

# **7 Secrets To Ensure Your Next Team Or School Fundraiser**

**Is A Massive Success**



# Introduction

---

The old ways of fundraising are no longer working.

Whether you're raising money for your school's football, dance, or soccer team – it takes too much time, energy and effort. These resources eat into **profit margins** that you needed in the first place, tire out your participants and don't excite repeat (and new!) supporters.

But it **doesn't** have to be this way.



In this eBook, you're going to discover **7 Secrets To Ensure Your Next Team or School Fundraiser Is A Massive Success** with simple changes that lead to big wins.

By doing so, you'll raise more money with **less** of the effort, have a better connection with supporters, and harness digital convenience to exceed your next campaign's goals.

At GroupFund, we've spent years working with hundreds of organizations, teams, students and donors. Which makes us uniquely equipped to know what works and what differentiates an "average" versus a "home run" fundraiser.

## Secret #1: Don't repeat last year's fundraiser and expect different results

---

Another year, same old fundraiser.

A common issue with fundraising efforts is doing the same old thing, leading to declining results. While repeating the same fundraiser may be comfortable and familiar, it turns off new and repeat supporters.

Remember: if the people running the show aren't excited, those who are asked to part with their hard-earned dollars won't be either.



By doing the same old thing, you'll bring in less profit, while taking more of your time and energy. As Einstein said, doing the same thing over and over while expecting different results is the definition of insanity.



Instead, by doing something new, you'll create **excitement** for everyone involved. So, what's a better way to ensure this year's fundraiser is a success?

- **Be willing to change.** Choose to be different, by taking a new approach and deploying fresh initiatives that haven't been done.
- **Make it fun and exciting.** Successful fundraisers have a 1-3-week sweet spot where people are invested, bought in, and excited. It starts with the fundraiser's vision and angle.
- **Harness the 80/20 rule.** Review your last fundraiser and ask yourself: what 20% of actions led to 80% of the results? Keep those as you move forward and discard the rest.



**Action Step #1:** Identify why your last fundraiser didn't meet your expectations. Then determine a new approach you can bring in to excite participants and supporters.

## Secret #2: Build trust and be transparent

The number one reason why donors give less or stop giving altogether is they don't specifically know **how their donation is being used**.<sup>1</sup> The key to avoiding this issue is to build trust by being open and transparent throughout the entire campaign.



From your fundraiser's goals to the name, the stats and the communication you share – make sure you are specific and clear. In doing so, you're more likely to achieve the following three goals that drive any successful campaign, including:

- **Capture attention.** People are busy, distracted and managing an endless “to do” list, which means if you don't capture their attention, nothing else matters.

1. Understanding the Reasons for Nonprofit Donor Churn – sgENGAGE

- **Connect to supporters.** Once you've got attention, your fundraiser must connect and encourage them to support your campaign.
- **Drive action.** With the prior steps as a foundation, now is the time for a clear and specific ask. People want to be told exactly what to do, otherwise they'll check out.

Lastly, by having a campaign that is transparent and clear, participants and supporters share the same vision to reach the fundraising goals.



**Action Step #2:** As you look to do your next fundraiser, identify the ways to become more transparent and clear with your goals and build a trust-based connection with your supporters.



## Secret #3: Make it easy for donors to pay you (the Amazon principle)

You can have the perfect campaign, tell an incredible story and have an amazing kick-off to your fundraiser. However, if you don't make it simple and easy for people to donate – **you'll leave profit on the table.**

Hence, the Amazon principle. By implementing a simple 1-click button, they were able to increase sales by \$2.4 billion.<sup>2</sup> Why? Because unnecessary friction is the fastest way to lose the result you're aiming for.

The numbers say it all: donation pages accessed through mobile-responsive pages yield **34% more** donations.<sup>3</sup> Furthermore, 98% of text messages are opened within the first 5 minutes.<sup>4</sup> With email, you're **lucky** to get a 20% open rate after a few days.

In short: make it incredibly **easy** for people to give you money.

If they can do so using only a few taps, you're much more likely to succeed. Which means you're likely to increase your average contribution and profit per donor.

**Action Step #3:** Identify the unnecessary friction in your past fundraisers and utilize the best fundraising tools available to make it easy for your donors to support your campaign.

2. End of an era: Amazon's 1-click buying patent finally expires – DIGIDAY

3. Charitable Giving Report – Blackbaud Institute

4. 15 Must-Know Fundraising and Social Media Stats – Nonprofit Tech for Good

## Secret #4: Skip the busywork and hassles

While selling product as a fundraiser is a proven method for raising funds, it requires a ton of heavy lifting. You have to motivate the students to go door to door, collect and handle money and brochures and ensure the products get delivered. In other words, a lot of work and **wasted** time and effort.

In our experience over the last 20 years, we found that on average, a typical fundraiser takes roughly 15 hours per week from the organizers' lives, including:

- Motivating kids to go sell with a brochure
- Collecting money and brochures
- Scheduling delivery and handling product
- Servicing the orders





No, thank you.

While this method may still work, it's not a wise use of time, money, or energy. If we go back to the 80/20 rule – the bulk of the activity does not move the needle for your goal.

Instead, trade all of this effort towards the strategic development of digital campaigns that truly drive results, reduce your workload and boost your bottom line.



**Action Step #4:** Identify the 3 places in your last campaign where you wasted unnecessary time. Whether handling money and brochures, dealing with product or order issues, this will help create clarity for your upcoming efforts.

## Secret #5: Use your metrics for an unfair advantage

---

Ask yourself: have you reviewed your past results to improve your next fundraiser?



Get visibility into campaign performance by looking at your key metrics and then compare them to other successful fundraisers to see what can be improved.

