only giving small amounts.

**Concerns with Microfundraising**

**Geography**

As discussed with canning, geography is a core factor in microfundraising. When doing more grassroots style fundraising such as direct mail solicitations and canning, the location of the nonprofit can limit the donations made. Smaller/lesser known nonprofit organizations can only send letters to so many people and only send volunteers so far away to can. However with technological advances, geography may become less of an issue (Mollick). Kickstarter allows for projects to
be viewed and funded by individuals internationally, no matter how large or small the organization or project. Potential donors have the capabilities to search for projects with missions that affect or interest them regardless of the location of the project. Mobile giving permits people nationwide to donate to a cause, which means that in time of natural disasters, everyone can easily donate to help with relief, and not just people in surrounding areas who are more connected to the incident. Microfundraising technology breaks down the barriers that geography builds in more traditional fundraising efforts.

**Time Limitations**

A caveat between microfundraising using crowdfunding websites like Kickstarter and microfundraising through canning like The Salvation Army is the time limitations. The Salvation Army suffered from the limitations of days they were allowed to can outside of some establishments. However the time limitation set on projects through Kickstarter actually helps propel their fundraising efforts (Mollick). Kickstarter limits fundraising to a maximum of 60 days, but research shows that the longer the fundraising window, the less likely the project is to be successful (Mollick). A project that was set to 30 days has a 35% chance of reaching its fundraising goal while the longer project set to 60 days drops down to a 29% chance of reaching the goal (Mollick). This trend could be caused by multiple factors. One relates back to the urgency felt by mobile giving donors during times of natural disasters. When there is less time to contribute to the cause, there is a sense of urgency the donor feels to donate. Another factor could be that having a shorter timeframe exudes confidence in the project and makes donors more comfortable
with donating because they too believe in the project (Mollick). Time limits also cause a sense of urgency to donate. As stated with the Red Cross Disaster relief fundraising efforts, a sense of urgency motivates people to make a donation. Having a time constraint that is linked with a positive aspect may also motivate fundraisers and donors further (Miller, 161). America’s Giving Challenge linked their deadline with the organization winning a contest. This motivated fundraisers to solicit more donors and push for more donations.

**Costs**

Nonprofit organizations must keep in mind that setting up fundraisers isn’t cost free. It can take funds, sometimes quite a bit of funds, people, and time to have a successful fundraiser. Large nonprofits usually have the budget and staff to have large fundraisers, but smaller nonprofits must use every dollar and person very wisely (Osinski). When microfundraising it is especially important to keep starting costs low since there is a reliance on a large number of people to make small donations and not on one person making a major gift.

Donors, especially those through crowdfunding websites for projects can oftentimes get the misconception that the organization or individual raising funds becomes extremely rich once they receive the funds (Palmer, 1). However, there is normally an upfront cost to these Kickstarter campaigns that include creating a video, taking time to set up and monitor the web page, as well as debt that accrues while preparing the project idea (Palmer, 2). Kickstarter also takes 5% of funds raised. Once the campaign is over, the fundraiser must then make good on the gifts promised to the donors. Quality can vary, but often times these gifts are quite
expensive (CD package) or take a lot of time (sending individualized thank you emails). Shipping and Handling must be paid to ship gifts to the donors and then the staff that creates the gifts must be paid (Palmer, 5). Fundraisers of any kind can be expensive, so extreme care must be taken to ensure that the nonprofit organization has the funds, manpower, and time available to make the fundraiser a success. Because if not, reputations of the organization can be hurt, support could be lost, and donors could be lost because they don’t believe the organization is using their resources wisely.

Conclusion

One main point that must be remembered is that not one fundraising scheme fits all organizations. Some organizations will have major success microfundraising through text donations such as American Red Cross. Others will have success with microfundraising through mailing letters to a list of potential donors. And some may have luck with the microfundraising method of canning, such as Salvation Army and the Red Kettle Bell Campaign. One plan will not work across the many different types of nonprofit organizations, but some form of microfundraising can work in all of them.

