Friendraising to Fundraising: Creating a Volunteer-Driven Annual Campaign

REBECCA L. WILSON | 2018 NPI SUMMIT
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.
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.
ENGAGE “your people”!

STAFF?
BOARD?
KEY VOLUNTEERS?
PROGRAM PARTICIPANTS?
COMMUNITY MEMBERS?
Determine the **TIMING** of your Annual Campaign.

- **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?
What SUPPORT do I need to provide?

• EMAIL TEMPLATES?
• PRESENTATIONS?
• STORYTELLING?
How will we RAISE MONEY?

- WHAT IS MISSION-FIT?
- PEER TO PEER?
- EVENTS?
- CROWDFUNDING?
Don’t forget to CELEBRATE!

- KICK-OFFS, VICTORIES
- SPIRIT COMMITTEE?
Planning Time!

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

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**Target Audience**
- Past Participants
- Local Service Club
- Peers of Board Member
- Community at Large

**Key Volunteers**
- Past Program Participants
- Key Volunteers
- Key Volunteers
- Local Key Club

**Type of Asks**
- Email Appeal, Phone Appeal
- Meeting Appeal
- Wine Event
- Car Wash

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**TARGET AUDIENCE**
- RESIDENTS OF BOARD MEMBER COMMUNITY
- PAST BOARD MEMBERS/NETWORKS
- PEERS OF BOARD MEMBER
- PARENTS OF PAST PARTICIPANTS
- OTHER RESIDENTS
- CURRENT BOARD/COMMITTEE MEMBERS
- PAST PARTICIPANTS

**TYPE OF ASKS**
- SOCIAL/PEER TO PEER
- EMAIL APPEAL/REUNION EVENT
- IN-HOME EVENT
- PHONE A THON

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Timelines for Campaigns

- 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