



Successful Fundraising Ideas From Foundations Throughout the United States

Presented by Nancy Dye, Executive Director

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Introduction

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Show Me the Money

- Sources of Contributions
- Different Fundraising Initiatives
- Social Media Engagement



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The "Age" of Individual Donors

- Generational Giving
- Alumni
- Do you make it easy to "find" you?



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Charity donations in the past year

Survey by Convio and Sea Change
Strategies of 1500

- Gen Y born 1981-1991/ 31.06 million 54% give
- Gen X born 1965-1980/39.54 million 52% give
- Boomers born 1946-1964/45.17 million 66% give
- Matures born 1945 or earlier/25.41 million 77% give



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Universal “Tried & True” Fundraising Ideas

- What worked in Houston succeeded in Benicia
- Staff Incentives that Worked
- Yikes! Dancing With The Stars??



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You've Got Friends

- “Friend Raising” is not always (lots of) Fundraising
- [Facebook](#), [Twitter](#), [LinkedIn](#), [RSS Feed](#)



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Questions

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Conclusion

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