Through past trends, certain microfundraising techniques show greater success and failures in certain organizations over others. Large and small nonprofits generally can’t engage in the same models of microfundraising. Money and manpower are differences between the two that affect what types of fundraisers could be successful. As stated, any organization can implement a
microfundraising model, but to be successful it must be implemented in different ways according to available resources.

Large nonprofits will have greater monetary success from canning. The start up costs for canning aren’t much, but it takes a great amount of time and volunteers. Larger nonprofits have the manpower to send out volunteers/staff for long periods of time to can. Smaller organizations would still gain some funds from canning, but the main benefit of canning for them would be the publicity they receive from being out in the community talking to potential donors. Building awareness for the organization is just as important as raising funds and is dire in soliciting future donations.

Text donating can only be successful if donors are aware of fundraiser, code, and number to donate. However, publicity can oftentimes be very expensive. Larger organizations with a budget that allows for it would be able to advertise enough to have a successful mobile giving campaign. But not all large nonprofits may be able to benefit from it. The situation is a main indicator of success and as we have seen, a sense of immediacy and urgency is really what makes this model thrive.

Special events may also be better executed by larger nonprofits. Special events tend to have very high overhead costs with lots of unexpected costs throughout the planning process. Larger nonprofits would be better able to plan and execute successful special event fundraisers. However, once again, that doesn’t mean that smaller nonprofit organization can’t hold successful events. IU Dance marathon is small on a national scale, but hold one of the most successful student-run fundraising events in the nation. Situation plays a major role in its success,
Consider Dance Marathon is near and dear to many IU students and is a tradition on campus.

Crowdfunding websites would be most beneficial to small nonprofits who want to not only gain funds, but also support. Large nonprofits typically already have a large donor pool and lots of support, so they would reach their fundraising goal very quickly. With the Kickstarter trends discussed, the organization would not make much more than their goal and not raise all the funds that is possible. But small nonprofit organization can receive funds and gain a crowd following from all over the world.

The main trend throughout these best practices for large and small nonprofits is that situation is key. The specific situation that the organization is put under should be evaluated when deciding what microfundraising model to implement. Text donating may only work for the Red Cross in urgent times like after natural disasters and canning may only work for IU Dance Marathon because of the long tradition of canning for that particular cause. An organization must look at the budget, staff, and time available as well as the particular situation they are presented with and decide which microfundraising model fits. No matter the organization and situation, one microfundraising model will be successful and could greatly supplement fundraising efforts.
Appendices:
Appendix A: Survey

In the past year, have you donated to nonprofit organization?

Answered: 81  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87.81%</td>
</tr>
<tr>
<td>No</td>
<td>12.09%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
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</table>
**What are reasons you have donated to a non-profit organization?**

Answered: 89   Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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</thead>
<tbody>
<tr>
<td>You like the mission of the organization</td>
<td>77.53%</td>
</tr>
<tr>
<td>You are directly affected by the organization</td>
<td>31.46%</td>
</tr>
<tr>
<td>they offer something in return for your donation</td>
<td>16.85%</td>
</tr>
<tr>
<td>a friend or family member asked you to donate</td>
<td>47.19%</td>
</tr>
<tr>
<td>to feel good about yourself</td>
<td>31.46%</td>
</tr>
<tr>
<td>a celebrity endorsed the organization</td>
<td>1.12%</td>
</tr>
<tr>
<td>enticing advertising</td>
<td>0%</td>
</tr>
<tr>
<td>Other (please specify) Expand</td>
<td>11.24%</td>
</tr>
</tbody>
</table>

Total Respondents: 89
What is the average amount of money you donate at one time to a nonprofit?

Answered: 90    Skipped: 2

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<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>$1-10</td>
<td>31.11%</td>
</tr>
<tr>
<td>$11-20</td>
<td>33.33%</td>
</tr>
<tr>
<td>$21-30</td>
<td>12.22%</td>
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<td>$31-40</td>
<td>1.11%</td>
</tr>
<tr>
<td>$41-50</td>
<td>8.89%</td>
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<tr>
<td>More than $50</td>
<td>2.22%</td>
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<tr>
<td>More than $100</td>
<td>11.11%</td>
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</tbody>
</table>

Total 90
In the past year, how many different nonprofit organizations have you donated to?

