



funds**2**orgs™

# Essential Fundraising Tips for Nonprofits

 [hello@funds2orgs.com](mailto:hello@funds2orgs.com)

 [Funds2Orgs.com](https://www.Funds2Orgs.com)

 (407) 930-2979



Hi Nonprofit Leader,

The team at Funds2Orgs is excited to provide you with insights to enhance your fundraising success.

One good idea can make all the difference in developing new fundraising approaches. So, let's review what you'll see in this booklet.

- Insights about donor cultivation and meeting them where they are on their journey.
- Ways to keep your donors engaged online.
- Giving Tuesday gets bigger each year, so it's always a great time to plan ahead!
- Innovative fundraising ideas (always need some of those).
- Shoe drive partner success stories.
- What's a shoe drive fundraiser, and what do you get—without any out-of-pocket costs?
- Where do the shoes go after a shoe drive fundraiser?

Let's dive right in and get started.

Sincerely,

Your Friends at Funds2Orgs

# Donor Cultivation:

## How to Meet Them Where They Are

Donors are busy people with full lives and little time. So how do you meet them where they are?

### **Recognize that every relationship is unique.**

We all want to build long-lasting relationships, but we tend to apply one-size-fits-all strategies. Start by gathering data about your donors and what resonates. One excellent platform to explore is Virtuous for nonprofits.

### **Send email newsletters highlighting your work.**

As you get to know donors, many are eager to learn more. Newsletters highlighting your nonprofit's work with easy ways for donors to give is still a top strategy. Check out our [email webinar](#) in our site's Resources section.

### **Host an event where people can connect and learn.**

Many donors are curious about your work. Hosting an event, like a breakfast or open house, allows donors to learn more. It also gives them a chance to meet each other and ask questions.

### **Host a free monthly volunteer club.**

Consider hosting a monthly club where members (aka volunteers) can offer their services to help you (it's not just about money!). It can include mentoring employees to hosting events that raise funds.

### **Collaborate with other organizations.**

If you'd like to meet your donors where they are, consider collaborating with other organizations and holding events for your entire community. For example, co-host a happy hour or luncheon.



# 10 Tips for Promoting on Social Media

Feeling overwhelmed by social media options? These 10 tips will help your brand succeed on any platform.



**Cut through the noise with universal best practices**

**01 Make the Most of Automation**  
Use tools like Use tools like Metricool, Sprout Social or Later to manage multiple social media accounts simultaneously, making tracking engagement and responding to comments easier. This will help you make the most of your time and be more efficient with your social media efforts.

**02 Utilize Video Marketing**  
Videos are one of the best ways to connect with your followers, making them an excellent strategy for social media marketing. This can be anything from short ads to a behind-the-scenes look into your brand. Videos can also help provide tutorials or answer frequently asked questions.

**03 Do YOU! Be Authentic.**  
Many marketers and brands try to create a one-size-fits-all social media strategy, but the truth is people notice if your content isn't genuine. Be the person behind the scenes, not the persona you're trying to create for your brand.

**04 Survey Your Supporters**  
One of the best ways to determine which social media your supporters use is to conduct a survey. Make sure to gather data on not just the most popular platforms but also those growing in popularity.

**05 Stay Updated on Platform Changes**  
Social media platforms are always changing, and it's crucial to stay up-to-date. One way to keep on top of things is to subscribe to Later, HeyOrca, or The Marketing Millennial's newsletters for the latest in social media updates.

**06 Use Influencer Marketing**  
Another great way to reach your audience and get your brand in front of more people is to partner with social media influencers. Influencers have loyal audiences that trust their recommendations and are more likely to donate to brands endorsed by their favorite personalities.

## 10 Tips for Promoting On Social Media continued

### 07 Use the Best Platforms for You

Donor engagement is key to successful promotion on social media. For example, some platforms are better than others. Instagram is great for sharing visual content, while Twitter and LinkedIn are better for promoting news and blog articles. Know where your audience is and have a presence on those platforms.

### 08 Stay Engaged with Your Community

Social media is all about having real and meaningful connections with your followers. Engaging can be as simple as responding to comments on your posts or asking followers questions. This is the best way to build a loyal audience that trusts your brand.

### 09 Use Data to Inform Your Decisions

Today's social and management platforms have analytics you can use. They provide great insights. For instance, you'll know what days or times you get the most views. Or you'll see which content performs better than others.

### 10 Livestream More Often

Livestreaming allows you to engage with your audience on a more personal level. It also enables you to respond to comments and questions in real-time, leading to more engagement on your posts.



# Debunking Myths About Giving Tuesday

The generosity of donors on GivingTuesday continues to grow each year. Whether we're making plans for GivingTuesday or any other day, let's dispel some of the misconceptions donors may have.

## **Don't only give to the biggest name brands you see.**

Many worthy causes don't have the same name recognition as others. Increase your sharing on social with videos and storytelling. GivingTuesday's a time to share the human-interest stories.

## **Don't think it's just about money; give time or talent.**

Many nonprofits need help with their day-to-day operations and appreciate help from people with specific skill sets, especially in marketing, social media, and fundraising. Remind people!

## **Don't think it's only about the day—it's year-round.**

Many people think the best time to give is during the holidays. However, year-round fundraising for cash flow is so important. Don't just focus all your energy on GivingTuesday and the holiday season.

## **Don't forget to spread awareness.**

GivingTuesday's not just about money. It's also about awareness. Ask donors to spread awareness and commit to doing it for the holiday season, starting on GivingTuesday.

## **Don't feel obligated to donate just because it's GivingTuesday.**

Nonprofit teams and donors shouldn't feel pressured to donate just because it's GivingTuesday. Remind them of your mission and goals. What impact do you seek to make? Share that info!



