



# Future of Fundraising

GOING VIRTUAL WITH **AMBASSADORS**

TUES, NOV 17<sup>TH</sup> | 1PM ET | 12PM CT | 11AM MT | 10AM PT

# GUESTS



Kelly Velasquez-Hague  
VP of Content Marketing  
OneCause

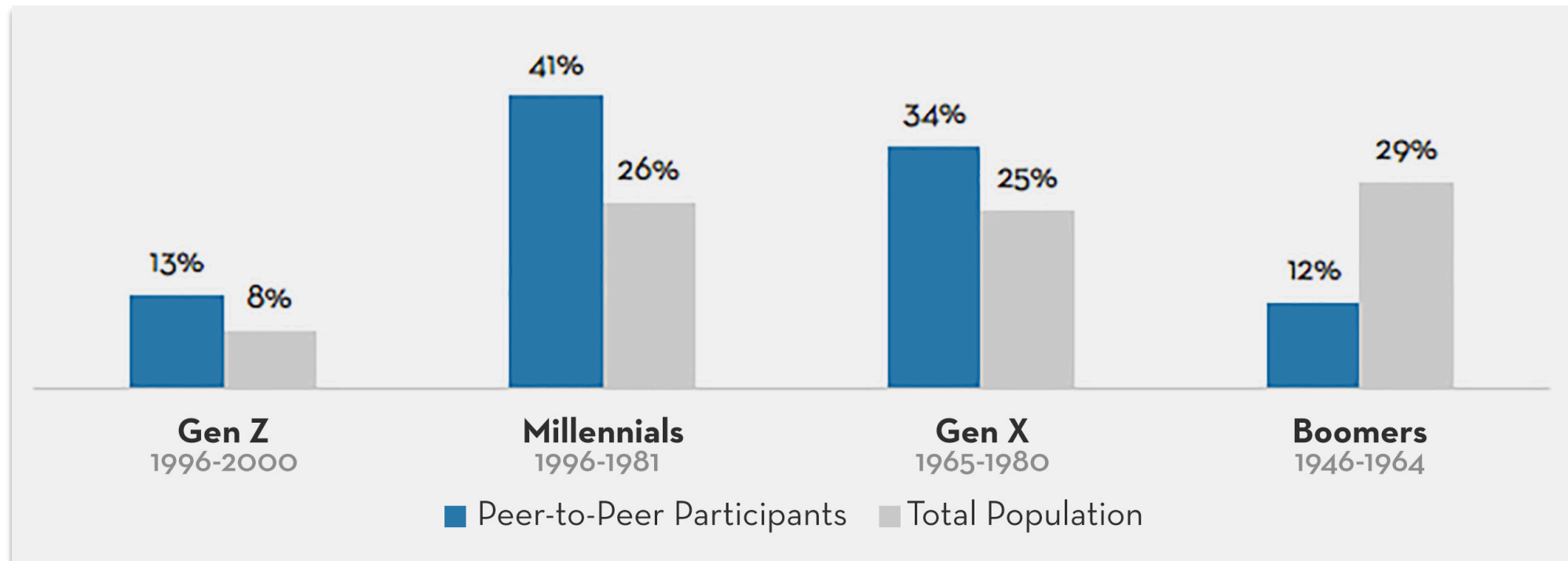


Mike Wilkinson  
Deputy Director - Special Events  
Human Rights Campaign





# Today's Social Fundraisers



# Today's Social Recruitment

2X

as likely to be recruited by friend, family member, or colleague than directly by the nonprofit.



66%

were encouraged to recruit others.

# Today's Motivators

I  
care about  
*the  
mission*

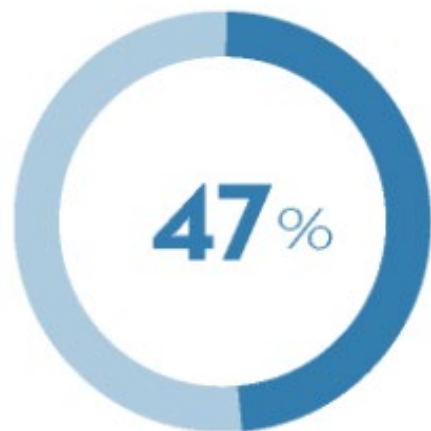
The money  
raised would  
*make a  
difference*

I genuinely  
*enjoy*  
the activity



# 7-N-10

say very likely to **fundraise again**



plan to  
**volunteer**



plan to  
become an  
**annual donor**



plan to become a  
**monthly donor**


A young woman with a colorful patterned scarf is smiling and looking down at a small, colorful notebook she is holding in her hands. The background is a blurred indoor setting with warm lighting.

# P2P STRATEGIES

- Pivoting Established Event
- Promotion & Recruitment
- Motivating Giving
- Technology for Success
- Must Haves for All



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SEPTEMBER 24, 2020

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BECOME AN

# EQUALITY CAPTAIN




Sam Brinker Daniel White - he/him... Mike McDonnell He/Hi... Mark Dunaway (he, h...)

Tim Wilson - Columb... Stefani Borg Marc Gofstein He/Hi... George W. Schein

Denzel Portness (he/him/h... Andy Gammill Bridgette Tups (she... Brooke Bishop

HUMAN RIGHTS CAMPAIGN COLUMBUS

Lucy Craig Diaz (he/him/hi... 

12:01 / 2:17:37



 HUMAN RIGHTS CAMPAIGN

**SUPPORT HRC  
TEXT GIVE  
TO 472472  
OR CALL  
855-274-0417**

**UNITE FOR EQUALITY**

Play (k) **RANDI CARLILE**, Grammy Award-winning Artist

29:34 / 2:17:37

Top chat replay

- Daniel Treacy Time to get in good trouble
- Ruben Villegas RBG
- Beck Bailey RIP
- Ruben Villegas RIP
- Jax Hill RBG RIP
- Jeanne Bennett yeah this hurts Hooriya
- Jennifer Flint Rest in Revolution!!!
- Jerry Mai
- Tracy Anthony Yes Brandi! Hometown girl here.
- Christine Lehtonen John Lewis
- Ashley Smith RIP they were amazing leaders
- Jace Wheatley Rest in Power RBG
- Luchina Fisher RIP RBG
- Jax Hill So impactful
- Mark Pope Go STL!! Cardinals beat Milwaukee!!
- Toasted ravioli for all!!
- Charles Winder RIP
- Stephen Lehtonen thank you brandi
- Linda Quintilani
- Stephanie Bariahtaris Beautiful choice to memorialize RBG and John Lewis

HIDE CHAT REPLAY



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What is your 'typical' National Gala?





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How did you pivot?



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How did you promote & recruit?





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How did you motivate giving?



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How did you use technology?



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What are your **MUST HAVE'S**?



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