



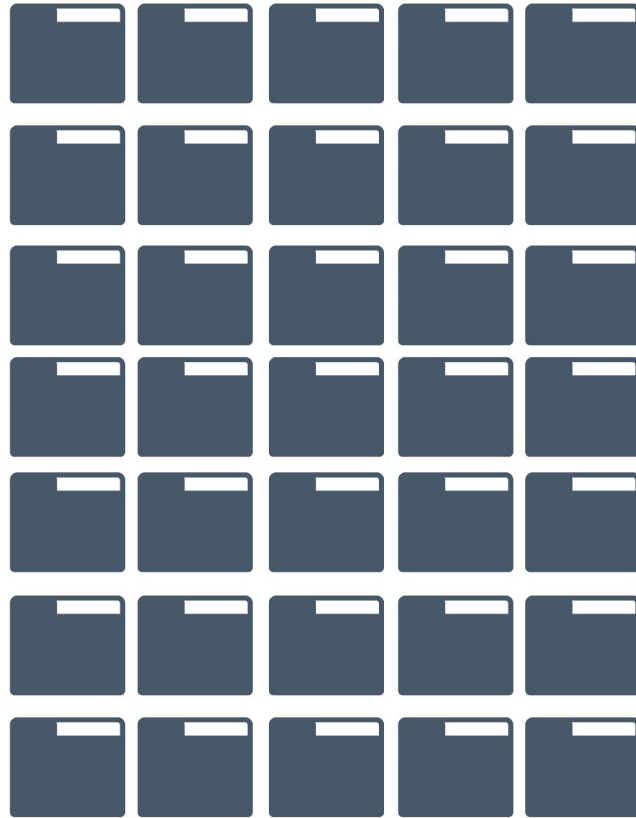
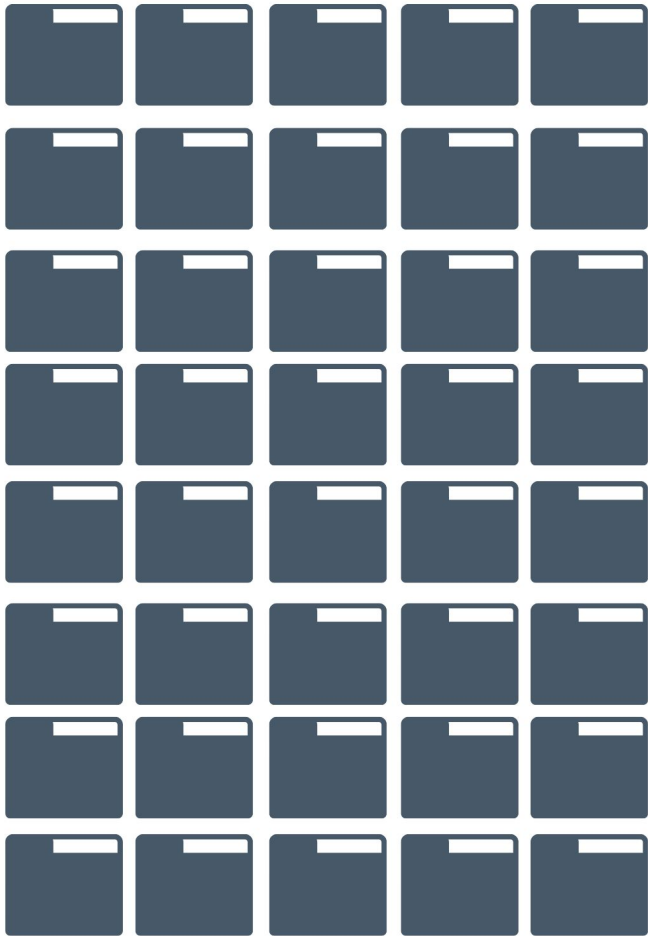
Maximizing Your Fundraising Flow:

Harnessing the Power of Strategic Event Design with Mallory Erickson











NICE TO MEET YOU, I'm Mallory.

