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.
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

![Image of membership form](image-url)
Member with MS get Member

- 7,224 members with MS received a letter
- 287 (4%) returned the form with
- 1,570 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)
• Website full of inspiration

• Examples of good fundraising
Thank You!