

The background of the slide is a blue-tinted image of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower and a body of water with boats in the foreground.

Raise[®]
2022

Going Tribal: Creating Communities of Supporters that Sustain

OTIS FULTON, PH.D.

Welcome!



Otis Fulton, Ph.D.

VP for Psychological Strategy

Turnkey

Agenda

1. Community
2. Identity
3. What does this look like?
4. Q&A

***"It was addictive.
I wanted to continue that feeling.
It was such an incredible feeling.
I wanted more and more.
It became something that I loved."***

Kate Colgan, Executive Director, THON

What Is a Community?



Community - people with:

Community - people with:

- A shared interest.

Community - people with:

- A shared interest.
- A way to communicate *with each other.*

If a person, who is a member in the same community as me, but the two of us have never met, contacts me and asks for my help, how likely am I to help her/him?

Fabian Pfortmüller, Together Institute

**What's the formula for
building a person's
sense of community?**

What's the formula for building a person's sense of community?

Community = \sum Engagements

Identity



2018—Make A Wish



One-size fits all

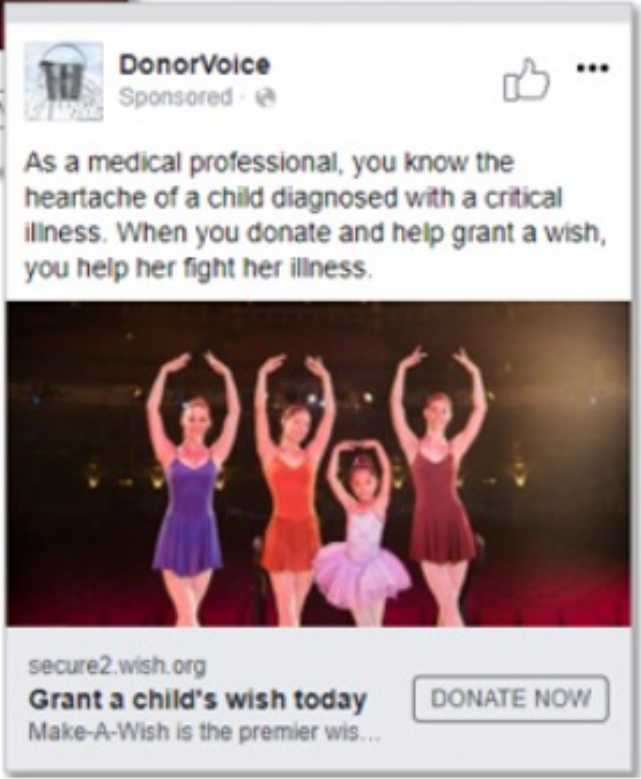


Tailored to Match Identity

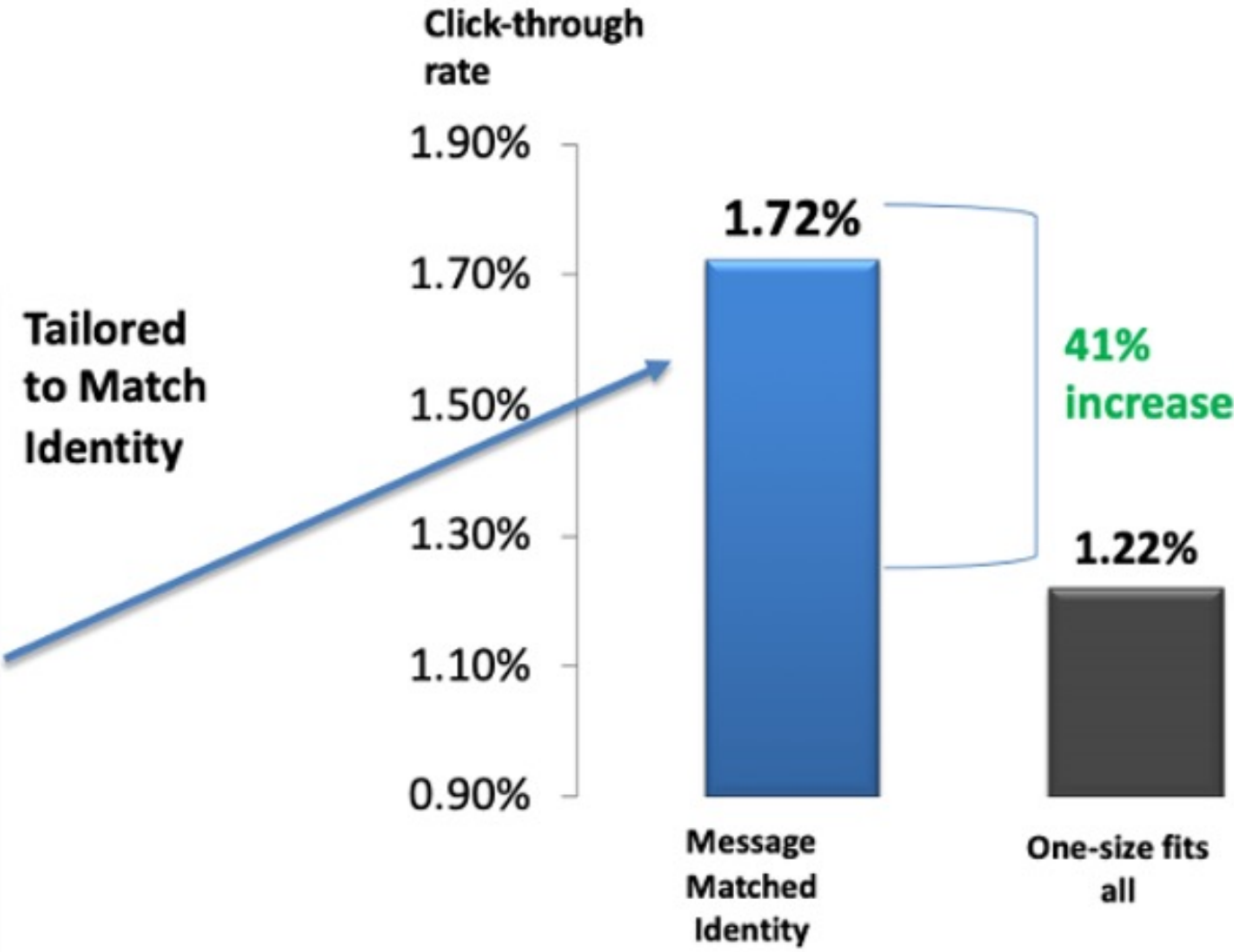
2018—Make A Wish



One-size fits all






Tailored to Match Identity





2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your  membership today and receive the  Quilted Jacket as our gift to you!




Join : Get the  Quilted Jacket as Our Gift!

[LEARN MORE](#)

