



Board Management Simplified.

WEBINAR:

2020 Trends in Ambassador Fundraising

With Kelly Velasquez-Hague from OneCause

A Big Thank You to Our Survey Sponsors



CLAIRIFICATION



Overview of the 2nd Annual Board Engagement Survey by Boardable

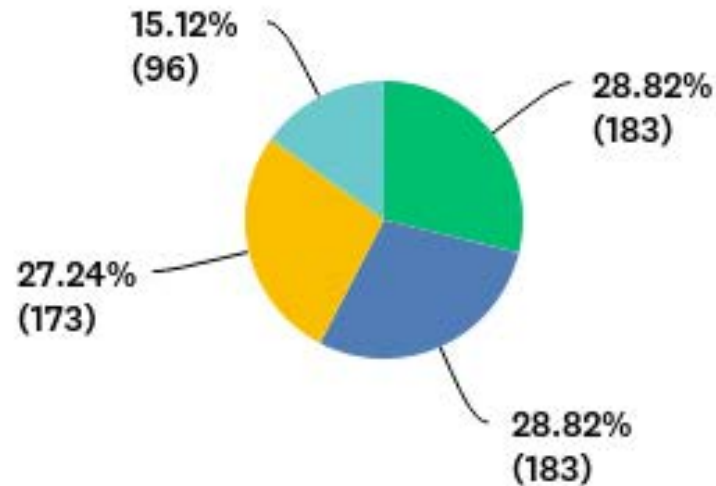
- Anonymously surveyed 640 nonprofit stakeholders in Nov-Dec 2019
- Majority of orgs had a board size of <20 members (89%)
- Most <\$500,000 annual budget (53%), evenly split in larger categories
- Respondents were board members (30%), board chairs (20%), nonprofit staff (38%), consultants (3%), and “Other” (8%)
- Survey was voluntary on Survey Monkey, distributed digitally through social media, sponsor communications, and word-of-mouth





What do you feel is your weakest area of board engagement?

donors management staff BOD one support Volunteering ideas
involvement without Attendance seem new members Maintaining Recruitment
busy events opening doors Chair board members engaged Leadership opportunities
diversity involved new future ask know engagement plan make interest committee
information follow areas Fund raising regular time think work leading organization
Governance Development things board members programs board participate
fundraising Financial meetings projects members talk Communication
training lack goals giving hard participation enough activities others
new board members full commitment much people ED engaged responsibility efforts many
Personal never Strategic planning little need good attend role accountability
understanding active Regular communication help contribute everyone enough time outside Sometimes
will direction expectations find Fund Development try

