

W E B I N A R

Say **ADIOS** to the Stuffy Gala

Going Beyond the Ballroom!



WED OCT 12th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT

onecause®

Hosts



Dawn Lego she/her
Director, Brand Engagement
OneCause



Jarrett R. Ransom she/her
Nonprofit Nerd®
The Rayvan Group, LLC

BEYOND THE WEBINAR

- Engage With Us
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 - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
 - Webinar on-demand: onecause.com
 - Wrap-up email with Webinar recording
 - Exclusive content
- Survey
 - Drive future Webinar content



Garrett Ransom

Nonprofit Nerd

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Saying Adios to the Stuffy Gala Going Beyond the Ballroom

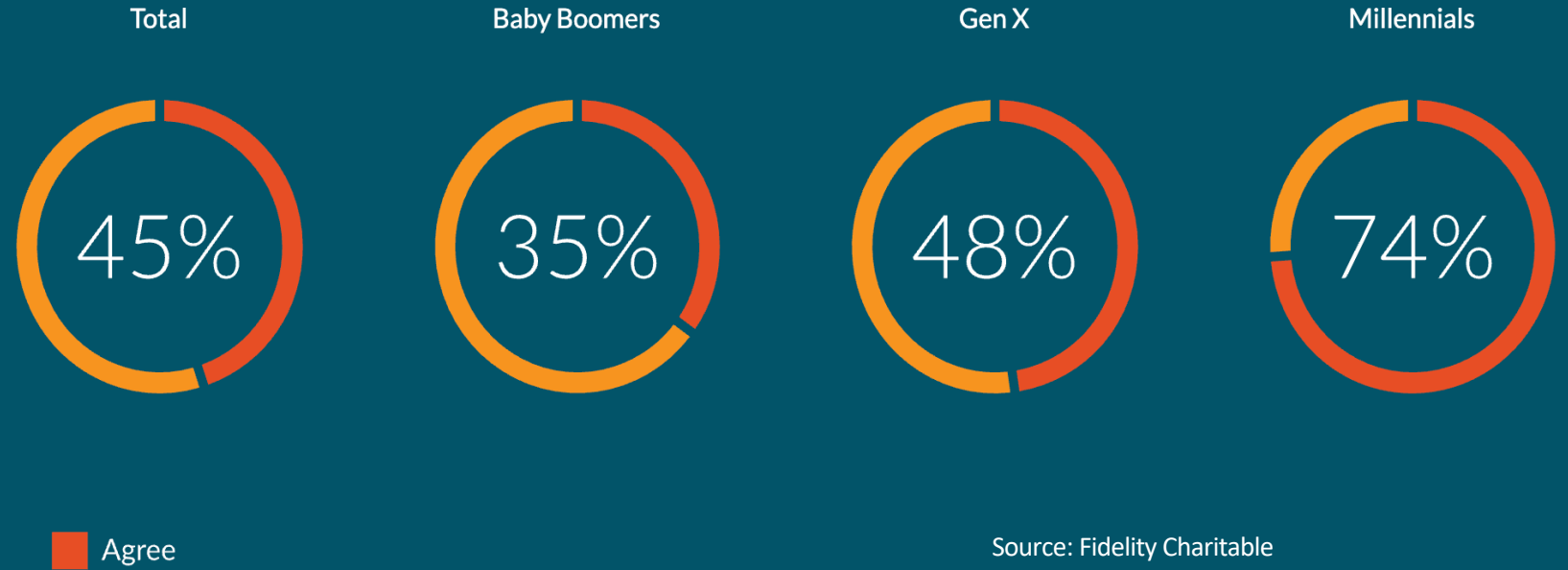


in·san·i·ty

Doing the same thing over and over and
expecting different results.