2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your Ducks Unlimited membership today and receive the Ducks Unlimited Quilted Jacket as our gift to you!




Join Ducks Unlimited: Get the Ducks Unlimited Quilted Jacket as Our Gift! [LEARN MORE](#)

1.33% Conversion

2019—Ducks Unlimited

Control

BACK BY POPULAR DEMAND! Join, renew or extend your [redacted] membership today and receive the [redacted] Quilted Jacket as our gift to you!




[redacted]

Join [redacted]: Get the [redacted] Quilted Jacket as Our Gift! [LEARN MORE](#)

Conservationist Identity

As a conservationist, you know how important the wetlands are to flood control, clean water and the wildlife who call them home. Help our shared ecosystem and be a supporter of one of the world's largest wetland conservation organizations, [redacted].



[redacted]


Your support preserves the wetlands ecosystem [DONATE NOW](#)

1.33% Conversion

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[redacted]

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1.34% Conversion

***People like us do things
like this.***

Seth Godin



Identity Community



What Is THON?

For The Kids[®]


— So every *cub* can grow up to be a *Nittany Lion*



THON[®]
DONATE.THON.ORG

Raise[®]
2022

THE IMPACT



THE LARGEST STUDENT-RUN PHILANTHROPY IN THE WORLD

4,000

FAMILIES HELPED

190,000,000

DOLLARS RAISED

16,500

STUDENT VOLUNTEERS

Event = Moment, THON = All Year

**Our Yearlong
Efforts Culminate
in a 46-Hour Dance
Marathon**

Raise
2022

THE SYSTEMIZATION OF COMMUNITY

"It's all intentional and ingrained in the culture - retention, excitement, connection to the mission."

