

Inspire. Connect. Grow.
2019 | CHICAGO, IL

#2019Raise

Raise 2020

WE'RE GOING VIRTUAL

2 Days of Online Learning & Networking

SEPTEMBER 14-15, 2020

The background features a grid of small, semi-transparent portraits of diverse individuals. Overlaid on this is a series of yellow, wavy lines that create a sense of movement and depth, flowing across the frame.

Raise
2020

Cultivation: How to Engage Volunteers as Donors

WELCOME



Kristi Howard-Shultz

President and Founder

Kristi Howard-Shultz Consulting

Agenda

1. Seize
2. Steward
3. Solicit
4. Strategize
5. Swap
6. Closing



“Volunteering is at the very core of being human. No one has made it through without someone else’s help.”

-Heather French Henry

Provide A Fun & Memorable Volunteer Experience



The food is hot.

The drinks are cold.

The lists are clean.

The chairs have wheels.

You ring the bell!



Volunteers Leave Feeling Energized



**They know more about your mission and that
*their contribution made a difference.***

From the Start...

Let them know what
you're ALL about.

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Volunteer to Start Something!

What if every child fulfilled his or her potential? Think how amazing that would be.

We partner with volunteers, donors, schools, and community partners like you to help the youth in our program achieve higher aspirations, greater confidence, and better relationships; educational success; avoidance of risky behaviors.

Our Mentoring Program Works

National research shows that positive relationships between youth and their Big Brothers and Big Sisters have a direct and measurable impact on children's lives.

- 52% reported that their Big kept them from dropping out of high school
- 77% said they set higher goals than they would have on their own
- 85% stated that being a Little helped them have confidence in their abilities
- 42% of Littles earn a four-year college degree

Whether you get involved as an individual, a small group or involve your entire company, you can Start Something today!

Individual Opportunities

Become a mentor: Become a Big Brother, Big Sister or Big Couple and spend 4-6 hours a month making a difference in the life of a child.

Donate your dollars: Make a gift to Big Brothers Big Sisters of Central Indiana through a direct donation or through your employee giving campaign. Your financial support helps us provide our programs and services to more kids in need.

Corporate Opportunities

Host a Lunch & Learn: Introduce your employees to Big Brothers Big Sisters of Central Indiana through an informational session led by our staff.

Donate tickets: Provide unused tickets and suites to provide a great match memory.

Sponsor an event: Purchase a table or sponsorship for one of our events to align your company with a strong nonprofit partner and receive recognition among community leaders.

Sponsor a BBBSCI Partner School: Encourage employees to become Bigs for children waiting at a partner school, and/or provide financial support current matches at a partner school, and/or provide resources for school-related enrichment activities for current matches.



Call us today!
Contact Kelly Wallace
317.472.3708 / kwallace@bbbsci.org

Group Opportunities

Host a fundraiser: Donate proceeds from a jeans day, carwash, chili cook off, company auction or more. Our staff can work with you to host a fun and creative fundraiser.

Host a match activity: Plan an activity for our matches with our staff. Movie nights, arts & crafts and other special activities are a great way to volunteer as a group and help provide unique experiences for our matches.

Sponsor an activity booth: Bring an activity to one of our annual events, SummerFest or Holiday Party.



Voted #1 place to volunteer!

www.bebigforkids.org



Big Brothers Big Sisters
of Central Indiana

Create a Comprehensive Menu.

Present it from the start.