# 5 Innovative Fundraising Ideas You Can Implement

Fundraising revenue is uncertain. These 5 ideas will help you reach your goals.

## Do a Shoe Drive Fundraiser

Shoe drive fundraisers are a great way to raise money for a cause because there are zero-costs and they allow supporters to participate without opening their wallets. It's a simple way to add an additional revenue stream when donor fatigue hits while involving your community and spreading awareness about what you do.

1

## Stage an Ad-Hoc Exhibition

An ad-hoc exhibition is a one-time event held at an existing venue such as a museum, gallery, or private home. A major donor could sponsor the hosting costs. You can split the proceeds with a local artist who exhibits you and your nonprofit.

2

3

## Host a Virtual Reality Game Show

Who says trivia nights and game shows are 1985? Hosting a virtual reality game show is an innovative way to engage your community and raise money for your nonprofit. Virtual reality game shows can incorporate trivia, logic, puzzles, real-life games, just to name a few.

4

## Hold a Food Festival

Food festivals are timeless and traditional fundraising methods. But they're still highly effective! Hosting a festival is as simple as asking for cooked food and selling it at an event. Food festivals are particularly great for organizations that have supporters from different cultures.

5

## Host a 24-hour Gaming Marathon

Hosting a 24-hour gaming marathon is a fun and engaging way to raise funds. You can choose a specific game to play or even host a variety game marathon where participants switch games each hour. Learn more about gaming in the resources ebooks section of [Funds2Orgs.com](https://Funds2Orgs.com).





## Fundraising Success and Our Partners

Now that we've gone over engagement and fundraising ideas, we want to share some of our partner stories.

### En Familia Radio

A big shout-out to En Familia Radio in Phoenix, AZ. This incredible group has completed seven shoe drive fundraisers, raising \$57,895.10 since 2019. They thrive on bringing their community together through acts of service, proving successful results!

### Twin Tiers Honor Flight

We have another shout-out to a multi-year shoe drive fundraising partner. Twin Tiers Honor Flight started their partnership with us in 2018, raising funds for veterans and helping them to visit war memorials free of charge. They've raised more than \$29,958 by collecting gently worn, used and new shoes to support our vets.

There are three questions we frequently receive about shoe drive fundraisers.

- Why a shoe drive fundraiser?**
- Where do the shoes go?**
- How much money can we earn?**

Shoe drive fundraisers are a fantastic, creative fundraising option that's a win/win/win.

First, they raise funds for your cause uniquely. Moreover, there are **no out-of-pocket costs** for you or your supporters.

Second, collecting shoes is **good for our environment** because the shoes you collect get repurposed.

And third, the shoes **help over 4,000 micro-enterprises** and families earn a livable wage in their communities.



## Fundraising Success and Our Partners continued

### Pledge the Pink

Multi-year partner Pledge the Pink, in partnership with Tutus for Tatas, hosts walkathons and breast cancer events throughout the South to provide beneficiaries with much needed fundraising dollars. Pledge the Pink has raised over \$8,087 doing shoe drive fundraisers since they started in 2019.



### Valverde School for the Performing Arts

Since this organization started, more than 4,500 students have passed through their doors. So, they have lots of support from alums and others. Doing six shoe drive fundraisers, this high-energy group raised more than \$15,430 in support of their troupe. That's fantastic success for a great group in the performing arts.

# What is a Shoe Drive Fundraiser & What You Get

Fundraising events are essential, but they can also be exhausting. Thankfully, there are other ideas out there that don't involve asking people for money. You can host a shoe drive fundraiser to support your good cause! Fundraisers of this nature are very personal. Read on to learn a bit more about shoe drive fundraisers!

## What is a shoe drive fundraiser?

A shoe drive fundraiser is great for supporting a cause while getting your community together. Doing a shoe drive fundraiser allows people to donate their gently worn, used and new shoes instead of cash. Funds2Orgs issues a check after processing your shoes. The fundraiser allows everyone to participate!

## What do I get from organizing a shoe drive fundraiser?

By hosting a shoe drive fundraiser, you're raising funds for your cause and raising awareness for your organization. You can plan the event with your team of coworkers, donors, and volunteers and get to know people in the process. You may also meet new community members, make new friendships, and gain new supporters.



# Shoes4Good and Bonus Materials



## Who gets helped by collecting shoes (aside from your organization)?

There are many benefits to holding a shoe drive fundraiser, including the fact you help the environment by repurposing shoes that could otherwise go to waste hidden in storage and closets.

In developing nations, many people need work opportunities. Shoes collected in your shoe drive fundraiser end up all around the world. We partner with over 4,000 micro-entrepreneurs who sell the shoes in their communities. Unfortunately, systemic poverty prevents many from quality education and jobs. As a result, many create their own opportunities to support their families.

Since Funds2Orgs started, more than 24,000 fundraising partners have collected more than 37 million pairs of shoes. All those shoes went to micro-enterprises in 24 different developing countries. The shoes became commerce for micro-entrepreneurs to help support their families.



## Funds2Orgs Resources

One of the crucial things we've always done is distribute real, pertinent, and exciting fundraising and marketing materials. If you're unfamiliar with some of our guides, ebooks and webinars, please visit our site. There, you'll find loads of content for free!

Times have changed...

# Have Your Fundraisers?



Join nonprofits and community groups **who've raised millions** with an innovative fundraiser that doesn't require writing checks, selling candy or useless products. **Be the Fundraising Champion your team needs.** Clean out your closets and raise funds today!

hello@funds2orgs.com  
(407) 930-2979

