Fundraising stream sponsored by

More

Social fundraising for schools: using digital networks to raise more

Kathi Palitz
Database and Operations Manager
Dulwich College

Charlie Vass
Digital Services
Blackbaud

#IDPE19

Chair: Sam Corfield

DULWICH COLLEGE
FOUNDED 1619

Everyday Hero at Dulwich College

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Who am I?

Kathi Palitz
Database and Operations Manager at Dulwich College since 2016

I love Raiser's Edge!

Dulwich College

Dulwich College is an independent school in the South of London, with a vibrant community comprising of Ducks, a co-educational Kindergarten and Infant School and a boys only school from Year 3 to Year 13. Dulwich College is celebrating its 400th anniversary in 2019 – a year full of events, communications, marketing and fundraising campaigns.

400 years! 400 events! 400 runners!

Could we mobilise 400 runners to run 10k race around London? Maybe….

Could we set up a crowdfunding platform for our runners and donors in one week? You bet!

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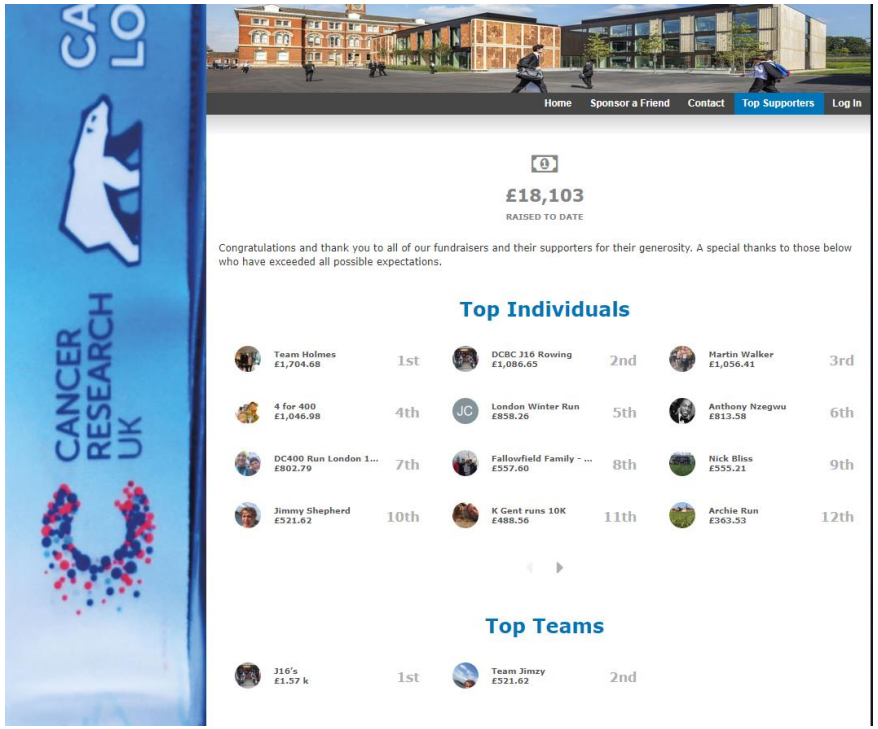
Sheep on a Bridge

Dulwich College first used crowdfunding in 2012, when a then current parent and Freeman of the City of London, had the idea of raising funds by driving a flock of sheep over London Bridge. He approached the Development team and asked us to explore how to use his idea for a crowdfunding initiative.

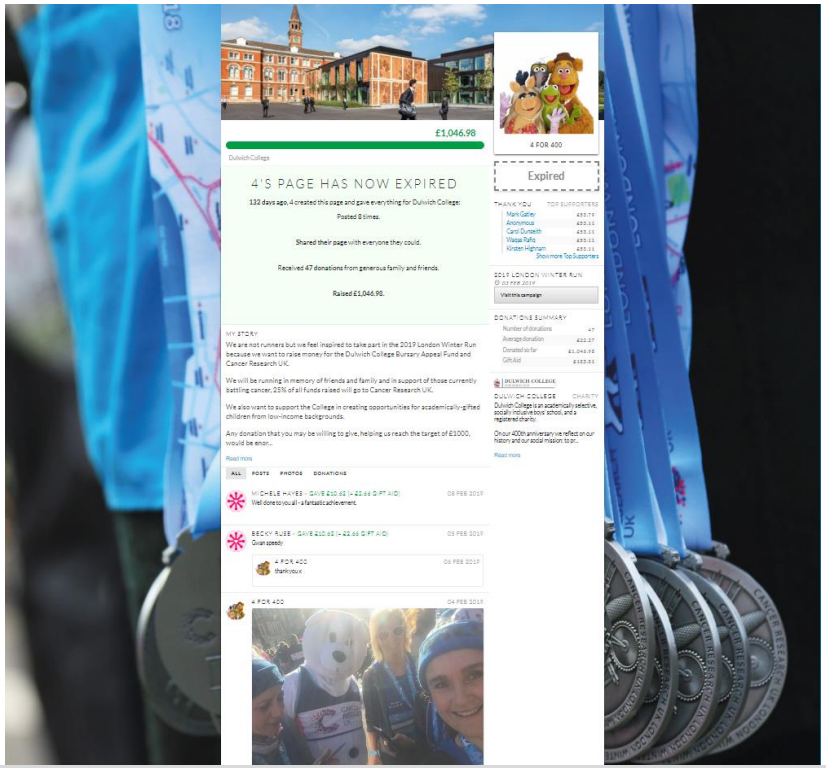
This is when we used Everyday Hero for the first time- the sheep raised £1,000.