Student participation rate, average campaign donation, average raised by student, and how quickly you reach your fundraising goal are all very important things to look at.

In our experience, these are achievable numbers to compare yourself to:

- Motivating kids to go sell with a brochure
- Average campaign donation: \$63
- Average raised per student: \$365
- Time to reach fundraising goal: 2 weeks

By harnessing data, you'll not only duplicate a prior campaign's success but build on it each time you execute it. This translates into more donors, higher dollar amounts, more profit and a more successful outcome for everyone involved.



**Action Step #5:** Review your prior fundraising results. Going forward, determine the best way to improve those results and increase the profit for your group.



## Secret #6: Turn a chore into something fun (and exciting) – gamify!


People love numbers, scoreboards and metrics. In fact, the ability to “gamify” your fundraising experience will lead to friendly competition, higher earn-outs and more shares. In other words, a win-win.

So, how do you bring this to life?

**Gamify your fundraising experience.** See an example below of a gamified fundraising structure where donors can earn higher levels of support. Someone who may have donated \$20 may up their donation to \$50 or \$100 to achieve a higher status.

 <b>Support Level</b>		
	<b>\$1,000</b> Diamond	<input type="radio"/>
	<b>\$500</b> Emerald	<input type="radio"/>
	<b>\$250</b> Platinum	<input type="radio"/>
	<b>\$100</b> Gold	<input type="radio"/>
	<b>\$50</b> Silver	<input type="radio"/>
	<b>\$20</b> Bronze	<input type="radio"/>

**Create public leaderboards.** Giving your participants a place to publicly see how they're doing is one of the best ways to drive engagement. Here's an example.

 Student Leaderboard		
1	Luke Carson	\$1,770
2	Dylan Uribe	\$1,458
3	Carter Wagner	\$1,180
4	Luke Wilkins	\$1,140
5	Trajan Godbee	\$1,055
6	Joshua Mendoza	\$1,040
7	Mason Schuler	\$1,005
8	Jack Duncan	\$925
9	Carlos Del Valle Robles	\$770
10	Matthias Blair	\$765

**Encourage participation with reminders.** Automatic reminders that nudge students to reach their goals not only make your life easier, they help you raise more funds without manual work.

**Include social sharing and comments.** When people are excited, they want to feel connected to others and share their accomplishments. Ensure your fundraiser is using social commenting.



## My supporters



Jonathan and Jenni Carroll

\$1,000

We love you, Magpie, and are so proud of your hard work and creative talents!



Ron Carroll

\$100

Can't wait to hear you play the oboe, Maggie!



Sarah Wilson

\$100

We loved your songs and we love YOU! Aunt Sarah & Uncle Jonny



Anonymous

\$50



Marybeth Mullens

\$50

You go, Maggie!

**Action Step #6:** Review every part of your fundraiser and determine how you can use gamification to drive increased engagement and donations. Remember: people love being able to see how they're doing when compared to others!



## Secret #7: Increase (and protect) profit at all costs

Your team of volunteers, organizers and students worked hard for a few weeks, sold a decent amount of products, and raised money for a school team.

All good things, right?

However, once you did the math, the results didn't look as good: you gave away **30 to 50% of your profit** in buying and handling products. While this strategy has been duplicated thousands of times, it's like throwing precious dollars away.

Because let's face it: few people are donating because of the product they receive. They're supporting the cause, the students, and the team. The products are simply a vehicle to close that gap.

By regularly increasing and protecting your profit margins, you'll set records for your fundraising efforts. Having a better connection and trust with your supporters and using digital convenience, you can skip the product sale(s) altogether and focus on activities that get you closer to your dream outcome.



**Action Step #7:** Determine the “dream” outcome for your next fundraiser and what the average profit per student would have to be. Then, develop a game plan to close the gap while minimizing unnecessary work and hassles.

## Bonus Secret: Make your fundraiser safe

In today's world running a safe fundraiser has never been more important. Knocking on strangers' doors to sell a product could be risky for both students and supporters alike.

Ensuring that all participants can avoid physical interaction will cover health and safety concerns and result in a better fundraising experience.



**Bonus Action Step:** Use the latest available tools and technology to reach supporters digitally and run a safe fundraising campaign.

## Why fundraisers are raving about GroupFund and earning an average of \$365 per student

At GroupFund, we've created a built-for-mobile fundraising platform that handles every step of the process for you. From setting up your campaign, to kickoff and putting funds in your pocket.

Best of all? You can say goodbye to stacks of brochures, loose cash or handling products – all while keeping 90% of the profit.



In fact, our fundraisers receive a 90% profit margin which is the highest in the industry and you can get up and running in 15 minutes. Here are recent fundraisers that raised 144% and 129% of their original targets with GroupFund.



## Canyon Ridge Middle School Band

Target: \$50,000

Using GroupFund: \$72,237

1,163 Supporters, 144% Raised

## CANYON RIDGE MIDDLE SCHOOL BAND



**\$72,237** raised

of \$50,000 goal

↑ 144% raised

♥ 1163 supporters

⏸ Campaign Ended

⏸ Campaign Ended

🔗 Share

## Seven Lakes State Champ Cheer

Target: \$15,000

Using GroupFund: \$19,400

228 Supporters, 129% Raised

## Seven Lakes State Champ Cheer



**\$19,400** raised

of \$15,000 goal

↑ 129% raised

♥ 228 supporters

⏸ Campaign Ended

⏸ Campaign Ended

🔗 Share

## What if you could save 15 hours per week and increase your profit margins to 90%?

No matter where you are in planning your next fundraiser, GroupFund is here to help.

If you're ready to simplify the process, and help your students, support staff and team raise more money than ever while doing less work...

Simply click the button below now to start your next fundraiser with us today!

 **Start Your Fundraiser With GroupFund**