Answered: 92  Skipped: 0

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<th>Responses</th>
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<tr>
<td>1-3</td>
<td>75%</td>
</tr>
<tr>
<td>4-6</td>
<td>13.04%</td>
</tr>
<tr>
<td>7-9</td>
<td>1.09%</td>
</tr>
<tr>
<td>10 or more</td>
<td>1.09%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
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</tbody>
</table>

92 responses
Which method(s) have you used to donate to a nonprofit organization?

Answered: 88  Skipped: 4

Answer Choices                  Responses
Give cash in person             65.91%  58
Online                          52.27%  46
Canning                        32.95%  29
Text-to-Donate                14.77%  13
Other (please specify) Expand  19.32%  17

Total Respondents: 88

Percentage of Text donations and Ages who use the Technology
Would you be willing to donate more money to a Nonprofit organization if you were given greater gifts or incentives in return?

Answered: 90  Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Yes</td>
<td>47.78%</td>
</tr>
<tr>
<td>No</td>
<td>52.22%</td>
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<tr>
<td>Total</td>
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Would you be willing to donate spare change to an unknown nonprofit organization?

Answered: 91   Skipped: 1

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<th>Answer Choices</th>
<th>Responses</th>
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<td>36.26%</td>
</tr>
<tr>
<td>No</td>
<td>7.66%</td>
</tr>
<tr>
<td>Only if I knew what the organization was</td>
<td>56.04%</td>
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<td>Total</td>
<td></td>
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</table>
Would you be willing to donate $5 to an unknown nonprofit organization?

Answered: 91  Skipped: 1

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<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
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<td>12.09%</td>
</tr>
<tr>
<td>No</td>
<td>30.77%</td>
</tr>
<tr>
<td>Only if I knew what the organization was</td>
<td>57.14%</td>
</tr>
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What is the main reason you attend philanthropy/nonprofit events?

Answered: 43   Skipped: 2

<table>
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<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Social aspects/be with friends</td>
<td>20.93%</td>
</tr>
<tr>
<td>requirement</td>
<td>18.80%</td>
</tr>
<tr>
<td>the cause</td>
<td>32.56%</td>
</tr>
<tr>
<td>the actual event seems fun</td>
<td>27.91%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>43</strong></td>
</tr>
</tbody>
</table>

Other (leave empty) (3) Empty
What is the main reason you attend philanthropy/nonprofit events?

Answered: 43  Skipped: 2

Answer Choices | Responses
---|---
Social aspects/be with friends | 20.93% 9
requirement | 18.60% 8
the cause | 32.56% 14
the actual event seems fun | 27.91% 12
Total | 43

Other (please specify) (3) Expand
When attending a philanthropy/nonprofit event, do you generally know the cause the donations are going to?

Answered: 45  Skipped: 0

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<td>93.33%</td>
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<tr>
<td>no</td>
<td>6.67%</td>
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<tr>
<td>Total</td>
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</table>
Appendix B: Indiana University Dance Marathon Interview

1. What types of fundraisers does your organization do? We have a wide range of fundraising techniques. A majority of donations and fundraising is done through our organization members who reach out to family and friends for individual donations. Participants also spend time “canning” outside businesses and restaurants asking passersby for donations. We also fundraise through large events like our Gala and Golf Outing. Finally we solicit businesses to be corporate donors and sponsors.

2. What types of fundraising efforts have worked in the past? What types of fundraisers have failed? The fundraising efforts described above have been very successful. Specifically having our many participants individually fundraising has been successful, as it is required in order to attend the dance marathon in the fall. We have had less success with fundraisers such as selling magazines or using goodsearch. Despite the possibility for high profits because of the number of people directly involved in IUDM, it is hard to find ways to convince dancers to utilize these methods of fundraising.

3. Do you give gifts/incentives to donors? Do these gifts change at different levels of donations? We have an incentive structure in place for our corporate sponsors. Individual donors are not included in this. We have a level system for corporate sponsors that can be found on our website at iudm.org.