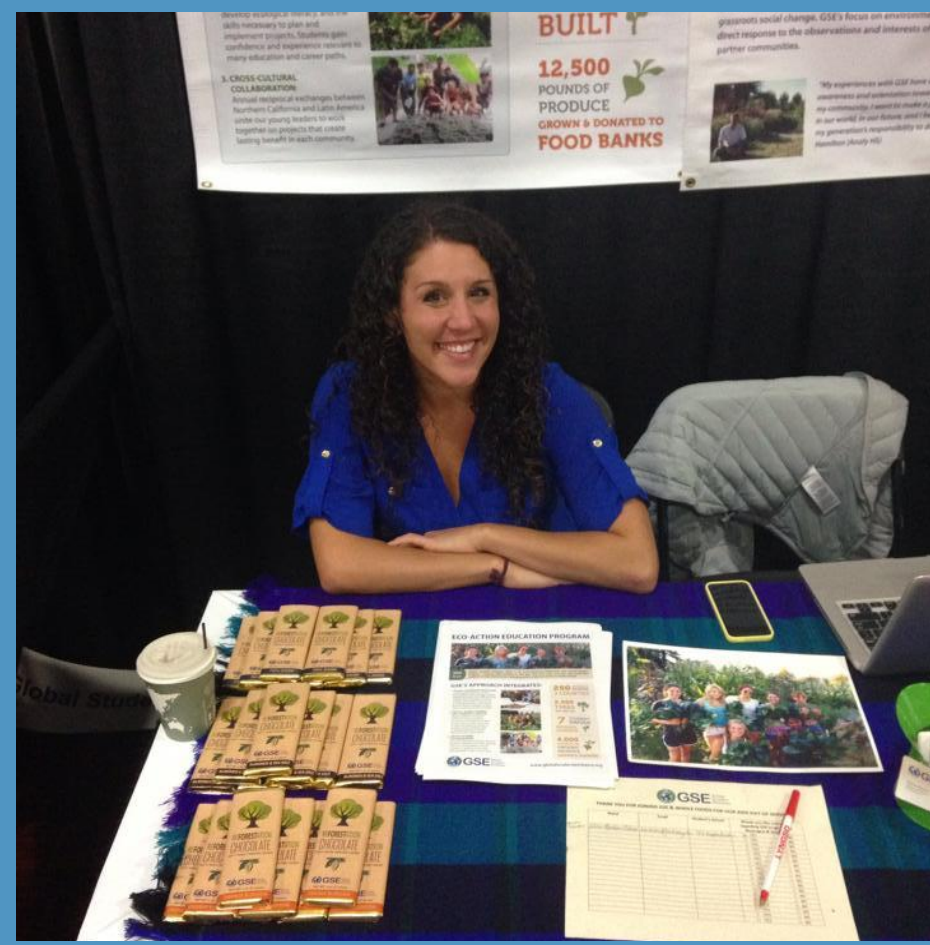
 Host of What the Fundraising
 Creator of the Power Partners Formula
 malloryerickson.com

Say hi on IG [_malloryerickson!](https://www.instagram.com/_malloryerickson/)

*I became an
accidental fundraiser*

*as a nonprofit
Executive Director...*





IMPACT REPORT FAKE

pretending like everything was great



BUT IN REALITY....

this is how i felt at the end of every day



SO | DECIDED TO CHANGE.