Board involvement in fundraising is still a big challenge

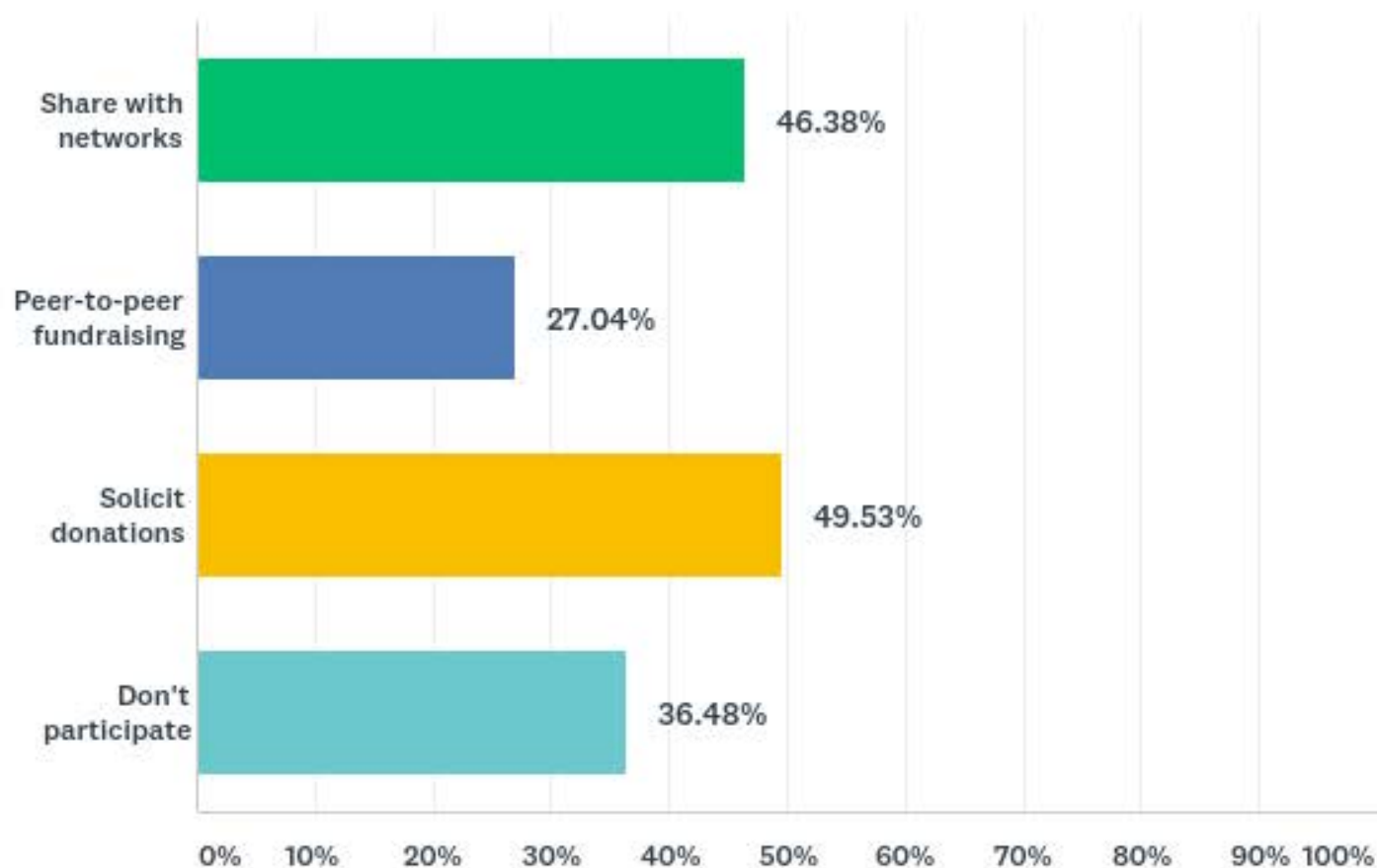
Q12 Do board members open doors and make introductions for fundraising?



-  We have a few board members who do the majority of the board's development work.
-  Board members will help, if they're asked to do something specific.
-  All board members are expected to, but few actually do.
-  All of our board members try to make introductions and open doors for development efforts

Board involvement in fundraising is still a big challenge

Q13 In what ways do board members participate in fundraising? (Select all that apply.)



