Your pennies will take us far
Your pennies will take us far

• Distribute local or through large chains, e.g. supermarkets

• Don’t ask the shop keepers/managers of the chains of stores for donations. Ask them in stead to help you get donations from their customers by displaying the collection box at the counter
Your pennies will take us far

• Some stores might help your campaign by donating an amount per a selected product sold

• Or they could double up the amount that comes in through the collection box in their store.
Bottle Recycling
Bottle Recycling

• Collaborate with a chain of supermarkets or your local supermarket about collecting the recycle notes from recycling machines.

• Ask their customers to donate the fee to your organization.

• Set up an collection box and it will give the customers an opportunity to donate their recycle fee.
Special events

Case: Zumba for MS
What's in it for the donor?

The event is the primary motivator, the cause is the secondary

Why do people participate in charity events?
• Personal branding
• Clean conscience
• Entertainment
• A good heart
• Networking
• Other reasons?
Zumba for MS

• 3 hours of non-stop zumba
• Instructors donate their time
• All facilities and equipment + refreshments are sponsored
• Entry fee: € 25
• The event is promoted through: local fitness and sport clubs, facebook, local MS network
Options for more fundraising

• Ask a local company to donate €5 or €10 per participant (a good incentive for more people to join)
• Run an auction or lottery during the event
• Sell merchandise and refreshments
Why we trust it will work

• We are tapping into several mega-trends:
• Keeping fit (zumba)
• Promoting it through Facebook and other social media platforms
• We are not asking for flat donations. In stead we offer an exclusive zumba event, where participants can stage themselves as fit, social, and charitable
Don’t lose your friends

- Thank you e-mail to participants
- Explain why their continued support is important
- Present an easy way to become a donor
- If possible follow up with a phone call
Member with MS get member

Jeg vil gerne være med til at skaffe flere medlemmer til Scleroseforeningen, og jeg foreslår jer at skrive til nedenstående personer:

- Ja, jeg vil gerne have, at I nævner mit navn, når I skriver til personerne på dette skema.
- Nej, I må ikke nævne mit navn i brevene.

Send venligst det udfylde skema retur i den vedlagte svarkuvert.
-Vi har betalt portoen på forhånd.
Tusind tak for hjælpen.

Send os venligst skemaet senest den 13. oktober, og vær med i lødtrækningen om et af 6 signerede kunstsertryk af Monica Ritterband. Hver af de 6 noder i nodefamilien er sat i solvfarvet ramme med passe partout, til en værdi af 878 kr.

Navn:
Adresse:
Postnr./By:

Navn:
Adresse:
Postnr./By:

Vi beder dig venligst om at udfylde skemaet med BLOKBOGSTAVER – på forhånd tak.
Member with MS get Member

- 7.224 members with MS received a letter
- 287 (4%) returned the form with
- 1570 addresses of friends and family
- 372 new members (20%)
- 70% are still members or donors by DD
- 105 were later upgraded to pay monthly by direct debit
Member with MS get Member

The cost of the campaign
• 12.000 euro

Return of investment after 5 years
• Member fee 43.000 euro
• Gifts 30.000 euro
• Direct debet 15.000 euro
• All in all 88.000 euro (ROI 7 or 6 without DD)
Sofii.org

- Website full of inspiration
- Examples of good fundraising
Thank You!