power
partners
FORMULA™

**THE POWER
PARTNER
METHOD
WAS BORN.**

#1: BE AWARE OF THE ASSUMPTIONS YOU HOLD ABOUT EVENTS



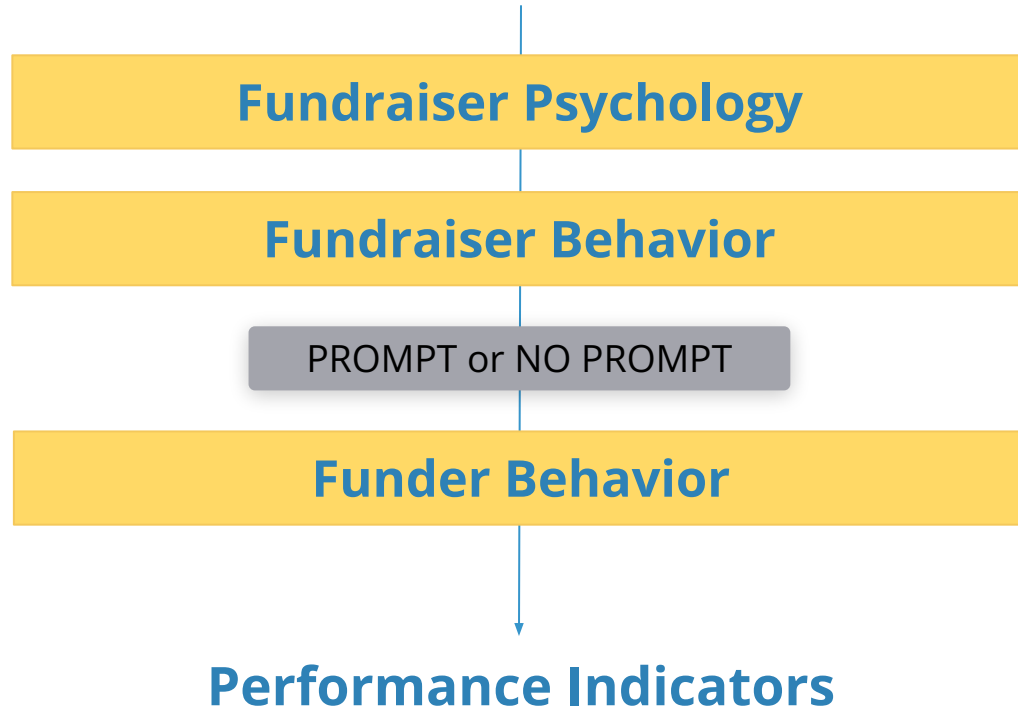
HOW DO YOU FEEL ABOUT FUNDRAISING EVENTS?

THE CORE OF COACHING



GREAT FUNDRAISING IS NOT AN ASK, IT'S AN OFFER

Funder Behavior is a Response



#2: UNDERSTAND YOUR ORGANIZATION & EVENT ASSETS

**SCARCITY-BASED
MINDSET**

VS

**ASSET-BASED
MINDSET**

Volunteer
Opportunities

Marketing
Opportunities

Following/
Traffic

Board Giving/
Engagement/
Network

What are your assets?

Note: This is not a
comprehensive list.

10k plus
donor
base

Program-
specific
fundraising
needs

Great
Impact
data

Thought
Leadership

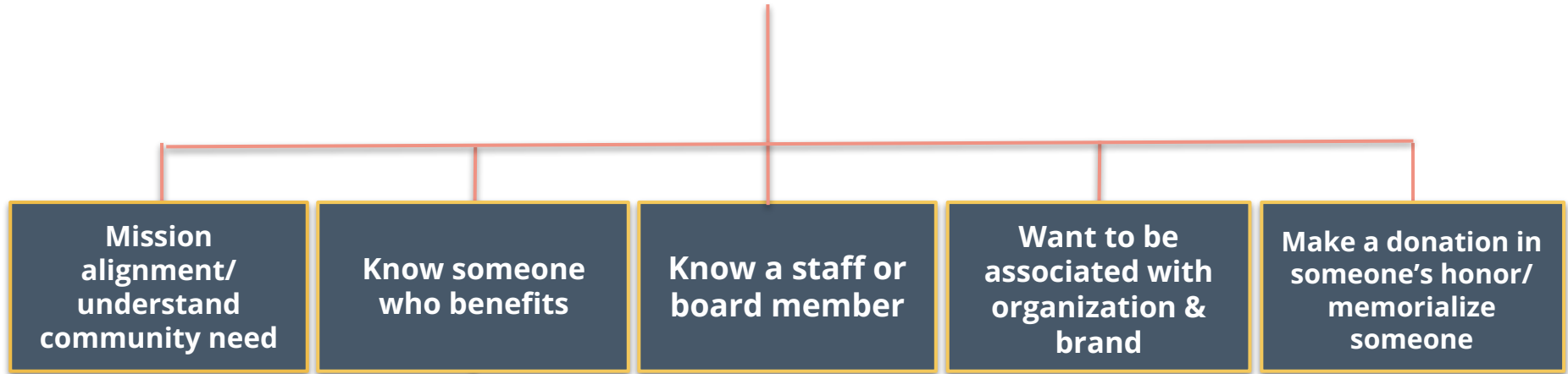
WHAT ARE DIFFERENT CATEGORIES OF ASSETS?