TOP TRENDS

Leveraging Ambassadors to Grow Fundraising & Events

onecause®
POWERFUL FUNDRAISING SOLUTIONS

 boardable

Session Hosts



Kelly Velasquez-Hague
VP Content Marketing & Engagement
OneCause



Caroline Hoy
Content Marketing Manager
Boardable



TRADITIONAL EVENTS
limited channel fundraising



NEW TAKE

engage pre-event with social fundraising

Changing Supporter Expectations

64% say ease of donation
was a major motivator to giving

EASE

68% say favorable giving
experience will motivate them to
give again

SUPPORTER
ENGAGEMENT

SOCIAL
CONNECTION

MISSION/IMPACT

#1 way donors find out
about giving opportunities

59% say understanding the
impact of their donation was a
major motivator

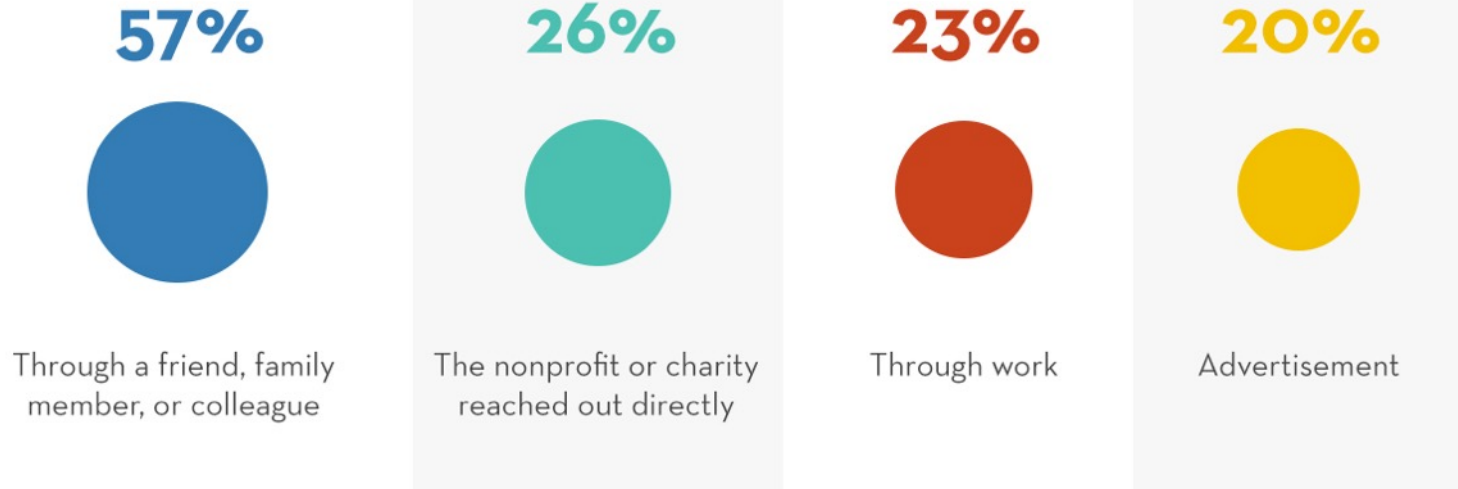
A black and white photograph of a group of people in business attire sitting around a dining table, clinking glasses in a toast. The image is used as a background for the text overlay.

Social donors are 25% of the US
adult population.
+/- 58M potential donors

OneCause Social Donor Study

Importance of Social Influence

How They Heard About The Donation Opportunity



New Trend: Ambassadors

- Loyal supporters turned active fundraisers through social
- Active in event promotion driving awareness, ticket sales, and/or pre-event donations.
 - Board members
 - Top Donors
 - Volunteers
 - Table Captains
 - Alumni



PRE-EVENT

Building
Awareness

Engaging
Ambassadors

Launch
Campaign

IN-EVENT

Programming

Social Feeds

Recognition &
Results

POST-EVENT

Capture the
“After Glow”

Final Fundraising
Push



Ambassador Fundraising In Action

Social. Mobile. Fun!

#strutforautism

SHOP.SELL.STRUT.

Morgan Marie Michael Foundation

2019 AUTISM AWARENESS AMBASSADORS
SUPPORTING MORGAN, MARIE, MICHAEL
FOUNDATION



33 People have joined

3 Teams have joined

779 Social Media Reach

\$3,967 Raised

\$800 provides one (1) iPad, learning software and protective case to a child on the autism spectrum under the iCan iPad Learning Experience Gift Program

Ambassador Registration

Make a Donation

The Ambassadors



Overall Leaders

Fundraising Social Media Recruiting Activities

INDIVIDUALS TOP TEAMS

	Ambassador Participation Points	
di	6,527	
n	5,540	
	5,153	
	4,760	
	4,112	
lo	3,985	
ws	3,245	
	3,110	
	2,780	



SHOP.SELL.STRUT.

THE
EVENT

Event Night

- Fashion Show
- Silent Auction
- Live Performances
- Vendor Tables
- Ambassador Recognition Ceremony





Recipe for Success

- Communication
- Prizes
- Milestones & Badges
- Wrap Around Events
- Giving Days & Company Matches
- Ambassador Events
- Ambassador Celebration



The Results

286% Increase
Ambassador participation

41% increase in
event attendance

83% increase in
total event proceeds

Collective raised by Ambassadors: \$11,293

Average raise per Ambassador: \$858

New corporate sponsors: 4

Total raised for the event:
\$25,472

Support the Belles and the Cause

Carol Harris



Kelly Wirt



Kendall McKinney



Kristy Pardue



Megan McClure



Sharon Wheeler



Tonya Cranford



Belles raise money to benefit less fortunate cancer patients with financial needs during their cancer journey.

There are two easy ways to vote with a donation for your favorite Belle:

- 1 Visit BlackAndWhiteBall2018.greatfeats.com
- 2 Send a check, payable to Alamance Regional Charitable Foundation, with the name of your favorite Belle in the memo line to:
ARMC Foundation | PO Box 202 | Burlington, NC 27216

Donation deadline: Thursday, September 20 at 5 p.m.