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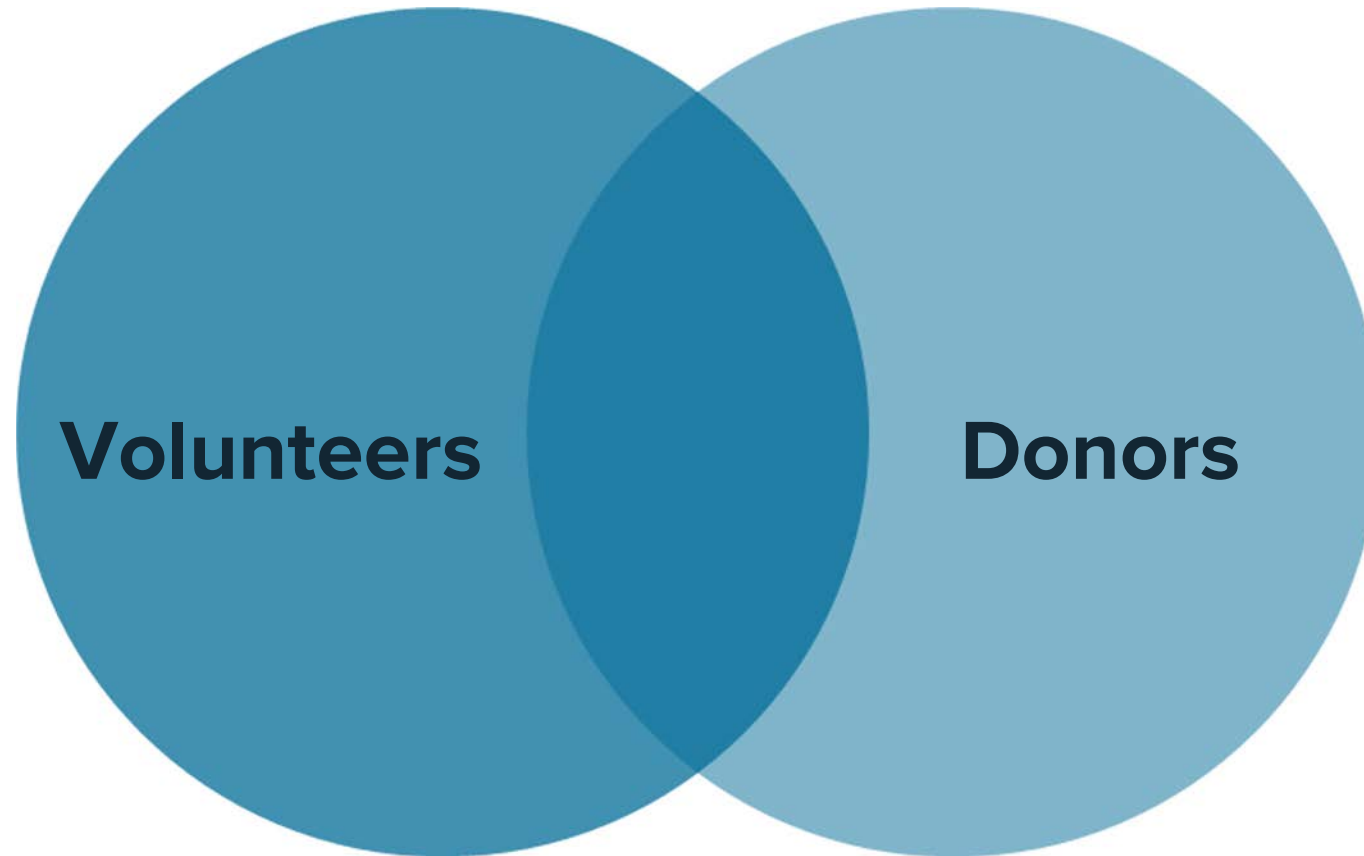
Thank & Recognize



Volunteer Time is currently valued at **\$27.20 Per Hour**



Where Do I Start?



Start Here!



Ask!



**Volunteers are your
MOST invested
constituents**

They are 4x more
likely to give than
non volunteers

They give 10x
more, on average,
than non
volunteers



Donors who give consistently, even in small amounts, are the most likely to give a planned gift

Data Show the Size of the Gift Does Matter



You'll generally retain **50%** of donors who give below **\$25**

65% of those who give \$100 to \$249 (\$250 is a sweet spot - 75% retention!)

80% of those who give above **\$1,000**



Giving Levels Demonstrate OutCOMES and OutPUTS

What's the difference?

How can you demonstrate both?

How can you tie that to an average gift amount?

How can you test consumer data?
Exact numbers, not rounded off are more believable.

A woman with dark hair, wearing a black headset with a microphone, is looking at a laptop screen. She is wearing a dark blue shirt with white polka dots. Her hands are raised in a gesture, palms facing forward. The background is a blurred office setting with bookshelves. The image is overlaid with a blue diagonal shape on the left side, which contains text and a logo. In the top left corner of the blue shape, there are several thin, yellow, wavy lines that look like a stylized sound wave or data visualization.

QUESTIONS?

Now's my time to
hear from you!

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TRY IT OUT!

Interactive Activity

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Program & Development Coordination



You are **PARTNERS** in **RESOURCE DEVELOPMENT!**



What can that look like at your agency?

What information can you share with one another?

How can you regularly and reliably do this?



Name:

Phone:

Email:

What do you want to achieve:

Where to start:

By when:

Obstacles:

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