



Raise[®]
2022

Coaching the Coaches: Inspiring P2P Fundraising Professionals

MOLLY FAST

Welcome!



Molly Fast

Director of Fundraising &
Development

Event 360

ABOUT MOLLY

- 2001
- 18
- \$350,000

Fundraising
is my
love
language!



Agenda

- 1 Event Fundraising Fundamentals, Success Factors and Affinity Drivers
- 2 Embracing our Role as Fundraisers and Fundraising Coaches
- 3 Peer-to-Peer Training Plans
- 4 Closing



Event Fundraising Fundamentals

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Why do
we have
events?





TO REMEMBER

TO CELEBRATE





TO GIVE THANKS

TO RAISE
AWARENESS





EVENTS ARE A MEANS TO AN END



Event Fundraising Success Factors

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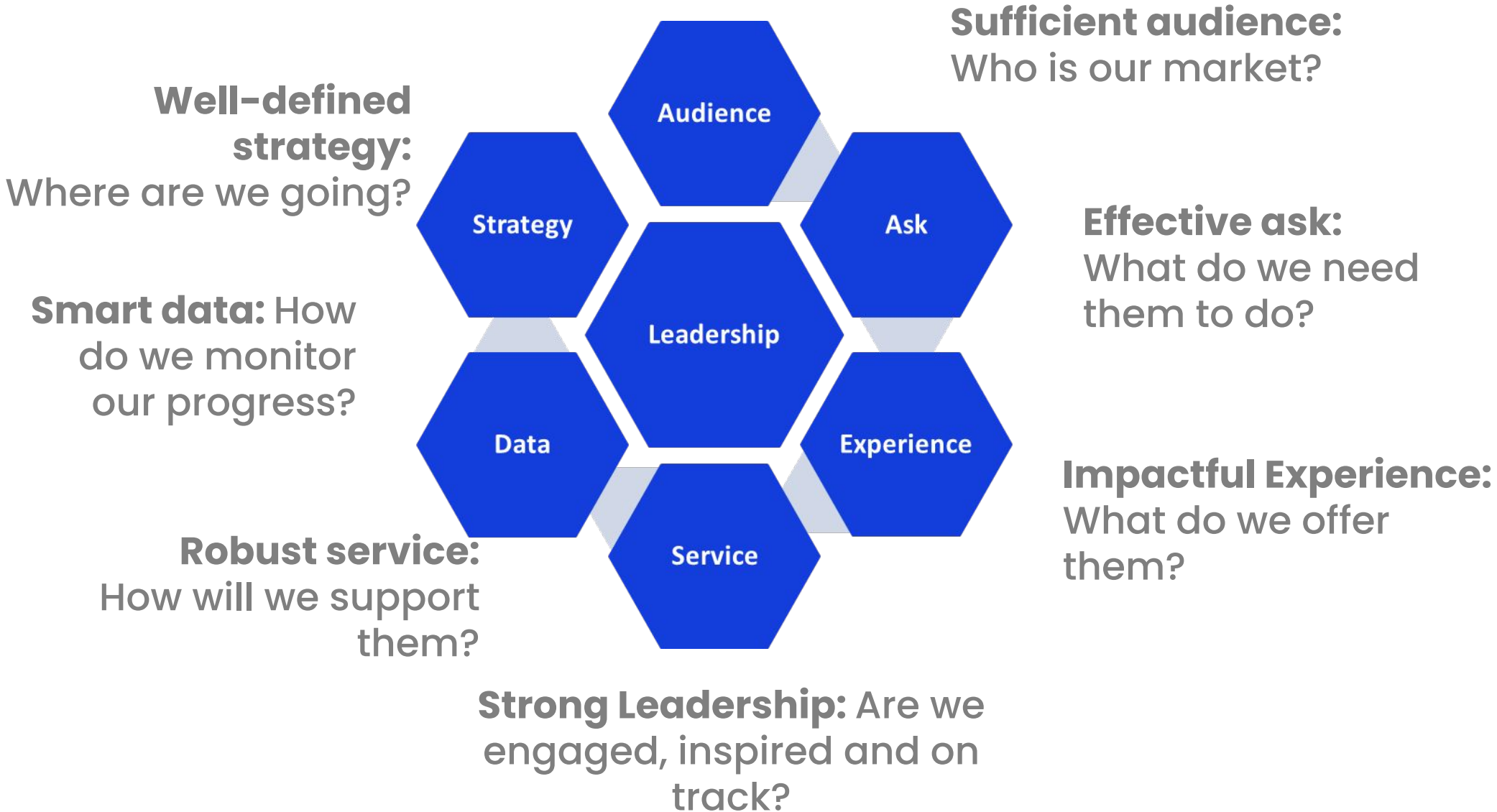
EVENT VALUE CHAIN



EVENT FUNDRAISING SUCCESS FACTORS



EVENT FUNDRAISING SUCCESS FACTORS





Affinity Drivers of Participation

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FIVE DRIVERS OF PARTICIPATION

5. Affinity to third party group

- “My workplace formed a team.”