Black & White Ball

**Friday, September 28
The Addison Farm**

4525 Addison Lane, Elon, NC 27244

**6:30 p.m. Cocktail Hour
7:30 p.m. Dinner & Program Begins**

\$125 per person
Silent Auction | Dinner | Dancing
Live Music by The Magnificents
Attire: Black and White Semi Formal Only

Bus transportation available. Departs from the Cancer Center at 6 p.m. Departs from the venue at 10:30 p.m.

Alamance Regional
Charitable Foundation



Proud to be a part of **CONE HEALTH**

BLACK & WHITE BALL

ALAMANCE CHARITABLE FOUNDATION

The Ambassadors



Carol Harris

I am so excited to have been chosen to serve as a Belle this year. It is my goal to raise money for the members of our community in need ...

Carol Harris has raised \$12,827.42

[Go to Carol Harris' page](#)

Donate



Kelly Wirt

As a Belle, I can give back to the community at large, be a part of something bigger than myself, and honor friends that have faced cancer.

Kelly Wirt has raised \$12,801.70

[Go to Kelly Wirt's page](#)

Donate



Kendall McKinney

Kendall is fundraising in memory of her Grandmother, who lost her battle to cancer in November of 2017.

Kendall McKinney has raised \$15,900.40

[Go to Kendall McKinney's page](#)

Donate

Promote Ambassadors

Support the Belles and the Cause

Carol Harris



Kelly Wirt



Kendall McKinney



Kristy Pardue



Megan McClure



Sharon Wheeler



Tonya Cranford



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Donation deadline: Thursday, September 20 at 5 p.m.

Don't miss the exciting silent auction items available online at BlackAndWhiteBall2018.greatfeats.com and **Bid Now!**

make a donation by mail. Make your check payable to ARMC Foundation, and remember to put Tonya's name in the memo line!

Black & White Ball

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Alamance Regional
Charitable Foundation



Proud to be a part of CONE HEALTH.

Alamance Regional
Charitable Foundation




Proud to be a part of CONE HEALTH.

Wrap Around Events

- Ambassadors hosted events
- Expanded social networks
- Connected new donors to cause
- Fundraising prior to event
- Promoted ticket sales

My Belle Events

Fairy Hair- Join Kristy and get your sparkle on!!!




When Thursday, September 20, 2018
Starts at: 9:00 AM
Ends at: 2:00 PM
[Add to Calendar](#)

Where The Village at Brookwood - Wellness Center
1860 Brookwood Avenue
Burlington, NC 27215 USA
[Google Maps](#)

[Go to Event Page](#)

Competition & Recognition


- Leaderboards
- Built-in recognition
- Milestone communications
- Rewards & Badges
- Build & Sustain momentum



Robert and Jordan Wood donated \$10.

Good luck!


May 11, 2018 8:17 AM




Katie Boon donated \$10.

May 11, 2018 7:56 AM


Kristy's Achievements




FIRST \$100
RAISED




YOU'RE ON A
ROLL!



HALFWAY
THERE



75 PERCENT TO
GOAL



GOAL



BLACK & WHITE GALA

THE
EVENT



About Ambassador Fundraising

TRUE-BLUE GALA

New this year are Lion Fund Ambassadors. Several couples with an **ALL IN** spirit each represent one of the Lion Fund giving areas. These Lion Fund Ambassadors will use their passion for DMC, competitive spirit, and creative efforts to raise funds during the month of March, prior to our event on April 13. You do not need to attend the True-Blue Gala to support an Ambassador. Get involved NOW with pre-event fun and cheer at each of their sites below!

This is a great way to be ALL IN!

ABOUT DES MOINES CHRISTIAN SCHOOL

DMCS
DES MOINES CHRISTIAN SCHOOL
for Christ.

Our mission is to equip minds and nurture hearts to impact the world for Christ.

DES MOINES CHRISTIAN SCHOOL






Meet our 2019 ALL IN Ambassadors



DMCS
DES MOINES CHRISTIAN SCHOOL

The Ambassadors


Meet our 2019 ALL IN Ambassadors

 <p>Dan and Carrie Koenigsfeld</p> <p>\$12,955 RAISED</p> <p>Dan and Carrie Koenigsfeld has raised \$12,955</p> <p>Donate</p>	 <p>Elliott and Kellee Frey</p> <p>\$20,060 RAISED</p> <p>Elliott and Kellee Frey has raised \$20,060</p> <p>Donate</p>	 <p>Jim and Lori Manderfield</p> <p>\$13,125 RAISED</p> <p>Jim and Lori Manderfield has raised \$13,125</p> <p>Donate</p>
 <p>Mike and Michelle Everitt</p> <p>\$13,450 RAISED</p> <p>Mike and Michelle Everitt has raised \$13,450</p> <p>Donate</p>	 <p>Mike Elam and Billi Hunt</p> <p>\$9,315 RAISED</p> <p>Mike Elam and Billi Hunt has raised \$9,315</p> <p>Donate</p>	

truebluegala


About What's Happening - Learn about the Gala Tickets

Search...



