Fundraising, Communication, and Year-end Opportunities

Nicole Wilson

September 6, 2017
The Relationship

Fundraising

VS

Communication
The Relationship

Fundraising IS Communication
The Relationship

Fundraising **IS** Communication

*It just includes an ask...*
6 Considerations

- Outcome
- Budget
- Audience

- Medium
- Message
- Timing
Expected/Intended Outcome

What do you want or need to accomplish?

Awareness:
Mission, Organizational, Programmatic,
Community Conversations

Call to Action:
Sign-up, Click, Volunteer, Donation
Expected/Intended Outcome

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Awareness:
Mission, Organizational, Programmatic, Community Conversations

Call to Action:
Sign-up, Click, Volunteer, Donation
How Much Does it Cost to Say it?

Budget
Audience

Who are you talking to?
Audience

Lifeguards

Officials
Audience

Board of Directors/Local Politicians
Audience

Who are you talking to?
Audience

Who are you talking to?

Throw out the idea of the “General Public.”
How are you communicating?

Traditional Methods:
Flyers, Brochures, Direct Mail, Phone Calls

Onsite: In-person events, engagements

Online: Social Media, Website, E-Newsletters
WHAT are you saying?
Words, Case for Support, Call to Action

HOW are you saying it?
Tone, Vocabulary, Graphics, Medium
Timing

When will you say it?
### 6 Considerations

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Fundraising is Communication

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“Donate $100 Today” vs. “How can you help?”
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The severity of the ask is what differs.

“Donate $100 Today” vs. “How can you help?”

“Support us with a donation” vs. “Made possible with donations from people like you”
Fundraising is Communication

Look for places to mention giving.
Fundraising is Communication

Look for places to mention giving.

Thank your donors
Fundraising is Communication

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Thank your donors

Link the impact of your work to the generosity of donors and other funding sources
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Mention that you are a Non-Profit
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ASK FOR DONATIONS
2015 Annual Report

A DECADE of Support
ONE 'SPLASH' AT A TIME
Each year, in an effort to raise national awareness about the importance of learning to swim, the USA Swimming Foundation embarks on a national awareness tour which visits cities across America to spread the lifesaving message of learn-to-swim. 2014 marked the sixth year of the Make a Splash Tour presented by Phillips 66, which has visited 36 cities nationwide.

Throughout the month of May, the USA Swimming Foundation, Phillips 66, and Foundation ambassadors Nathan Adrian, Anthony Ervin, Janet Evans, and Rowdy Gaines visited four cities across the country to promote the importance of learning to swim. Tour stops are designed to promote the importance of learn-to-swim to the community as well as to promote our Make a Splash Local Partner organizations that teach swimming lessons. In 2014 the Tour visited Wood River, IL, Sweeny, TX, Rahway, NJ, and included town hall meetings with the USA Swimming Foundation, Phillips 66, our ambassadors, local community leaders, local swim lesson providers, parents, and community members.

The largest and final Tour stop took place in Long Beach, CA with Olympians Nathan Adrian, Anthony Ervin, Janet Evans, Rowdy Gaines, Jessica Hardy, Jason Lezak, and Chloe Sutton, and included a series of press events, a school assembly at Julian Nava Middle School, and a community water safety festival at the Belmont Plaza Pool.

The water safety festival, which had more than 1,000 attendees, featured water safety talks by our ambassadors, free swimming lessons, more than 20 informational booths, autograph sessions, a water safety challenge, and fun activities. 75% of the 200 children who participated in swimming lessons that day had never before taken a formal swim lesson.
FINANCIAL INFORMATION

STATEMENT OF ACTIVITIES
(for the fiscal year ended December 31, 2014)

REVENUE
Donations and Grants $793,351
Corporate Sponsorships $365,000
Golden Goggle Awards $200,000
Swim-A-Thon** $331,739
USA Swimming Fundraising Support $512,342
Investment Return $416,757
Other Income $32,347
Total Support and Revenue $2,651,536

EXPENSES
Program Services $1,814,463
Fundraising $564,962
Management and General $332,885
Total Expenses $2,712,310

TOTAL CHANGE IN NET ASSETS $(60,774)
Net Assets Beginning of the Year $17,312,734
Net Assets End of Year $17,251,960

STATEMENT OF FINANCIAL POSITION
(for the fiscal year ended December 31, 2014)

ASSETS
Cash $1,994,064
Endowment Investments $10,125,639
Pledges (net) $4,990,416
Receivables $92,042
Prepaid Expenses $7,507
Property and Equipment (net) $23,922
Other assets $120,000
Total Assets $17,353,590

LIABILITIES AND NET ASSETS
Accounts Payable $69,778
Accrued Expenses $30,812
Deferred Revenue $1,040
Net Assets $17,251,960
Total Liabilities and Net Assets $17,353,590
The USA Swimming Foundation needs YOU to continue to grow and support the sport of swimming. There are several ways you can get involved and make us your charity:

DONATE

Money
Your gift, regardless of size, helps to ensure the sport of swimming continues to grow and help shape the lives of children across the nation.

In-Kind
We welcome gifts in kind for the annual Golden Goggle silent auction and other events.

Your Time
Read a book to children about water safety. Volunteer at a Foundation event. Hold a virtual (or physical) fundraiser.

ATTEND

Golden Goggles
Celebrate our National Team, or bid online at our silent auction.

Olympic Trials
Special events, spectacular seats, and exclusive invitations, not to mention the country's most exciting competition in the pool.

Performance Camp
Live. Eat. Train. Like a National Team Athlete.

SHARE

Tell Stories
"Have I told you about how I learned to swim...?"

Encourage Others
"Are your kids in swim lessons? Let me tell you why they should be..."

“Like,” Post, and Re-tweet

and Chloe Sutton, events, a school
lle School, and stival at the
which had more
ed: water safety
swimming
tional booths,
safety challenge,
200 children
ing lessons that
formal swim
USA SWIMMING FOUNDATION

USA SWIMMING FOUNDATION SURPASSES $500,000 IN 2017 GRANT FUNDING FOR MAKE A SPLASH LOCAL PARTNERS

USA SWIMMING FOUNDATION ANNOUNCES 5-10 PERCENT INCREASE IN SWIMMING ABILITY AMONG U.S. CHILDREN

SIMONE MANUEL PSA

“The USA Swimming Foundation raises funds to support programs that save lives and build champions - in the pool and in life.”
The USA Swimming Foundation raises funds to support programs that save lives and build champions - in the pool and in life.
End of the Year

#GIVINGTUESDAY
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• Falls on the Tuesday following Thanksgiving and Black Friday.

• This year Giving Tuesday will be on November 28, 2017

• 24-Hour giving event powered by social media and collaboration
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• Use creative hashtags (#giveaswimlesson)
• Find a matching gift/seed funding
• Be sure to have a goal
• Start planning early, create a planning calendar
• Use ambassadors/advocates
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End of the Year Opportunities

YEAR-END GIVING
End of the Year Opportunities
Happy Chanukah!
Kwanzaa
HAPPY NEW YEAR!
Tips and Tricks

Be Forward Thinking

Show Impact

Be Specific

Seed Gifts

Think Big, but Start Small

Thank, Thank, and Thank Again...
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Resources

Kivi’s Nonprofit Communications Blog:
http://www.nonprofitmarketingguide.com/blog/

Giving Tuesday:
https://www.givingtuesday.org/

Crowdfunding:
https://www.gofundme.com/?pc=cf2
https://www.crowdrise.com/
Questions?

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