4. Affinity to activity

- “I like to walk.”

3. Affinity to participants

- “My friends are participating.”

2. Affinity to cause

- “I want to find a cure for prostate cancer.”

1. Affinity to organization

- “Yours is the organization I trust and believe in.”

AFFINITY TO THIRD PARTY GROUP

- Participants in this affinity group are at the highest risk of being lost because their connection is not with the organization or the cause
- GOAL = When talking to this group, talk to them about your mission to move them to a higher degree of affinity



AFFINITY TO ACTIVITY

- Participants in this affinity group have a high likelihood of choosing a different event in future years if it works better with their schedule or gets better reviews
- GOAL = When talking to this group, talk to them about your mission to move them to a higher degree of affinity



AFFINITY TO PARTICIPANTS

- Participants in this affinity group are there because other people in their lives have asked them to participate
- GOAL = Look for ways to engage these participants beyond the people they know; develop a connection with them so their participation isn't reliant on who brought them to your event



AFFINITY TO CAUSE

- Participants in this affinity group are more likely to become an organizational advocate because the cause is deeply personal to them
- GOAL = Learn and amplify their story—you want them to fight prostate cancer as a part of your community



AFFINITY TO ORGANIZATION

- Participants in this affinity group are driven by a strong connection to *your organization*.
- GOAL = Keep this group close to the organization by making them feel included and a big part of the successes of *your organization*.