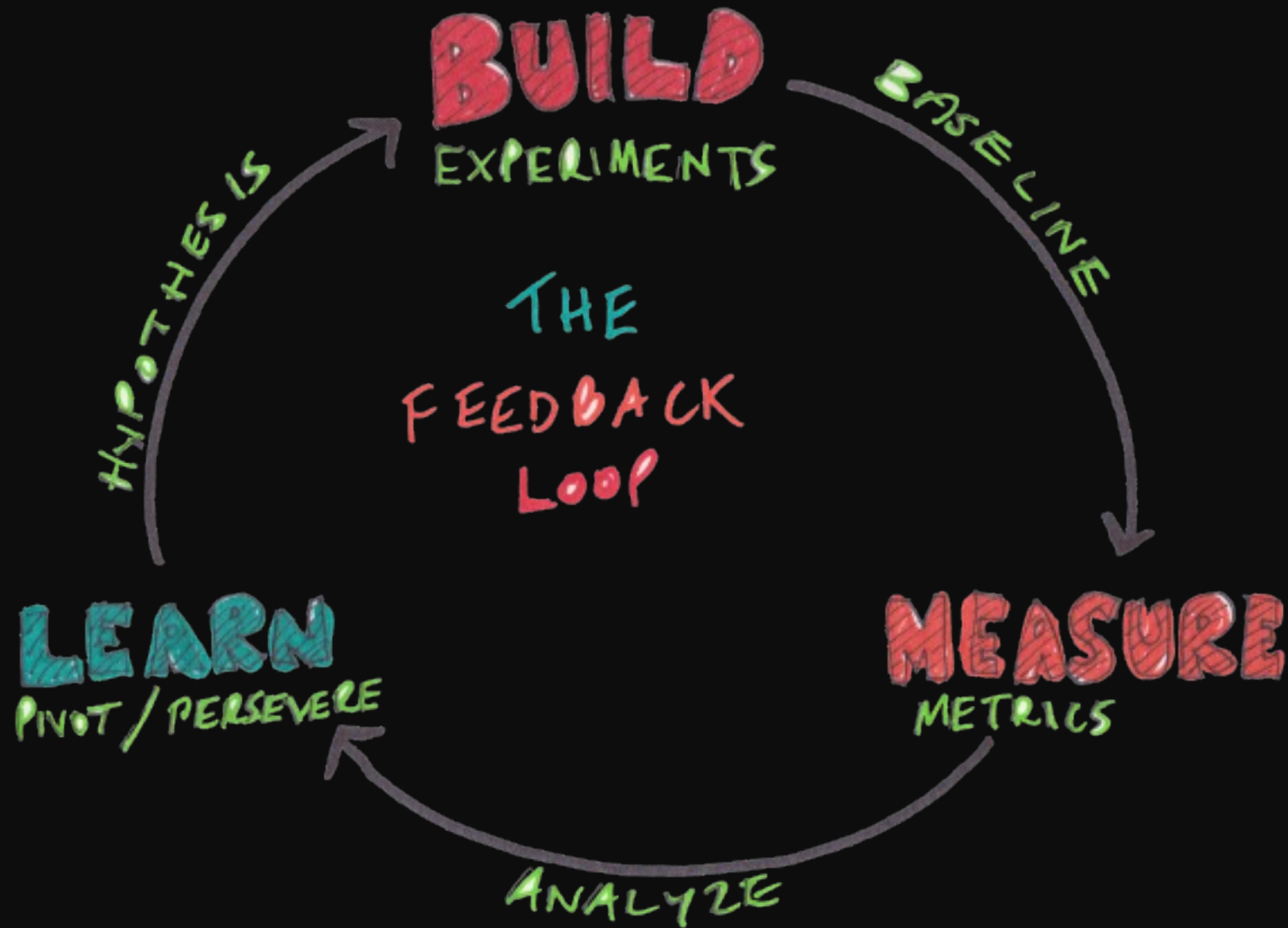


"I consider myself a philanthropist."



phi·lan·thro·pist

A philanthropist is a person who donates time, money, experience, skills or talent to help create a better world. Anyone can be a philanthropist, regardless of status or net worth.





The ALS Ice Bucket Challenge

People around the world came together to raise awareness and funds to end ALS. Since then, thanks to the overwhelming kindness and generosity of our supporters, The ALS Association has been able to commit \$111,449,730.53 to research that's led to amazing discoveries, bringing us ever closer to treatments and a cure for this devastating and always fatal disease.

- Source: ALS Association



Know your audience or you'll have no audience.

1. Identify your target audience.
2. Define demographics of your audience.
3. Research what appeals to your audience.
4. Know where they spend their resources (time and money).