Elliott and Kellee Frey
ELLIOTT FREY AND KELLEE FREY

Show me where Elliott and Kellee Frey ranks on the Fundraising Leaderboard



Elliott and Kellee Frey are ALL IN!

Representing Scholarships

Kellee and I are **ALL IN** at DMC because we know the impact that the school has on individual lives. As a 2012 graduate, I recognize that the Lord used DMC to make a substantial impact on my life, starting in 2009. My four years at DMC were some of the most impactful years of my life, because frankly, the community around me helped me to draw closer to Christ. As an educator, though she is not a DMC graduate, Kellee knows the impact that educators have on lives as they guide students each and every day. To have that impact centered around a Christ-centered education is uniquely profound. Collectively, we are stoked about what is happening at DMC, and we want to continue to be connected!

— Elliott Frey and Kellee Frey

SUPPORT ELLIOTT AND KELLE
DES MOINES CHRISTIAN S

[Donate Now](#)

ELLIOTT AND KELLEE FREY'S TI

Gordon & Cheryl Castile
Brian and Lori Martin
Sharon and Tim Glenn
Steve and Caroline Mathson
Mike & Jill Frey
Bobby Baehr ('09)
Mike and Jody Wohlenhaus
Josh and Brenda Van Heuke

A wide-angle photograph of a large indoor event space, likely a gymnasium or convention hall, filled with people seated at numerous round white tables. The room has a high ceiling with exposed lighting rigs and equipment. In the background, a stage is visible with blue curtains and three large projection screens displaying the 'AI in' logo. The floor is a light-colored wood, and large blue letters spelling 'UNIVERSITY' are painted on the floor in the foreground. A blue semi-transparent overlay covers the left side of the image, containing the event title.

TRUE BLUE GALA

THE
EVENT

Event Night

- Opening: Announce Results of Ambassador Fundraising
- Event Night Giving:
 - Silent Auction
 - Live Auction
 - Heads or Tails
- Closed: Fund-a-Need





Recipe for Success

- Theme: ALL IN
- Connection to the mission
- Investing in software - Peer to Peer and mobile bidding
- Choosing the right ambassadors
- Ambassador fundraising timing (30 day challenge)
- Matching gifts

The background of the slide features a photograph of several women at what appears to be a formal fundraising event. One woman in the foreground is wearing a tiara and a green dress, smiling. Other women are visible in the background, some holding small items. The entire image is overlaid with a semi-transparent blue filter.