WHAT ARE THE DIFFERENT
VALUE PROPOSITIONS THAT
WE OFFER?

- Influence
- Education
- Networks
- Skills
- Bottom line impact
- Numbers
- Brand
- History
- Audience
- Platform
- Technology
- Volunteer opportunities
- Community building opportunities
- Stories
- Inspiration

#3: LEVERAGE DIFFERENT ASSETS FOR DIFFERENT CONSTITUENTS & EVENT ELEMENTS

Individual Power Partners




START WITH THE CORE VALUE ALIGNMENT & EXPERIENCE YOU WANT PEOPLE TO HAVE....

Individual brainstorm....

- 1) People contribute to my organization because _____.
- 2) I want ____ (constituent segment) to feel _____ when they come to this event.

WHAT DO YOUR DONORS REALLY WANT?



...IS THIS ORGANIZATION
REALLY ALIGNED WITH
WHAT I CARE ABOUT?

Connection to Their Personal Identity

Sense of Belonging to the Right Group

Belief That Their Involvement Matters

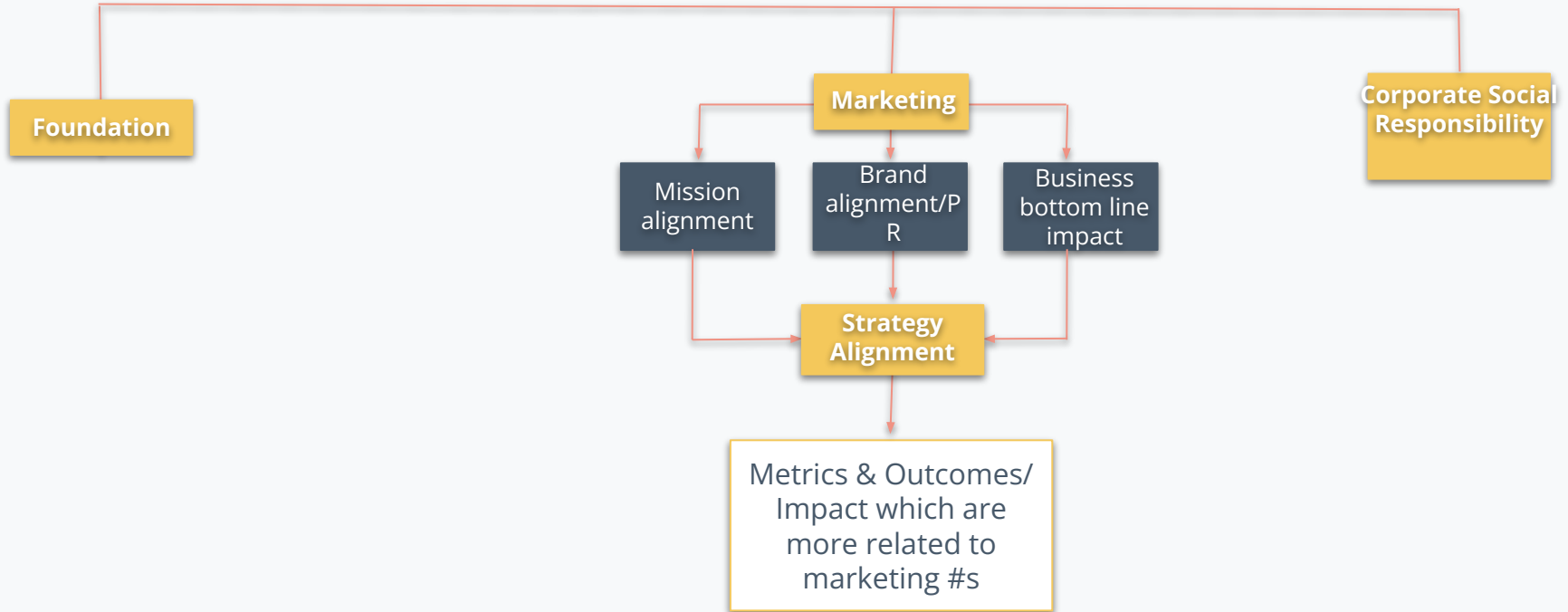
Positive Memories with the Organization

**PEOPLE LIKE US
DO THINGS LIKE
THIS.**

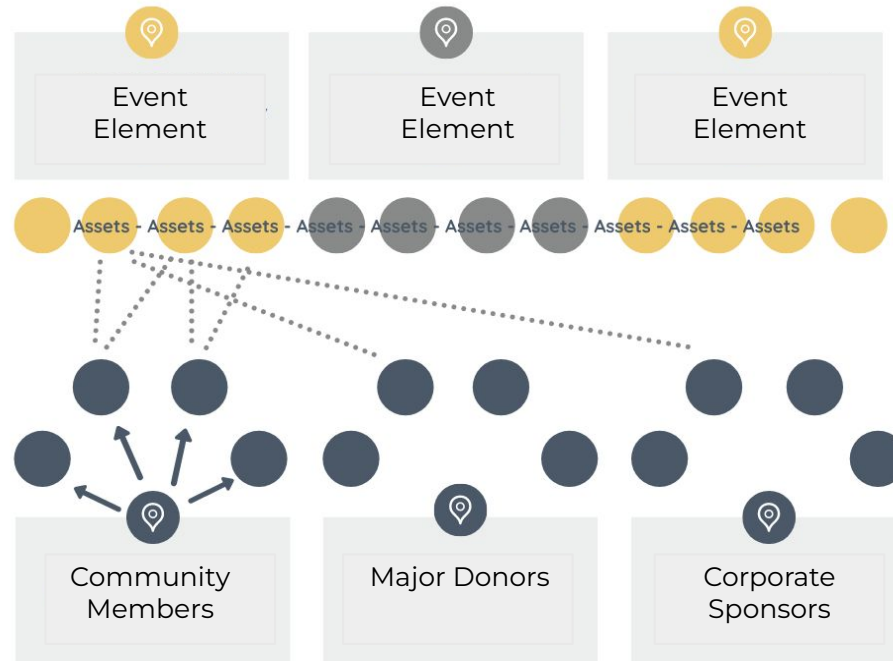
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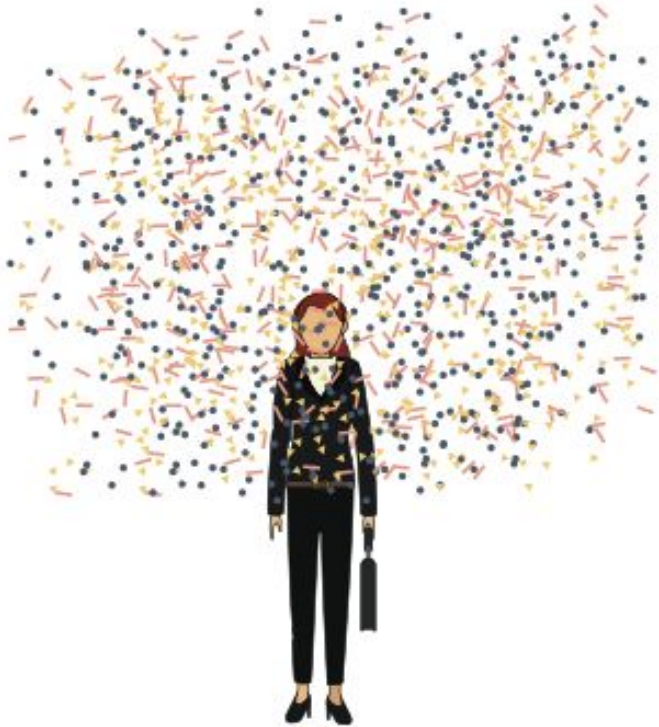
Corporate Power Partners