**Do you know which
Affinities your run/walk
participants fall within
the Five Drivers of
Participation?**

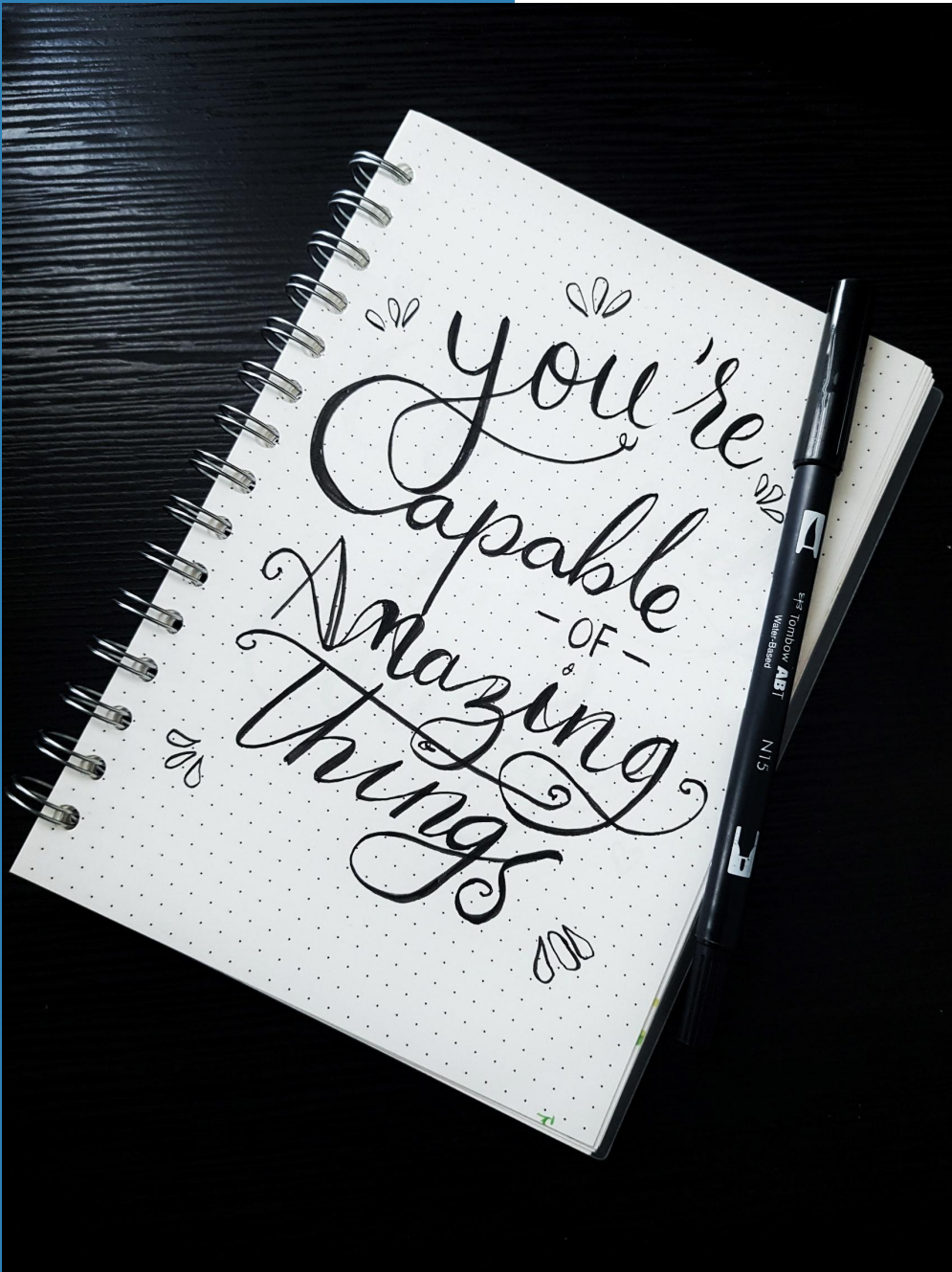


Embracing our Role as Fundraisers

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Our Job

- Be confident in our ability as a fundraiser and project that onto our participants
- Create a culture of fundraising—internally and with our event communities
- Provide participants with the tools to be successful
- CELEBRATE—our successes and theirs!



