



Hardship Heroes

NONPROFIT ORGANIZATION

How We Hit Our Fundraising Goals

Emily Enderes

Founder & Executive Director

Hardship Heroes Nonprofit Organization

How I start to plan events

IT MAY LOOK LIKE MADNESS BUT... THERE IS A METHOD TO THE MADNESS

- **ALWAYS Think outside the box**

Start with your Traditional Events. Try to change them up and make them unique to you and your organization. For Example, Golf Tournament, You will have all traditional golf tournament ideas, but add to it... Caricature Artist, Best Team Name Shirts voted and Vinyled on site. Add your personality or organization to the event. Look for fun random holidays and CREATE a new type of event!

- **Know your audience**

Is this a niche event or will you have a broad audience? Would you or people you know like to attend this event?

- **Make sure your message is clear**

You will save yourself a lot of time if all the information is clearly placed on whatever platform you are using to promote your events

- **DON'T BE AFRAID TO CHANGE COURSE!**

I cannot stress this enough. You will not seem like a failure if you need to change up the event or change course. You do not want to waste your time or anyone else's time if your current route isn't working.

- **DO NOT BE AFRAID TO FAIL**

Not all events are winners. A great idea doesn't mean a great event. I have had so many amazing ideas that would absolutely ROCK in a larger city population. But again this goes back to KNOWING YOUR AUDIENCE. If you "fail" which in my opinion it isn't really failure if you learned something for next time!



Hardship Heroes

NONPROFIT ORGANIZATION

MUST HAVES WHEN FUNDRAISING AND PROMOTING EVENTS

- **MUST HAVE A WEBSITE.PERIOD.**

In addition, events page or donation button **MUST BE EASY TO ACCESS!** Remember 15 seconds!!!

- **Utilize other online donation platforms!**

VENMO is a must! Barely anyone carries cash anymore. So if you are out and about and someone says sorry I don't have cash you can say, we take venmo or xyz! **MUST UTILIZE QR CODES!** I cannot stress that enough!

- **PEOPLE SPEND ON AVERAGE 15 SECONDS ON A WEBSITE BEFORE THEY MOVE ON!**

In that 15 seconds you better be able to capture their eye or have a clear guide to where they need to be or where you want them to be

- **DON'T RELY ON ONLY SOCIAL MEDIA TO SHARE YOUR EVENTS**

This one is even hard for myself. I homeschool my daughter so I am home a lot of the time. I don't have as much time to get out into the community as I like. **BUT you NEED to get out into the community!** People will not know about your events just because it is posted to social media. Good old fashioned flyers! Is there an event that you can attend to hand out flyers? Do that! Is there a bulletin board where you can post a flyer? Do that!

- **Form an events committee**

- A core group of people to share ideas and help promote events. A sounding board. Try to find volunteers that meet your needs. (for example, Someone who is good with social media, someone who is good with video and graphics, someone who is a people person that wouldn't mind soliciting!)
- **Connect with a few main local businesses** to help spread the word and work together.

FUNDRAISING

- **UTILIZE DIFFERENT TYPES OF FUNDRAISING**

In person soliciting, events, online contests, raffles

- **WHAT IS IN IT FOR THEM?**

Unfortunately people want to know what's in it for them. Even if it's nothing but a donation, make them see what they are donating to or for! **YOUR MISSION!**

SHOW THEM WHAT THE FUNDS WILL BE USED FOR

- **DON'T BE AFRAID TO ASK FOR DONATIONS!**



Hardship Heroes

NONPROFIT ORGANIZATION

Know that the worst they can say is no! But give them a reason to say yes! This goes for in kind donations too! They aren't giving YOU the money personally it is for the organization! Don't be afraid to be proud and know your mission is deserving!

- **GIVE A LITTLE TO GET A LOT**

Sometimes we have to give a little to get a lot. Sometimes we have to pay for ads or spend a little bit of money on an event to make a bigger impact!

- **COMPANY MATCHING DONATIONS!**

Don't forget to remind your audience about COMPANY MATCHING DONATIONS!

So many people don't even know there company will match donations. Get your biggest supporters to find out if their employer will match donations!

IMPORTANT TO DO FOR ALL YOUR EVENTS

- **MAKE SURE YOU KEEP TRACK OF EVERYTHING**

How do you know if your event was successful if you don't keep track of expenses and time spent

- **THIS SPECIFIC IDEA IS NOT MINE BUT ONE THAT I FOUND TO BE HELPFUL IN TELLING IF MY EVENTS WERE SUCCESSFUL it's called SMART FUNDRAISING Specific, Measurable, Attainable/Ambitious, Relevant, and Timely**

Was it a good fundraiser? You will be able to tell by time and effort vs funds raised

- **AT THE END OF EVERY EVENT ALWAYS THANK YOUR DONORS and show the IMPACT of the event!**

Find a way that you want to accomplish this. If its a small event maybe handwritten thank you's. If its a large event and email thanking them and showing them the results of your fundraising efforts. Or even just a simple social media post.