

Raise[®]
2022

Raise the Bar Raise Your Glasses Raise that MONEY

KATIE KOGLMAN

UNITED WAY OF WAYNE & HOLMES COUNTIES

Welcome!



Katie Kogelman

CEO

United Way of Wayne and Holmes Counties, Inc
Wooster, OH

Agenda

1. Discovery
2. Integration
3. Sincerity
4. Consistency
5. Optimism
6. Q & A

From what State (or Country if out of USA) do you hail?



What are you raising money for?

People

Animals

Other



Discovery

DO WHAT YOUR DONORS NEED

For this session, just like meeting new donors - I need to figure out what you need from me...how can I help you?

What do you find valuable and what you don't give a rat's @ss about... that is your job every day too!



POV: what is the worst thing about fundraising?



POV: what is the best part of fundraising?



Integration

TRIED AND TRUE & NEW SHINY SHOES

- Snail Mail - still our #1 source of funds
- Phone Calls - cold calls and follow-up thank you calls
- Radio - ["Telethon" \(Imagination Library 60s\)](#)
- Text to Give/Online Giving - Fastest growing
- Social Media

How are you reaching multiple generations?



In one word, what is your tried and true?



(in one word) What is your new shiny shoe?





Sincerity

BE YOU. I'm not for everyone,
and I'm OK with that!

I've learned that people love authenticity. This is different than when I say do what your donors need, always be you. This will create a following.

Do your donors know you, personally?

Yes, they know everything about me

They know a little about me

Not really, I keep clear boundaries

Hell NO

Not Sure



"The videos of you and your team always make me smile and make me want to give more money!" Bill

"You've created this BUZZ that is just contagious"
Major Donor

"I am literally addicted to \$5 Buck Fridays"
Tammy Hill

Consistency

THE MOST IMPORTANT PART OF THE DISCO

People always ask me, "How did you do it?"

- I was there
- I was there
- I was there

Consistent messaging/timing is KEY. [MY MAP](#)

What is a gimmick, gadget or giveaway that works for you?



Just,
LOVE.

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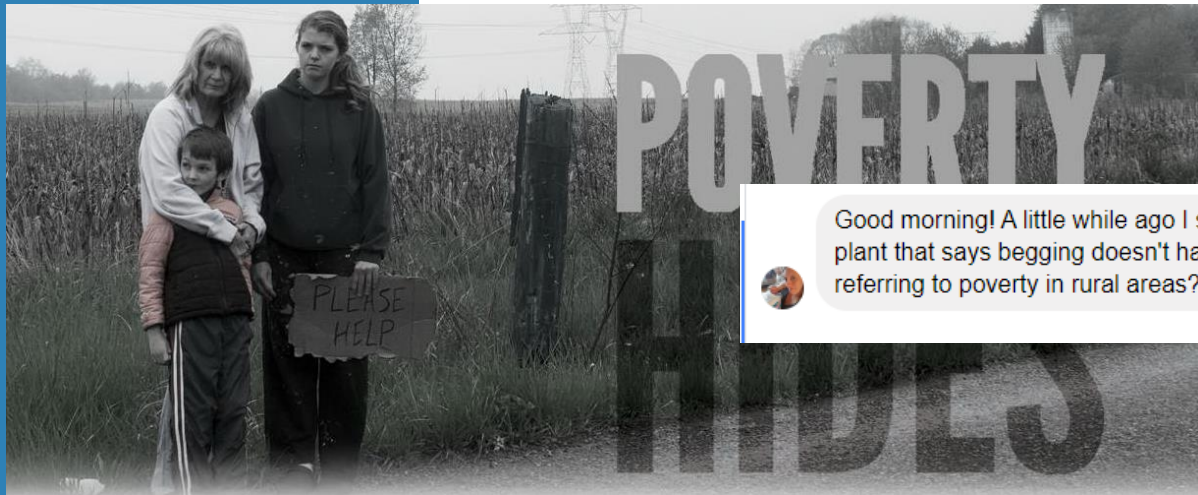


Optimism

FLIP THE SCRIPT

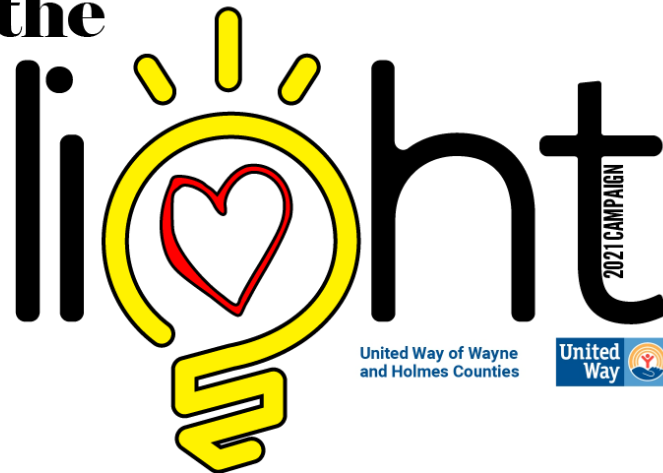
- People/donors are sick of bad news.
- Stop complaining.
- Stop using the word "impact."

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Good morning! A little while ago I saw your billboard by the Wooster water treatment plant that says begging doesn't happen by corn fields. I don't understand it. Is it just referring to poverty in rural areas?

be the



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Who delivers your messages/stories?

Debbie Downer **A**

Happy Homer **B**

Boring Brad **C**

Energetic Eduardo **D**

None of the above **E**



“In a world of cancel and complain, I choose to conquer and claim victory!”

Katie Kogelman, CEO United Way of Wayne and Holmes





QUESTIONS?

Now's my time to
hear from you!

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