



Friendraising to Fundraising: Creating a Volunteer-Driven Annual Campaign

REBECCA L. WILSON | 2018 NPI SUMMIT

The graphic consists of a dark teal background on the left side of the slide, which contains a lighter teal circle. The word "Introductions" is centered within this circle. To the right of the teal area, there is a solid red vertical rectangle.

Introductions

Created for 2018 NPI Summit by Rebecca L. Wilson

Session Agenda and Outcomes

- ▶ What does a volunteer-based annual campaign look like?
- ▶ Identify key community members for engagement.
- ▶ Determine the right timing for the campaign.
- ▶ What training and staff support is needed?
- ▶ Organizing your campaign.

Created for 2018 NPI Summit by Rebecca L. Wilson

What is a Volunteer-Driven Annual Campaign?

- ▶ Volunteers serve as the “face” of the campaign.
- ▶ Call to action for peers.
- ▶ Provides further threads for outreach in the community.

Created for 2018 NPI Summit by Rebecca L. Wilson




ENGAGE "your
people"!

Created for 2018 NPI Summit by Rebecca L. Wilson





STAFF?
BOARD?
KEY VOLUNTEERS?
PROGRAM PARTICIPANTS?
COMMUNITY MEMBERS?



Determine the
TIMING of your
Annual
Campaign.

Created for 2018 NPI Summit by Rebecca L. Wilson

- 
- ANNUAL CAMPAIGN DOESN'T NEED TO BE "ANNUAL"
 - WHAT DOES YOUR FUNDRAISING CYCLE LOOK LIKE?
 - WHAT DOES THE FUNDRAISING CALENDAR IN YOUR COMMUNITY LOOK LIKE?



What TRAINING
do I need to
provide?

- 
- FUNDRAISING 101?
 - PEER TO PEER ASKS?
 - STORYTELLING?

Created for 2018 NPI Summit by Rebecca L. Wilson



What SUPPORT
do I need to
provide?

- 
- EMAIL TEMPLATES?
 - PRESENTATIONS?
 - STORYTELLING?

Created for 2018 NPI Summit by Rebecca L. Wilson



How will we RAISE MONEY?

- WHAT IS MISSION-FIT?
- PEER TO PEER?
- EVENTS?
- CROWDFUNDING?

Created for 2018 NPI Summit by Rebecca L. Wilson



Don't forget to
CELEBRATE!

- KICK-OFFS, VICTORIES
- SPIRIT COMMITTEE?

Created for 2018 NPI Summit by Rebecca L. Wilson



Planning Time!

Answer the key questions for your organization and discuss in groups.

Created for 2018 NPI Summit by Rebecca L. Wilson



Sample Organizational Charts

Who do you have in what role?

Created for 2018 NPI Summit by Rebecca L. Wilson

VOLUNTEER CHAIR: BOARD CHAIR STAFF CHAIR/STAFF SUPPORT: TREASURER Car			
VOLUNTEER LEAD: PROGRAM RECIPIENT/PARTICIPANT STAFF LEAD: BOARD CHAIR	VOLUNTEER LEAD: BOARD MEMBER STAFF LEAD: BOARD CHAIR	VOLUNTEER LEAD: BOARD MEMBER STAFF LEAD: BOARD CHAIR	VOLUNTEER LEAD: HS STUDENT STAFF LEAD: BOARD MEMBER
\$ GOAL	\$ GOAL	\$ GOAL	\$ GOAL
TARGET AUDIENCE PAST PARTICIPANTS	TARGET AUDIENCE LOCAL SERVICE CLUB	TARGET AUDIENCE PEERS OF BOARD MEMBER	TARGET AUDIENCE COMMUNITY AT-LARGE
KEY VOLUNTEERS PAST PROGRAM PARTICIPANTS	KEY VOLUNTEERS	KEY VOLUNTEERS PEERS OF BOARD MEMBER	KEY VOLUNTEERS LOCAL KEY CLUB
TYPE OF ASKS EMAIL APPEAL, PHONE APPEAL	TYPE OF ASKS MEETING APPEAL	TYPE OF ASKS WINE EVENT	TYPE OF ASKS CAR WASH

Created for 2018 NPI Summit by Rebecca L. Wilson


VOLUNTEER CHAIR: BOARD CHAIR			
STAFF CHAIR/STAFF SUPPORT: EXECUTIVE DIRECTOR			
VOLUNTEER LEAD: BOARD MEMBER STAFF LEAD: DEVELOPMENT DIRECTOR	VOLUNTEER LEAD: PAST BOARD MEMBER STAFF LEAD: DEVELOPMENT DIRECTOR	VOLUNTEER LEAD: BOARD MEMBER STAFF LEAD: PROGRAM STAFF	VOLUNTEER LEAD: HS STUDENT, PAST PROGRAM PARTICIPANT STAFF LEAD: PROGRAM DIRECTOR
\$ GOAL	\$ GOAL	\$ GOAL	\$ GOAL
TARGET AUDIENCE RESIDENTS OF BOARD MEMBER COMMUNITY	TARGET AUDIENCE PAST BOARD MEMBERS/NETWORKS	TARGET AUDIENCE PEERS OF BOARD MEMBER	TARGET AUDIENCE PARENTS OF PAST PARTICIPANTS
KEY VOLUNTEERS OTHER RESIDENTS	KEY VOLUNTEERS CURRENT BOARD/COMMITTEE MEMBERS	KEY VOLUNTEERS PEERS OF BOARD MEMBER	KEY VOLUNTEERS PAST PARTICIPANTS
TYPE OF ASKS SOCIAL/PEER TO PEER	TYPE OF ASKS EMAIL APPEAL/REUNION EVENT	TYPE OF ASKS IN-HOME EVENT	TYPE OF ASKS PHONE A THON

Created for 2018 NPI Summit by Rebecca L. Wilson



Timelines for Campaigns

Created for 2018 NPI Summit by Rebecca L. Wilson

- 
- KEY VOLUNTEERS NEED TO BE ENGAGED SEVERAL MONTHS BEFORE
 - GROUP TRAINING
 - STAFF, BOARD AND VOLUNTEER ASK WEEK
 - CELEBRATIONS!
 - CHECK-INS



Questions?

Rebecca Wilson | rebecca.wilson@physiofoundation.org