

# Your pennies will take us far



Sclerose  
foreningen



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 instead 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 oppotunity to donate their recycle fee.



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# 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



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- 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 loose 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



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# 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 udfyldte skema retur i den vedlagte svarkuvert.  
-Vi har betalt porto'en på forhånd.  
Tusind tak for hjælpen.

Send os venligst skemaet senest den 13. oktober, og vær med i lodtrækningen om et af 6 signerede kunstsærtryk af Monica Ritterband. Hver af de 6 noder i nodefamilien er sat i sølvfarvet ramme med passe partout, til en værdi af 875 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



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- Website full of inspiration
- Examples of good fundraising

The screenshot shows the Sofii.org website homepage. The header is blue with the Sofii logo and tagline 'showcase of fundraising innovation and inspiration'. Navigation links include Home, Halls and showcases, Reading rooms, Contribute, Our donors, About us, and Site map. A 'SUPPORT SOFII DONATE' button is visible. The main content is divided into three columns: Exhibits, Articles, and a search section. The Exhibits section features a featured article 'Help The Aged 'Make a blind man see' press advertisement' with a thumbnail image of a newspaper ad. The Articles section has a featured article 'Augmented reality: the latest craze to hit the world of flashmobs.' by Lucy Innophoria. The search section offers 'SUPER SEARCH' with options for Exhibit search and Article search. A 'Thank you' section for Optimus is also visible.

**sofii** showcase of fundraising innovation and inspiration


Home Halls and showcases Reading rooms Contribute Our donors About us Site map

Welcome | New user guide | Contact SOFII

**EXHIBITS**

NEW TO THE BEST OF THE BEST SHOWCASE

**Help The Aged 'Make a blind man see' press advertisement**



This ad is a classic. Created by the legendary Harold Sumpston in the late 1970s, it embodies one of the most direct and hard-to-resist fundraising propositions, 'Make a blind man see'. It is a brilliant example of fundraising communication at its best.

[View all showcases](#)

OUR LATEST EXHIBITS

**How Harvard university got its name -**

**ARTICLES**

OUR LATEST ARTICLES

**Sign up now for SOFII's helpful free updates.**

SOFII regularly sends out useful email updates describing what's new and what you should look out for. To make sure you don't miss out, please sign up now.  
(Comments: 2)

**Augmented reality: the latest craze to hit the world of flashmobs.**

by *Lucy Innophoria*

In our third post from the world of innophoria, Lucy tells us about the latest craze to hit the fundraising sector, augmented reality. Take a look to find out exactly what it is, where it's being used and how it can help to improve your fundraising.  
*Lucy's voice of innophoria*  
(Comments: 0)

**SUPER SEARCH**

Quickly sift through 242 Exhibits to find just those you want.

- Exhibit search

Or sift through 132 Articles to find just those you want.

- Article search

**Thank you**

**Optimus** fundraising communication partner

SOFII's premier business partner



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**Thank You!**