4. What do you think attracts donors to give money to your organization? I think the personal connection that IUDM participants have with Riley and the interest in participating the marathon encourages them to donate. Family and friends who make donations want to support the student they know is participating in IUDM. Some others may give because they have had family or friends treated at Riley Hospital for Children.

5. Does your organization use social media to fundraise? We use social media (Twitter, Facebook, etc.) to distribute information about fundraisers, raise awareness, and recruit dancers. We do not use it to directly fundraise, but indirectly it contributes to our overall efforts.

6. Does your organization have a “Donate” button on your website? Yes!

7. How do you think technology has changed your fundraising efforts? Technology has been very important in our fundraising efforts. Because we rely so heavily on individual donations, the ability to have each participant creates his or her own personal fundraising page has been very beneficial. This allows their family and friends to make donations easily online with a credit card and for participants to easily email this link out to possible donors.

8. Do you tend to focus on a small number of large donors, or on getting small donations from many donors? We focus on small donations from many donors. We are unique in that we depend on around 2000 students to solicit donations rather than having a small team in charge of asking a few larger donors.
9. Does microfundraising have an impact on your organization? IUDM revolves around the ideas of microfundraising. Because of the nature of IUDM, we could not exist without engaging in this type of fundraising.

10. What are some guidelines and/or concerns that you follow/have when planning any type of fundraiser? We have a very small budget and therefore must be very careful when planning events that they are not costly, nor have a high risk rate of failing.

11. Who do you see as your target donor demographic(s)? We mainly reach out to family and friends of students on committees and dancing in IUDM.

12. What do you do to cater to a younger donor demographic as compared to an older donor demographic? Our younger donors are directly participating in our organization by fundraising on their own. Their own contributions come through buying apparel and participating in events.

13. What do you do to help fight against “burning out” donors? Because our donors are directly tied to students involved in IUDM, we do not often run this risk since students will graduate in 4 years. Often the donor is lost after this point.
Appendix C: Girl Scouts Interview


2. What types of fundraising efforts have worked in the past? What types of fundraisers have failed? Always trying different things. Sometimes mailings work. Best fundraising in face-to-face one on one. Hard for people to say no. All about relationships. Receive more from individuals to establish relationship. Not going to raise max amount without knowing that person.

3. What do you think attracts donors to give money to your organization? Use relationships to attract donors.

4. Does your organization use social media to fundraise? Not at this time. Have facebook, twitter, and youtube.

5. Does your organization have a “Donate” button on your website? Yes. Send a girl to camp quick option and a general donate option.

6. How do you think technology has changed your fundraising efforts? I think so. People are more wired so look for more ways to reach out. Creative, but very specific because people are being bombarded.

7. Do you tend to focus on a small number of large donors, or on getting small donations from many donors? Concentrate on smaller donors. Direct mail and social media on those. But target larger donors one on one.

8. Does microfundraising have an impact on your organization? Yes

9. Who do you see as your target donor demographic(s)? Women who have been girl scouts in the past. Great memories from experiences. Alumni is a big focus.

10. What do you do to help fight against “burning out” donors? Relationship building and understanding relationship donors. If you know people are interested in camping, then let them focus on camping.
Appendix D: Hoosier Hills Food Bank Interview

1. What types of fundraisers does your organization do? Biggest is soup bowl event in Feb. local rest to donate soup and donate bowls. And buy ticket and get bowl and soup. Venue music. Hunger message. Mailings, etc.

2. What types of fundraising efforts have worked in the past? What types of fundraisers have failed? Quarterly newsletter. 2009 only direct mail fundraising. Database of 5000 donors respond with gift. Direct mail targeted. Own in house design. In house no overhead. Failed – don’t do anymore are raffles/auctions. No tax donation. Purchase from non-profit no tax credit. No mutual benefit. (Getting something out of it)

3. Do you give gifts/incentives to donors? Do these gifts change at different levels of donations? No gifts. Incentive to get tax deduction. Sponsors get incentives of logo on program or in newsletter. Soup bowl gets sponsors and logo goes on program and poster.