FOCUS ON THE WIN-WIN, CEMENT MEMORY & BUILD A DEEPER RELATIONSHIP



#4: BUCKET YOUR TIME & OPTIMIZE YOUR OUTREACH



MOST EVENT PLANNING FEELS SCATTERED



**WE SPEND WAY
TOO MUCH
TIME
CONTEXT
SWITCHING**

FIVE & DIVE

**PROSPECT
5 FUNDERS AT A TIME
AND THEN OUTREACH TO THEM**

BUCKET YOUR TIME

- By type of funder
- By interest area
- By assets (when applicable)



**USE THE SAME
STRATEGY
FOR ALL EVENT
PLANNING
ELEMENTS**

#5: BUILD KNOW, LIKE, TRUST THROUGH TRANSPARENCY, INTEGRITY AND MULTI-SENSORY EXPERIENCES

2 WAYS TO CULTIVATE A DONOR



**#1 THE CAR
SALESMAN WAY**



**#2 THE POWER
PARTNERS WAY**

CAR SALESPERSON WAY



**WHY DO
CAR SALESPeOPLE
MAKE US
UNCOMFORTABLE?**

THE POWER PARTNERS WAY



KNOW

= REAL STORIES & REAL PEOPLE



LIKE

= VULNERABILITY & RESPECTING THE RELATIONSHIP



TRUST

= SHARING CHALLENGES & MISTAKES



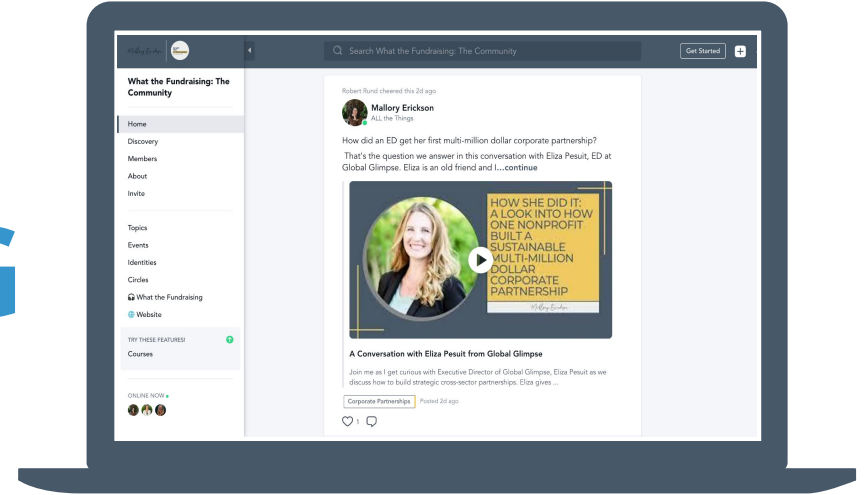
INTEGRATE REALTIONSHIP BUILDING AND MULTI-SENSORY EXPERIENCES

QUICK RECAP

- Bring awareness to the way the cognitive behavior loop relates to event planning and fundraising
- Identify your organization and event assets
- Focus on alignment and differentiate assets by funder type
- Optimize your time to build momentum and overcome fear
- Build deeper relationships through transparency and integrity and multi-sensory experiences

COMMUNITY

WHAT THE FUNDRAISING THE COMMUNITY



whatthefundraisingcommunity.com

THANK YOU FOR HAVING ME!



Host of What the Fundraising



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QUESTIONS?