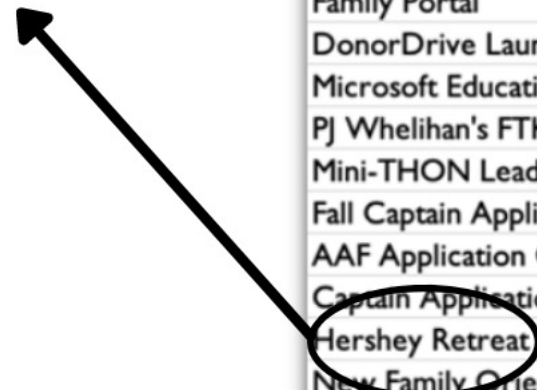
Kate Colgan, Executive Director, THON

Wrap Around Events



Event	THON 2022 Date	Committee
Split/Pair Opens	June 1	Communications
THON Chair Rotational Workshop	June 7	Executive Committee
Donor Drive requests and corporate request	June 14	Fundraising Safety
Microsoft Education Month Kickoff	June 14	Technology
Alternative Fundraiser Requests Open	June 23	FS
Summer Retreat	June 26-27	Executive Committee
Family Involvement Form	July 1	Family Relations
Family Portal	July 1	Family Relations
DonorDrive Launch	July 1	Fundraising Safety
Microsoft Education Month Wrapup	July 12	Technology
PJ Whelihan's FTK #1	July 26	Hospitality
Mini-THON Leadership Summit	August 6	Executive Committee
Fall Captain Application Goes Live	August 16	Executive Committee
AAF Application Goes Live	August 16	Family Relations
Captain Application Q&A	August 17	Communications
Hershey Retreat	August 19-21	Executive Committee
New Family Orientation	August 19-21 (tentative)	Family Relations
Be A Part From the Start	August 22	Executive Committee
Fall Captain Application Due	August 26	Executive Committee
Split/Pair Deadline	August 27	Communications
Fresh Start Mat Cleaning	August 28th	OPPerations
Fall Captain Interview Calls	August 29	Executive Committee
Fall Captain Interview Week	August 30-September 3	Executive Committee
Opening of the Fundraising Window	August 30	FFG
Childhood Cancer Awareness Month	September 1-30	Public Relations
Early Donation Box/THONvelope Distribution	September 2	Fundraising Safety
Captains Announced	September 5	Executive Committee
CM Application Opens	September 6	Executive Committee
AAF Workshop #1	September 6	Family Relations
100 Day Shirt Order Opens	September 6	Merchandise
Athletic Shirt Order Opens	September 6	Merchandise
THON Chair Workshop #1	September 7	Communications
BJC All Staff Orientation	September 7	Event Safety

Hershey Retreat



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Events



**THON 5K
powered by PNC**



100 Days 'Til THON



Family Carnival



THON 2022

ADOPT-A-FAMILY





Join **THON** Nation

THIS OR THIS?

CONTACT US



NAME	POSITION	EMAIL	CONTACT FOR...
Kate Colgan	Executive Director	director@thon.org	Questions regarding all other questions that do not fall into a category noted below.
Lily Pevoto	Communications Director	communications@thon.org	Questions regarding student organization involvement in THON, or if you are a member of the Penn State community wishing to get involved in THON. Also contact this person for any general inquiries about THON.
Caroline O'Rorke	Dancer Relations Director	dancer.relations@thon.org	Questions regarding the line dance, THON Weekend dancer events, dancer safety and EMS.
William Vincent	Donor & Alumni Relations Alumni Engagement Director	alumni.engagement@thon.org	Questions regarding Alumni Group involvement with THON, Alumni Group tours THON weekend, and other ways to get involved after graduation.
Aidan Cliff	Donor & Alumni Relations Development Director	development@thon.org	Questions regarding individual, small business, foundation and corporate donations, benefiting and tours THON Weekend.
Caleb Klemick	Entertainment Director	entertainment@thon.org	Questions regarding event performances throughout the year and THON Weekend.
Caroline Camp	Family Relations Director	family.relations@thon.org	Questions regarding families, family events, family speakers, and the Adopt-A-Family program.
Brianna Boyle	Finance Director	finance@thon.org	Questions regarding the Summary of Fundraising Activities, donations in memory or in honor of someone, corporate matching, check and credit card donations, and all other financial inquiries.



