

WEBINAR

TUESDAY SEPT 25 | 12 CT / 1ET / 10PT

onecause®
POWERFUL FUNDRAISING SOLUTIONS

RE-ENERGIZING

your

G · A · L · A



with Peer-to-Peer Social Fundraising

Session Hosts



Joshua Meyer
Sr. Director, Marketing
OneCause



Katie Boon
Director of the Alamance
Regional Charitable Foundation



Amy Van Wyngarden
VP, Peer-to-Peer Client Experience
OneCause

What is Peer-to-Peer Social Fundraising?



SOCIAL | MOBILE | FUN



On the Ground



Do-It-Yourself



Virtual Campaigns

Let's take a Poll

Have you included peer-to-peer social fundraising as part of any signature event?

Choose one:

Yes

No

Dying to try it

Not sure



WHY SOCIAL FUNDRAISING & GALAS



OLD TAKE

limited channel fundraising



PRE-EVENT

Awareness
Builders

Corporate
Engagement

Ambassador
Fundraising

IN-EVENT

Gallery

Social Feeds

Recognition &
Results

POST-EVENT

Capture the
“After Glow”

Final Fundraising
Push



1. Favorite photo
2. Video challenge
3. Matching Campaign



TOP IDEAS: Awareness Builders



Amy

1. Matching Drive
2. Corporate Team Fundraising
3. Corporate Contests



TOP IDEAS: Corporate Engagement



Josh

1. Voting/Donation Challenges
2. Tickets, Tables, Sponsorship
3. Individual Fundraisers



TOP IDEAS: Ambassador Fundraising



Amy



Black & White Ball

CLIENT SUCCESS:
Alamance Regional Charitable
Foundation



Katie



Black & White Ball 2018

Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.



Carol Harris

I am so excited to have been chosen to serve as a Belle this year. It is my goal to raise money for the members of our community in need ...

Carol Harris has raised \$12,827.42

[Go to Carol Harris' page](#)

Donate



Kelly Wirt

As a Belle, I can give back to the community at large, be a part of something bigger than myself, and honor friends that have faced cancer.

Kelly Wirt has raised \$12,801.70

[Go to Kelly Wirt's page](#)

Donate



Kendall McKinney

Kendall is fundraising in memory of her Grandmother, who lost her battle to cancer in November of 2017.

Kendall McKinney has raised \$15,900.40

[Go to Kendall McKinney's page](#)

Donate



Kristy Pardue

I am honored to be a Belle of the Ball. Please join me to help our neighbors get through their hard times. Together we lift one another up!

Kristy Pardue's Fundraising Progress



RAISED:
\$43,643.86

GOAL:
\$40,000

Donate

BLACK AND WHITE BALL 2018 SUPPORTING
ALAMANCE REGIONAL CHARITABLE
FOUNDATION



Proud to be a part of CONE HEALTH.

\$132,549
RAISED

7 Belles are fundraising

71,266 Social Media Reach

961 Donations

Make a Donation

My Belle Events

Fairy Hair- Join Kristy and get your sparkle on!!!



When Thursday, September 20, 2018
Starts at: 9:00 AM
Ends at: 2:00 PM

[Add to Calendar](#) ▼

Where The Village at Brookwood - Wellness Center
1860 Brookwood Avenue
Burlington, NC 27215 USA
[Google Maps](#)

[Go to Event Page](#)

[Donate Now](#)

KRISTY'S DONORS

Kitty Linens	\$150
Lacy and Joyce Madkins	\$25
Lee Melber	\$25
Libby Conde	\$50
Lillian F. Ellison	\$10
Linda Ellington	\$100
Linda Shirley	\$25
Linda Shirley	\$100
Lisa G. McDaniel	\$125
Lisa McDaniel	\$30
Lora Gunn	\$100

Kristy's Achievements



FIRST \$100
RAISED



YOU ARE ON A
ROLL!



HALFWAY
THERE



75 PERCENT TO
GOAL



GOAL



Robert and Jordan Wood donated \$10.

Good luck!

May 11, 2018 8:17 AM



Katie Boon donated \$10.

May 11, 2018 7:56 AM



Kristy Pardue accepted the challenge.

I am honored to be a Belle of the Ball. Please join me to help our neighbors get through their hard times. Together we lift one another up!

May 10, 2018 8:27 PM

Current Contest Leaders

Belle Fundraising Contest

The top fundraising Belle will be crowned the 2018 Belle of the Ball!

Top Fundraising Belles

	Name	Amount Raised
1	 Kristy Pardue	\$43,644
2	 Kendall McKinney	\$25,049
3	 Kelly Wirt	\$16,899
4	 Carol Harris	\$15,789
5	 Megan McClure	\$11,060
6	 Sharon Wheeler	\$10,954
7	 Tonya Cranford	\$6,983



Black & White Ball 2018

Alamance Regional
Charitable Foundation 
Proud to be a part of  CONE HEALTH.



Total Raised: \$144,809

Amount Raised by Top Belle: \$48,608.86

of Donations: 924

Ticket & Sponsorship Sales: 232 sold

AND OUR EVENT IS SEPT 28TH!



1. Identify Ambassadors



2. Set Goals



3. Define Contest Elements



4. Onboard Ambassadors



Belle of the Ball Meet and Greet
Thursday, May 10, 2018
5:30 pm
Rhonda Baker's Home

5:30-6:00 pm	Photos/Social
6:00-6:45 pm	Introductions
6:45-6:50 pm	How the Fund is used
6:50-7:10 pm	Rules and Guidelines
7:10-7:25 pm	History of Belle Success
7:25 pm	Q & A
7:30 pm	Let the <u>FUN</u> draising Begin!!