Case Study 1

Oyster roast

Donor's Home

Family friendly

Partnership with local
aquarium

Partnership with craft
beer sponsor

Outside Venue



Case Study 2

Hike

Local Trail

Nominal Cost

Family and pet friendly

Partnership with local
food truck

Outside Venue



Case Study 3

Boxing

Local Gym

Nominal Cost

Family friendly

Partnership with city
official



Case Study 4 & 5

Brew at the Zoo & Children's Museum Adult Play Night

Group friendly fun

Adult play centric

Nominal Cost



**Diversity / Equity /
Inclusion / Access /
Belonging**



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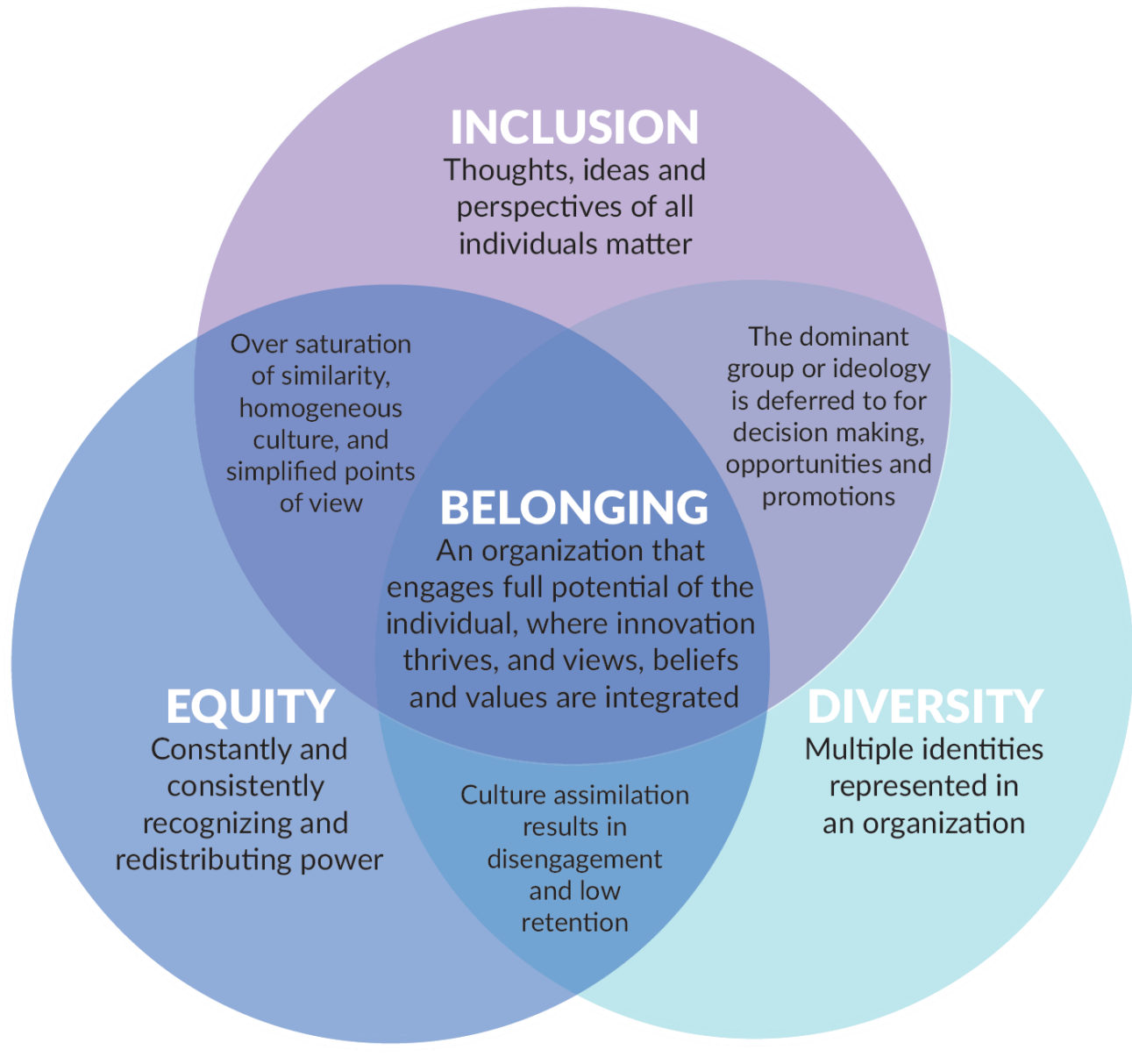


ADA compliant venue -
entrance to venue, restroom
facilities, extra space in room

Seating - remove chairs

Food & Dietary restrictions -
some couldn't eat solids

Vision and/or hearing impaired



Through this work, we promote philanthropy's ability and commitment to including marginalized populations in decision-making processes, promoting fair and impartial practices, and endorsing the equitable distribution of resources.