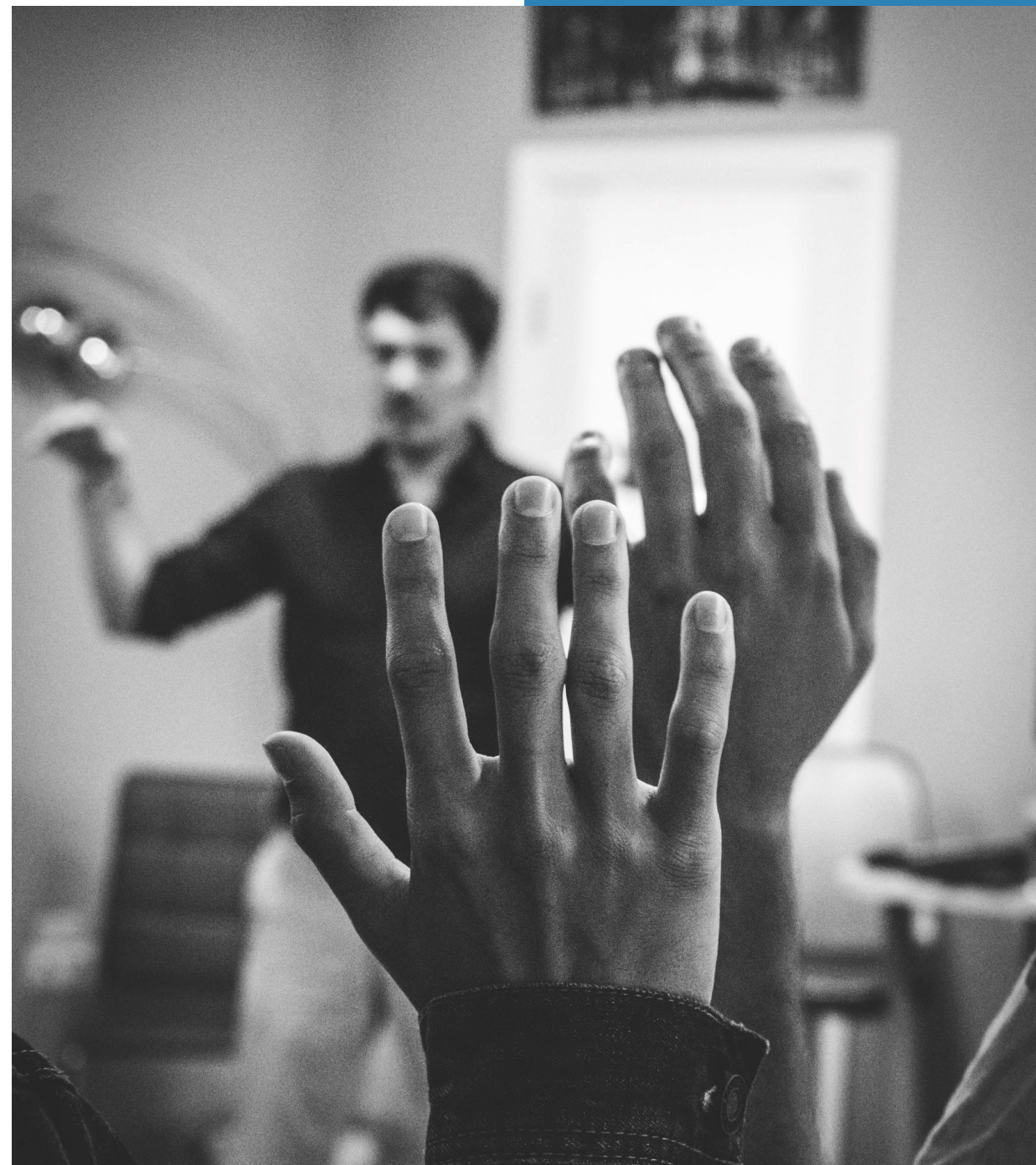


Immerse Yourself in Fundraising

- Be an event fundraiser yourself
- Become an industry expert—do not stay in your lane!
- Experiment
- Look at your data regularly
- Use every interaction with a participant to ask about fundraising

Ask Participants to Fundraise

- Have an opening line
 - How is your fundraising going?
 - Have you asked anyone to donate to you?
 - Have you set up a Facebook Fundraiser?
 - How much do you want to raise?
- Make a specific ask
 - Will you support [your organization] by participating and fundraising?
 - Will you set a goal higher than what you fundraised previously?
 - Will you ask everyone on your team to get one donation?





Embracing our Role as Fundraising Coaches

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THE PARTICIPANT PERSPECTIVE

24 HOURS, 5 COURSES
TAMAZING CITY

5 X 5K	1 White Rock
FOR GOOD	2 Dr. Pepper
	3 Gussie Field
	4 Katy Traci L.



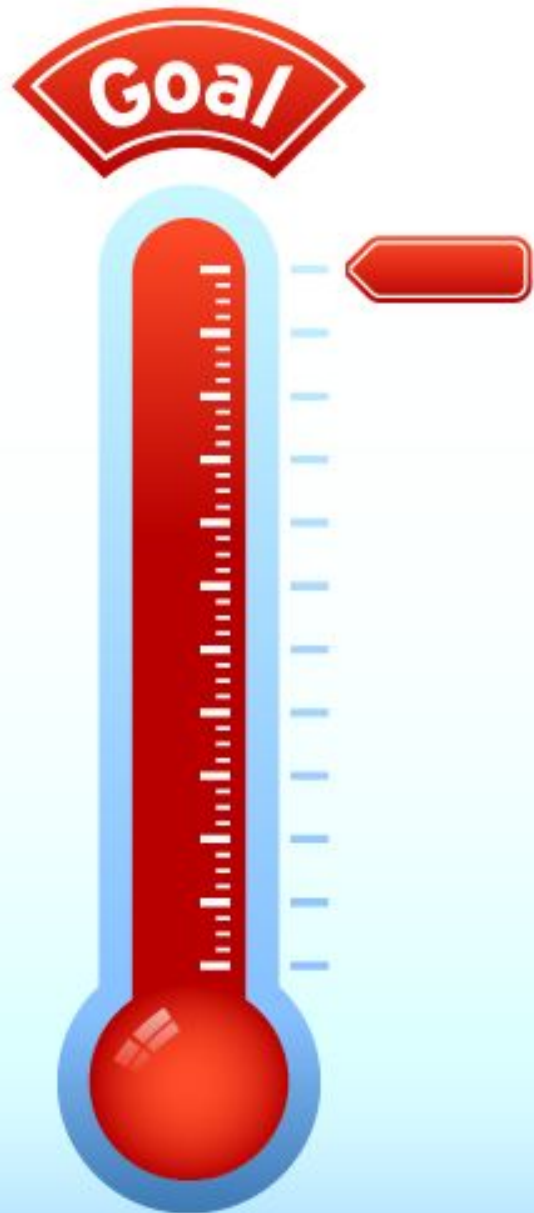
9-Step Formula for Fundraising Success

1. **Fundraising = opportunity**
2. **Set a goal that requires you to step out of your comfort zone**
3. **Make your ask personal by sharing your story**
4. **Ask everyone you know—and I mean everyone**
5. **Ask for a specific amount**
6. **Follow-up is key to your success**
7. **Track—and analyze—your own data**
8. **Engage donors in your event experience**
9. **Give thanks**