Remittance Slip



Statement

Date	4/2/18
Account #	1114800
Total Due	\$854.22

XXXXXXXXXXXXXXXXXX

Burlington, NC 27217

Remit To:

Alamance Oil Co.
1525 W. Webb Avenue
Burlington, NC 27217
336.226.9371

Pay Online: www.alamanceoilco.com

Services For:

XXXXXXXXXXXXXXXXXX

Burlington, NC 27217

Statement

Date: 4/2/18

Account	Total Due
1114800	\$854.22

We are helping raise \$80,000 for the Gift of Warmth to support families who cannot afford to heat their home. Please help us donate to the Salvation Army at www.gifttowarmth.com and we will match all donations! (You can also call in to donate)

Previously Unpaid Invoices

Date	Invoice #	Ref #	Description	Total	Remaining
10/18/14	124237	124237	Payment: Service	-\$69.50	\$50.00
1/3/18	931948	931948	Delivery: 199.90 gals. Road	\$586.62	\$586.62
2/7/18	966862		Finance Charge - Finance Charge	\$8.80	\$8.80
Previous Amount Due					\$645.42

Current Period Activity (3/1/18 to 4/1/18)

Date	Invoice #	Ref #	Description	Remaining
3/8/18	990153		Finance Charge - Finance Charge	\$8.80
Unpaid Invoices				\$8.80

Account Balance:

\$604.22

FINAL NOTICE

OK KB



Tonya



Black & White Ball 2018



Friday, September 28, 2018
6:00 pm
Addison Farm 4525 Addison Lane, Elon
Featuring Alamance Regional
Charitable Foundation's Belles of the Ball

SPONSORSHIP OPPORTUNITIES:

Venue Sponsor \$5,000

(Table for 8 – Company logo prominent in the program, at the venue entrance, on social media and name announcement from Band)

Dance Floor Sponsor \$2,500

(Table for 8 – Company logo prominent in the program, on the stage and name announcement from Band)

Band Sponsor \$1,500

(Table for 8 – Company logo in the program and name announcement from Band)

Table Sponsor \$1,200

(Table for 8 – Company logo on table and in the program)

Ivory Sponsor \$600

(Reservations for 4 - Your logo in the program)

Ebony Sponsor \$300

(Your name Bold in the program & 2 individual reservations)

Individual Tickets \$125

(Reservation for 1)

Please put my sponsorship in support of _____, who is competing for the Belle of the Ball Crown!

\$_____ is enclosed.

** _____ is how I want my name listed in the program.

Proceeds will benefit the Patricia Bynum Fund and the C.R. Byrd Fund helping less fortunate cancer patients with the basic needs of life such as rent, utilities, food, transportation, medications and more.

Please make checks payable to:
 Alamance Regional Charitable Foundation
 P O Box 202
 Burlington, NC 27216

(Please return by September 10, 2018)

If you have any questions please contact Jordan Wood at The Charitable Foundation.
 (336) 538-7941 or Jordan.morriswood@conehealth.com

Support the Belles and the Cause

Carol Harris



Kelly Wirt



Kendall McKinney



Kristy Pardue



Megan McClure



Sharon Wheeler



Tonya Cranford



Belles raise money to benefit less fortunate cancer patients with financial needs during their cancer journey.

There are two easy ways to vote with a donation for your favorite Belle:

- 1 Visit BlackAndWhiteBall2018.greatfeats.com
- 2 Send a check, payable to Alamance Regional Charitable Foundation, with the name of your favorite Belle in the memo line to:
ARMC Foundation | PO Box 202 | Burlington, NC 27216

Donation deadline: Thursday, September 20 at 5 p.m.

Don't miss the exciting silent auction items available online at BlackAndWhiteBall2018.greatfeats.com and *Bid Now!*

Black & White Ball

Friday, September 28
The Addison Farm

4525 Addison Lane, Elon, NC 27244

6:30 p.m. Cocktail Hour
7:30 p.m. Dinner & Program Begins

\$125 per person

Silent Auction | Dinner | Dancing

Live Music by The Magnificents

Attire: Black and White Semi Formal Only

Bus transportation available. Departs from the Cancer Center at 6 p.m. Departs from the venue at 10:30 p.m.

Alamance Regional
Charitable Foundation



Proud to be a part of CONE HEALTH.



5. Announce
Winner with Care



6. Celebrate!

10-16-16

Linda

Dear Katie,

Hi! You made my day and being a Belle of the Ball! Thank you! When I opened & read of your start-up donation, I was thrilled! Your support in the journey meant so much to me. Now that I have experienced this journey - to receive donations to assist other individuals has become a mission in my heart for the coming years!



Katie, you make a difference to so many of us. I thank you! You are amazing!!! With much

Black & White Ball 2016

Gratitude -

Linda

Dear Katie,

You have the amazing ability to inspire people and your passion is infectious.

When the fundraising began I wasn't convinced I could do the Patricia Byrum Fund justice. But along the way something changed in me and your passion became mine.

I want you to know how grateful I am for all the support you have shown me throughout this journey.

Love, Melissa



Black & White Ball 2018

Alamance Regional
Charitable Foundation



Proud to be a part of  CONE HEALTH.



- ✓ Design a Program Right for You
- ✓ Choose the Right Technology
- ✓ Choose the Right Ambassadors
- ✓ Endear, Empower & Mentor
- ✓ Build a Tradition

Let's take a Poll

Are you interested in learning more about how you can add social fundraising to your events?

Choose one:

- | | |
|--------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Yes, but not now |
| <input type="checkbox"/> Maybe | <input type="checkbox"/> No |



WRAP UP

Questions?