Accept different forms of cash.

By offering digital wallets like Apple Pay, Microsoft Pay, and Google Pay, as well as ACH or e-checks, nonprofits create an easy, familiar experience for their donors.



Cryptocurrency -
Average Annual Value of Crypto Donations
Per Nonprofit on The Giving Block. In 2021,
the mean average annual donation
volume per nonprofit fundraising crypto
on The Giving Block was \$69,644, an
increase of 66% from 2020.

The number of nonprofits accepting crypto
donations on The Giving Block grew from
about 100 to more than 1,000
organizations in the past year. Feb 10, 2022

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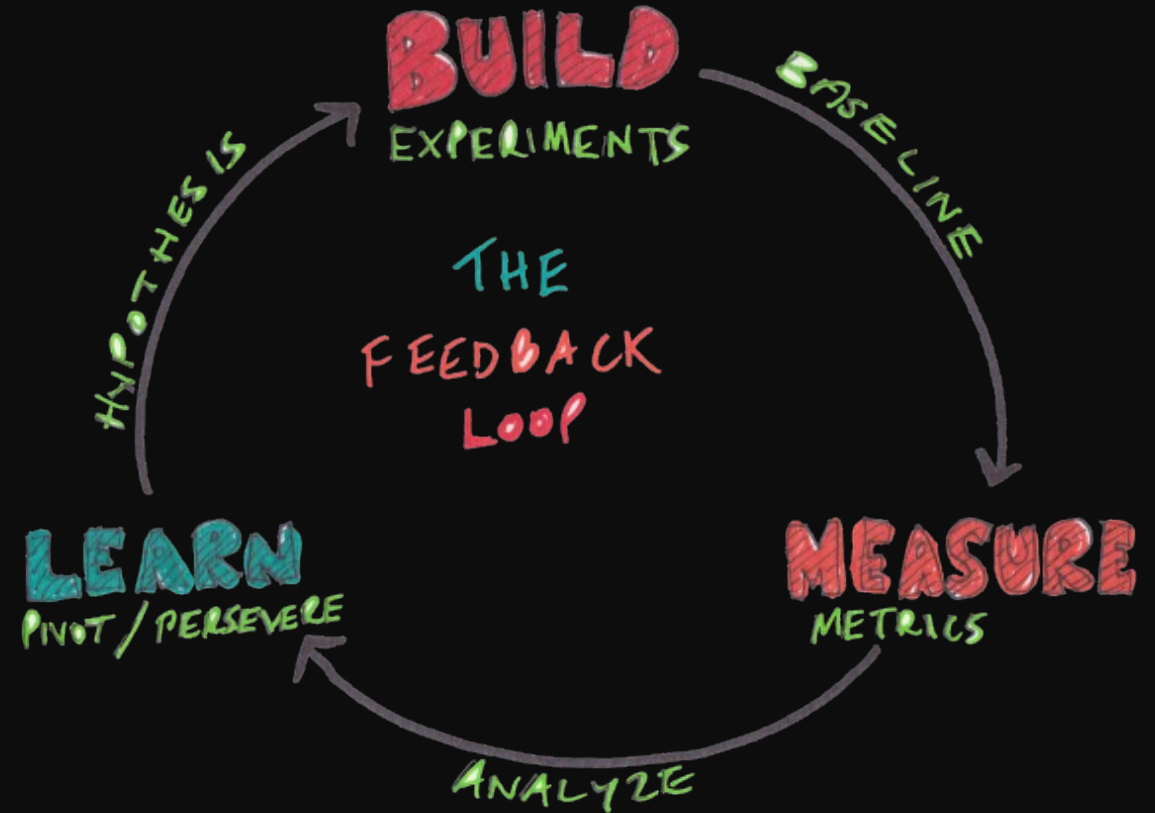


- 1.Cars, homes, boats, land, etc
- 2.Art collections



Diversify your audience so it is not the same guests at all community black tie galas.
Encourage your guests to invite new guests.
Stewardship - the way they want to be stewarded after the event.

reminder



“If you want to go fast, go alone. If you want to go far, go together.”

- African Proverb

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Celebrate Your Success



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W E B I N A R

300% More Effective

How to Attract New Companies to Your Nonprofit



WED OCT 19th 1 PM ET | 12 PM CT | 11 AM MT | 10 AM PT



Raise Nation Radio

The Podcast for Fearless Fundraisers