Fundraising = Opportunity

- Reframe your fundraising as an invitation to join you in doing something special and impactful
- Together, with your donors, you're changing and saving lives



Set a Challenging Goal

- The size of your donations will change based on the amount of your fundraising goal
- You'll be surprised at how your donors step up to help you accomplish a goal that's meaningful to you

Make Your Ask Personal by Sharing Your Story

- Your story is truly key to making your fundraising ask stand out
- Educate your donors on why it's important to you
- What you share will impact and inspire if—and how much—your donors give





Ask Everyone You Know

- How many people you ask will directly impact how much money you raise
- The more people you ask, the more money you will get
- Cast a wide net!
- Do NOT make assumptions on who can and can't give

Ask for a Specific Amount

- The most frequent donation size you will get is the one you ask for
- Find a meaningful statistic to attach your ask:
 - Every 15 minutes another American man dies from prostate cancer. To represent the 93 deaths per day that represents, I'm asking you to make a \$93 donation today.
 - One in eight women will get breast cancer during her life. I'm looking to get 18 \$50 donations today. Please help!



Follow up is Key to Your Success

- No fundraising strategy is complete without a plan of action for how you will follow-up with your donors—multiple times
- Reminders are helpful—they are not a burden!
- People are deadline-driven
- Do not leave money on the table!





Track and Analyze Your own Data

- Keep meticulous notes on your donors and your donation activity
- Set yourself up for fundraising in the future
- Be your own detective

Give Thanks

- Recognize a donation immediately
- Thank via social media
- Follow-up again post-event with a recap and plant the seed for next year's participation



Molly Corridan Fast

★ Favorites · May 3 · 👥



🧡 Thank you to my latest round of donors: My Event 360 family, [Saralyn Vance Carrillo](#), [Maril Davis](#), [Alex Nichols](#), [Laurie Hutchins Schaecher](#), [Cathy Birdsall Kestler](#), [Joellyn Weingourt](#), [Brendan & Elizabeth Burke](#), [Gina Boscarino](#), [Alice Gordon](#), [Joseph Rattman](#), [Suzanne Mooney](#), [Janelle Benuska](#), [Sunita Param](#), [Angela Nadler](#), [Bethany Lamoureux](#) and [Eileen O'Connell](#).

🚲 Cycle for Survival is THIS Saturday and I'm 84% to goal with \$10,738 left to go. I'd also like to hit 300 individual donors and need 72 more donations to hit that goal.

👉 There's still time to donate: <http://mskcc.convio.net/goto/MollyFast>

Together we've raised in incredible \$59,262 so far! I'm blown away thinking of the difference we're making, the lives we're saving, the hope we're providing and the treatment options we're creating!

Key Takeaways

- Fundraising is an invitation to be part of a movement—to make the world a better place, to make a difference in the lives of people you know and strangers. It's an opportunity to be part of something special.
- Lead all conversations back to fundraising to reinforce its importance
- Share strategies with your participants so they can be effective fundraisers—there are plenty to choose from!
- The money your event participants fundraise helps you work towards your mission.

Peer-to-Peer Training Plans

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The Whole Enchilada

Covers the gamut for your strategists, thinkers, doers and everyone in between with high-level overviews of what we do and why we do it, including the finer points of how to do what we do on the front lines and behind the scenes from the top down and with key/core groups in our peer-to-peer world



Event Fundraising Fundamentals, Success Factors and Affinity Drivers

Embracing our Role as Fundraisers and Fundraising Coaches

A Little Ditty About Data

Engagement and Recognition

Fundraising Challenges

Volunteer Committees

Teams, Team Captains and Team Participants

Participant Support and Your Superpowers

For Your Team on the Front Lines

To educate new staff or re-energize tired ones too!



Event Fundraising Fundamentals, Success Factors and Affinity Drivers

Embracing our Role as Fundraisers and Fundraising Coaches

Participant Support and Your Superpowers

For your Team Setting the Strategy

To measure the effectiveness of what you're doing and to reinforce the peer-to-peer work that gives you the most bang for your buck



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A Little Ditty About Data

Engagement and Recognition

Fundraising Challenges

Teams, Team Captains and Team Participants

If Your Focus is on Team Captains and Volunteers/Committees

How to get the most out of working with key/core groups in our peer-to-peer world



Event Fundraising Fundamentals, Success Factors and Affinity Drivers

Engagement and Recognition

Fundraising Challenges

Volunteer Committees

Teams, Team Captains and Team Participants

Closing





QUESTIONS?

Now's my time
to hear from
you!

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