

# No Budget No Problem!

How To Successfully Engage the Community  
Through Third Party Fundraising

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# GIVE ME SOME MONEY!





# IS CROWDFUNDING AND THIRD PARTY THE SAME THING?



# 2009-2011 THIRD PARTY PROFITS

YEAR	AMOUNT RAISED
2009	\$16,042
2010	\$10,114
2011	\$28,893
<b>TOTAL</b>	<b>\$55,049</b>

# 2012-2017 THIRD PARTY PROFITS

YEAR	GOAL	AMOUNT RAISED	%OF GOAL
2012	\$0	\$49,125	100%
2013	\$50,000	\$76,841	153%
2014	\$75,000	\$88,506	118%
2015	\$75,000	\$93,950	125%
2016	\$100,000	\$103,731	103%
<b>Totals:</b>	<b>\$300,000</b>	<b>\$412,153</b>	<b>GOALS EXCEEDED</b>

# WHAT IS THIRD PARTY FUNDRAISING

- Third-party fundraising is an effort hosted by an outside party to raise money on behalf of a non-profit organization.
- It allows an organization to raise money without investing in an additional event.
- Challenge Events, Community Events and Personal Campaigns

# 5 ROAD BLOCKS

- Opportunity cost
- Diluting your message
- Giving up control
- ROI: Overburden your staff with little return
- Stewardship is not possible 99% of the time





# WHAT IS THE GOAL?

- Less overhead for the agency
- Prevents overworking of staff
- Community engagement



# WHO ARE YOUR DONORS?

## THE GENERATIONS



### Generation Y

- Born 1981 – 1995 (age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



### Boomers

- Born 1946 – 1964 (age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



### Generation X

- Born 1965 – 1980 (age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



### Matures

- Born 1945 and earlier (age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

from on "Generational Fundraising Tips" by Andrew Shoaff

# THE FACTS

- Millennials are the future of philanthropy and they engage differently.
- Nearly three out of four young adults are willing to raise money on behalf of an organization that matters to them.

# THE BENEFITS

- Nonprofits can broaden their reach geographically.
- The possibilities are endless.
- Presents an opportunity to introduce your mission to people who don't know about your organization.
- You build strong relationships with local businesses.

# THIRD PARTY IS GATEWAY PHILANTHROPY

- Do you have a donor with which you want to build a relationship?
- Do you have company that wants to engage, but doesn't have a budget for sponsorship or corporate donation?
- Is there a business in the community that matches your philanthropic focus?
- Who is a consistent donor that has a strong social or business network you would like to engage?

# WHEN TO SAY YES & WHEN TO BE CAUTIOUS

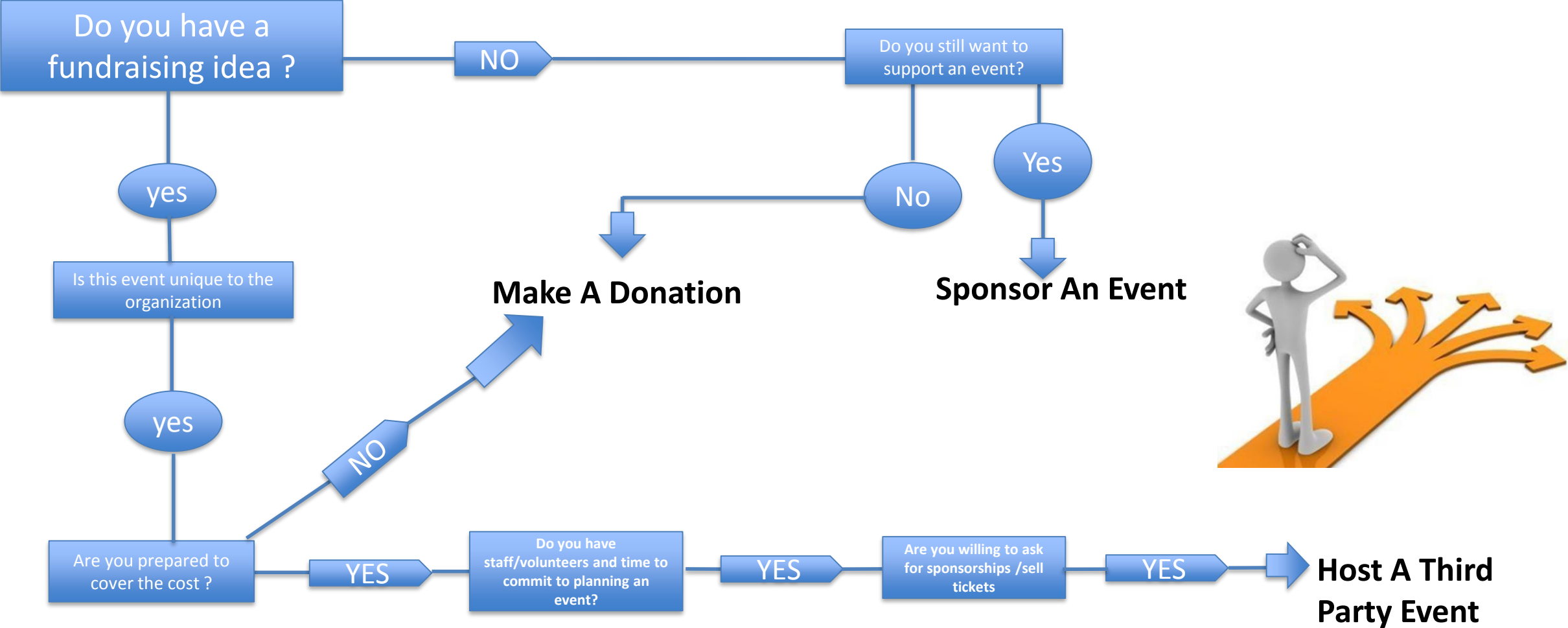
## GREEN LIGHT

- They can guarantee a fundraising profit of at least \$500.
- They can commit to longevity of campaign or plan multi-year events.
- They are clearly aligned with your mission.
- Your team does not have to participate in the planning.
- You have a speaking opportunity.

## CAUTION

- They mass “fundraise”.
- They are not transparent about the proceeds you will get.
- They cannot commit to a specific budget.
- Their philanthropy is really a disguised for-profit event.
- They don’t communicate or keep you in the loop.
- You are denied an opportunity to speak.

# HELPING THEM DECIDE



# QUICK TIPS: ENGAGING LOCAL BUSINESS



**Show Your  
Impact /Their  
Impact**

**Learn About  
Your Donor**

**Engage the  
Employees**



# EVENTS THAT WORK

- Portion of proceeds
- Check out Charity
- Golf Tournaments/Bike Rides/Races/Walks
- Signature events presented by a corporate partner
- Grassroots campaigns (i.e. crowdfunding)
- Parties with a Purpose / Mixers with a Message

# CREATING YOUR THIRD PARTY POLICY

- Start with an annual goal.
- Develop your prospect list.
- Determine what you must know to approve the event.
- Determine what you will do and what you won't do.
- Clarify tax requirements and what is not allowable by law (i.e. Raffles / Chances to Win).

**"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead**

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Thank You!