Date

Date: Saturday, October 30, 2021
Starts at: 10:30 AM EST
Ends at: 2:00 PM EST



Location

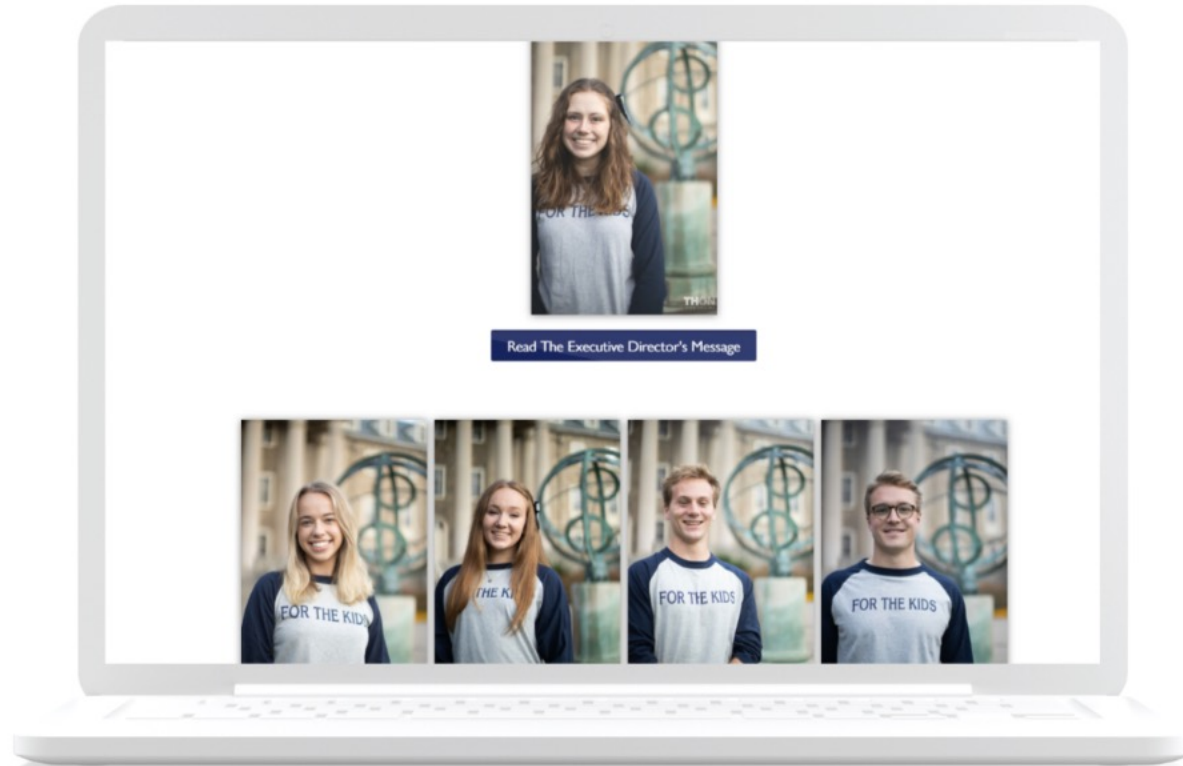
Campus Rose
3310 Rosedale Avenue
Richmond, VA 23230



Contact

Jane Doe
804-545-1000
info@org.com

THIS OR THIS?



Outstanding Fundraisers - 2021 Richmond			
Top 5 Companies		Out of 89 Total	
Company #1		Raised	
		\$39,275.63	
Company #2		Raised	
		\$22,496.21	
Company #3		Raised	
		\$10,985.42	
Company #4		Raised	
		\$10,338.37	
Company #5		Raised	
		\$10,211.70	
View All Companies			
Top 5 Teams		Out of 268 Total	
Team #1		Raised	
		\$17,256.57	
Team #2		Raised	
		\$11,763.95	
Team #3		Raised	
		\$8,021.47	
Team #4		Raised	
		\$6,113.94	
Team #5		Raised	
		\$5,706.39	
Search by team name <input type="text"/>			

NOT AT MY WALK

A pair of hands, one light-skinned and one dark-skinned, are positioned to form a heart shape. The background is dark with out-of-focus green and blue lights, creating a bokeh effect. The hands are the central focus, with the fingers pointing upwards to meet at the top of the heart.

Leave Your THON Legacy

Through a planned gift, you can support the efforts of THON and Four Diamonds in providing emotional and financial support, spreading awareness, and ensuring funding for life-saving cancer research for generations to come.

***"It was addictive.
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Kate Colgan, Executive Director, THON

A blue-tinted photograph of three women smiling and laughing. The woman on the left is wearing a light-colored sweater and a necklace with a large pendant. The woman in the center is wearing a dark sweater and has her hand near her face. The woman on the right is wearing a dark polka-dot top. A thin orange horizontal line is positioned above the text.

Q U E S T I O N S ?

Now's my time to
hear from you!

**Turnkey connects people and
solves problems to help humanity.**



**Contact Us
info@turnkeyforgood.com**

A blue-tinted photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with many sailboats in the water in the foreground.

Raise[®] 2022

FOLLOW US ON SOCIAL

#2022RAISE



fb.com/onecause



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[@onecauseteam](https://www.instagram.com/onecauseteam)



linkedin.com/company/onecause

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2022