The Results

Ambassadors raised: approx \$65,000

Matching funds: \$40,000

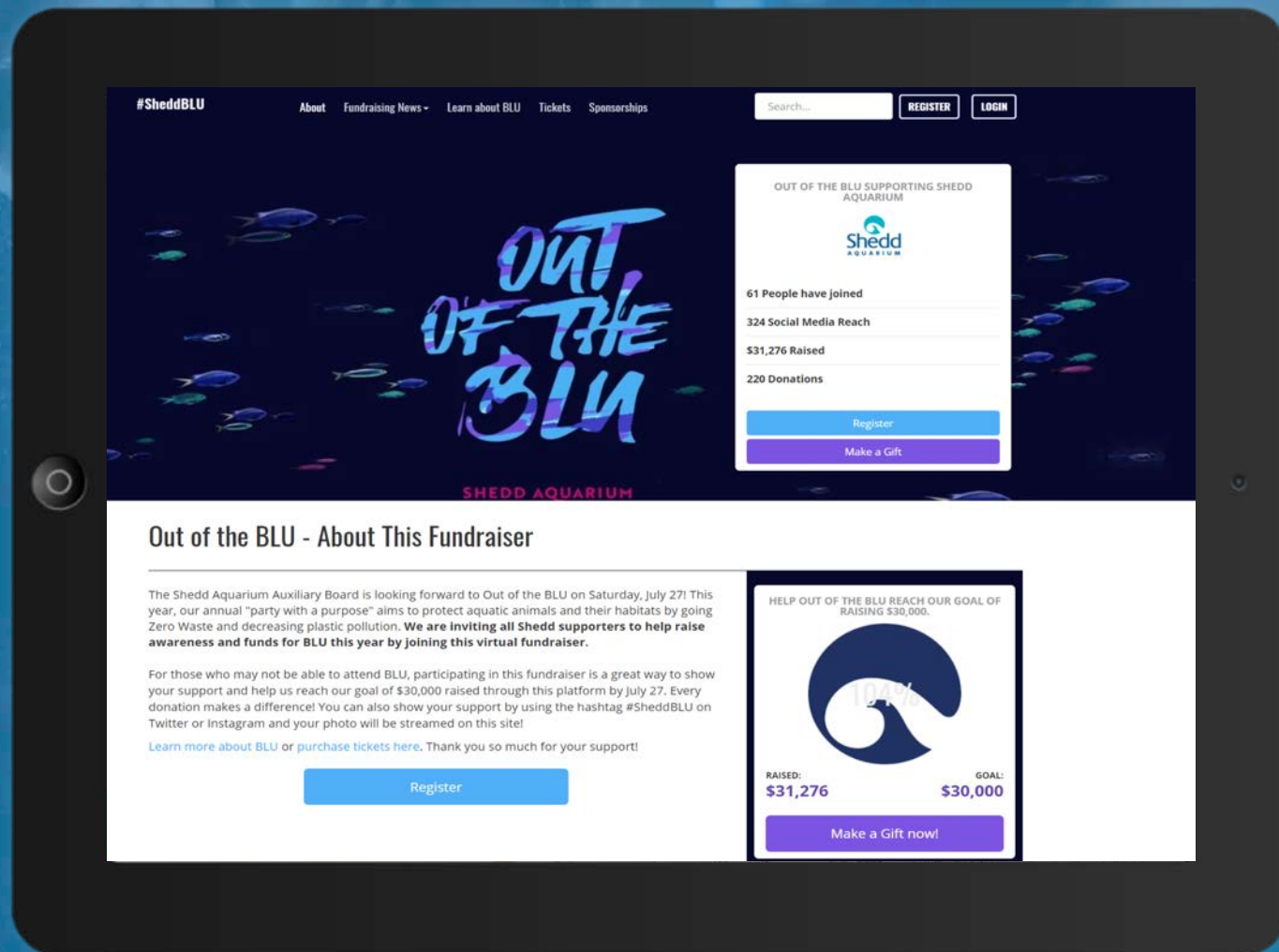
Total raised in 30 days: \$105,000

Average raised per couple \$21,600

Surpassed total
event goal by
62%

Total raised for event: \$405,000

Increased
Awareness &
Engagement



OUT OF THE BLUE

SHEDD AUXILIARY BOARD

The Ambassadors





Recipe for Success

- Board member focus
- Give & Get rewards
- Social media toolkit
- Personal mission statements
- Video and imagery with cause at the center
- Variety of rewards (social reach & money raised)





The Results

Ambassadors raised: approx \$31,276
104% to goal
324 social donors
220 donations

Increased Engagement
61 Ambassadors

Increased
Awareness &
Engagement

BEST PRACTICES

Ambassador Fundraising

- ***Design*** a Program Right for You
- Choose the Right Technology
- Choose the Right Ambassadors
- Endear, Empower & Mentor
- Build a Tradition

A woman with dark curly hair, wearing a yellow jacket, is smiling and speaking to a group of people. She is holding a small piece of paper. In the foreground, a woman with blonde hair is smiling. A large blue circle is overlaid on the image, containing the word "Questions?".

Questions?

Coming Up Next at  boardable



Kim Donahue,
Nonprofit Board Expert

February 19 at 2PM ET: Kim Donahue

- "Advanced Meeting Engagement: How to Conduct the Best Board Meetings Ever"
- Learn how to make your next board meeting the most productive one yet
- Tips and tricks for problem board members, seat fillers, and babblers
- Proven ways to increase results between meetings

Q & A Time

Please enter questions and comments in the chat area. We will address as many as possible and summarize answers in the slide deck.

Thank you for joining us!

Watch for a replay email soon.

Visit us at www.boardable.com



boardable