4. What do you think attracts donors to give money to your organization? Reputable, good cause and mission. Want to see you solicit them in a grassroots non-aggressive way. No flashy newsletter that costs a ton to make. Efficient.

5. Does your organization use social media to fundraise? Promote events through facebook. Raising awareness.

6. How do you think technology has changed your fundraising efforts? Not yet. Don’t email out newsletter list. Stayed old school. Paypal. People can easily go to website and donate with credit card. 60% increase in paypal donations.

7. Do you tend to focus on a small number of large donors, or on getting small donations from many donors? Midsize gifts from many donors. Targeted mailings for just large numbers. Typically in summer.

8. Does microfundraising have an impact on your organization? Where we have built up support. That’s what we are looking for.

9. Who do you see as your target donor demographic(s)? 40-50 female professional.

10. What do you do to cater to a younger donor demographic as compared to an older donor demographic? Through volunteer cultivation. Students come in and volunteer and follow up with them through e-newsletter. Point people to donate online is more for young. Being involved in university. Food drives, professors, classes.

11. What do you do to help fight against “burning out” donors? Try to plan fundraising pan for year. Stagger mailings so people don’t get burnt out. Switch target mailings for certain counties or groups. Never consistently solicit groups of donors.
Appendix E: Special Olympics Interview

1. What types of fundraisers does your organization do? We focus on “extreme” experiences like our annual Polar Plunges, Torch Run relays, Over the Edges, Plane Pull event. We’re also the beneficiaries of 3 Color Me Rad runs in Virginia, which fit in nicely with our experiential theme.

2. What types of fundraising efforts have worked in the past? What types of fundraisers have failed? We have experienced multi-year success with all of the properties listed above. The types of fundraisers that have not been as successful for us are golf tournaments, anything requiring ticket sales, auctions, galas, etc. – but we have many external groups that do these types of events for us and give us the proceeds. We try to focus our staff’s time and energy on events that have a team aspect and online fundraising component.

3. Do you give gifts/incentives to donors? Do these gifts change at different levels of donations? Yes, we do multi-level incentive programs for our Polar Plunges. For our other fundraiser events we stick to event T-shirts for all registered participants and that is it.

4. What do you think attracts donors to give money to your organization? Well-known brand, hands-on volunteer opportunities—we are the most FUN.

5. Does your organization use social media to fundraise? Yes, we use social media to communicate with our fundraisers which helps raise funds and increase event registrations, but we do not specifically use social media channels as our main donation sites.

6. Does your organization have a “Donate” button on your website? Of course!

7. How do you think technology has changed your fundraising efforts? It has exponentially increased our reach and allowed us to communicate with millions of potential supporters for a very low cost.

8. Do you tend to focus on a small number of large donors, or on getting small donations from many donors? Both.

9. Does microfundraising have an impact on your organization? Depends on your definition of microfundraising. Leveraging online fundraising via Firstgiving for the events that we manage has resulted in a significant revenue stream, but we have yet to see a significant rise in individuals creating their own online campaigns (through apps like Facebook Causes or sites like indiegogo, etc).

10. What are some guidelines and/or concerns that you follow/have when planning any type of fundraiser? Risk and liability have to be a concern for any large scale event. After that, we have to keep in mind revenue/expense ratios and managing participants’ expectations with clear communications during all stages of the event (before/during/after).

11. Who do you see as your target donor demographic(s)? When it comes to online fundraising, there is a very different demographic than our traditional direct mail or telemarketing donor because the person doing the soliciting is reaching
out to their personal network as opposed to people we know normally fit within our donor profile.

12. What do you do to cater to a younger donor demographic as compared to an older donor demographic? *Who we attract to our event is dictated by the marketing and PR decisions we make during the planning stages. Message tone, design and media planning are among the strategic choices we make.*

13. What do you do to help fight against “burning out” donors? *Constantly reconnect donors and participants to the cause by reminding them of the impact their actions have on the people we serve.*
Bibliography