Everyday Hero- Front



Top supporters, space to leave updates and comments, donation summaries.

Easy to use- for both fundraisers and supporters (no calls for support!).



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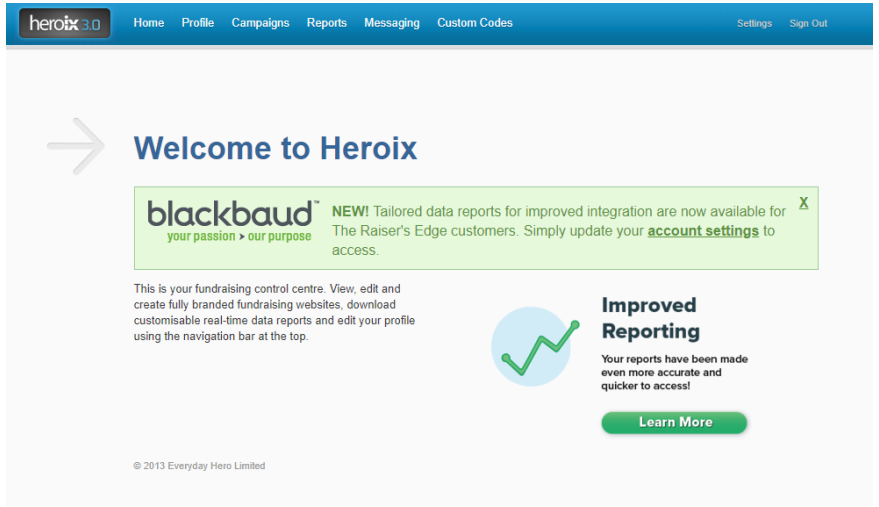
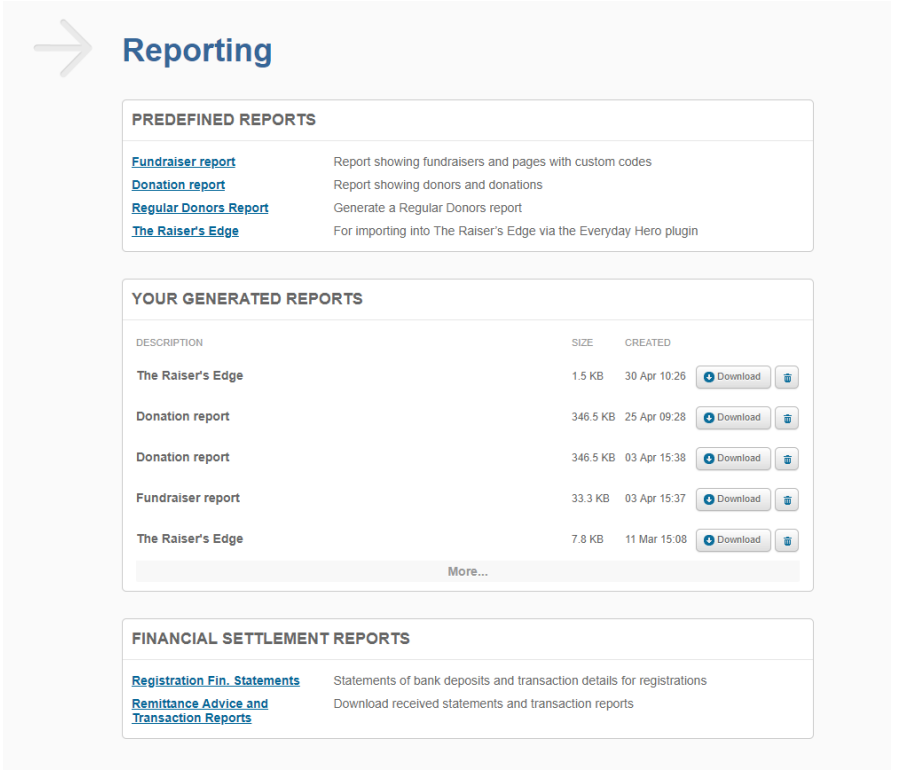
Everyday Hero- Back

Heroix- Easy to use control centre, with step by step instructions to set up, edit and view fully branded fundraising websites.





Tailored data reports for easy integration with Raiser's Edge.

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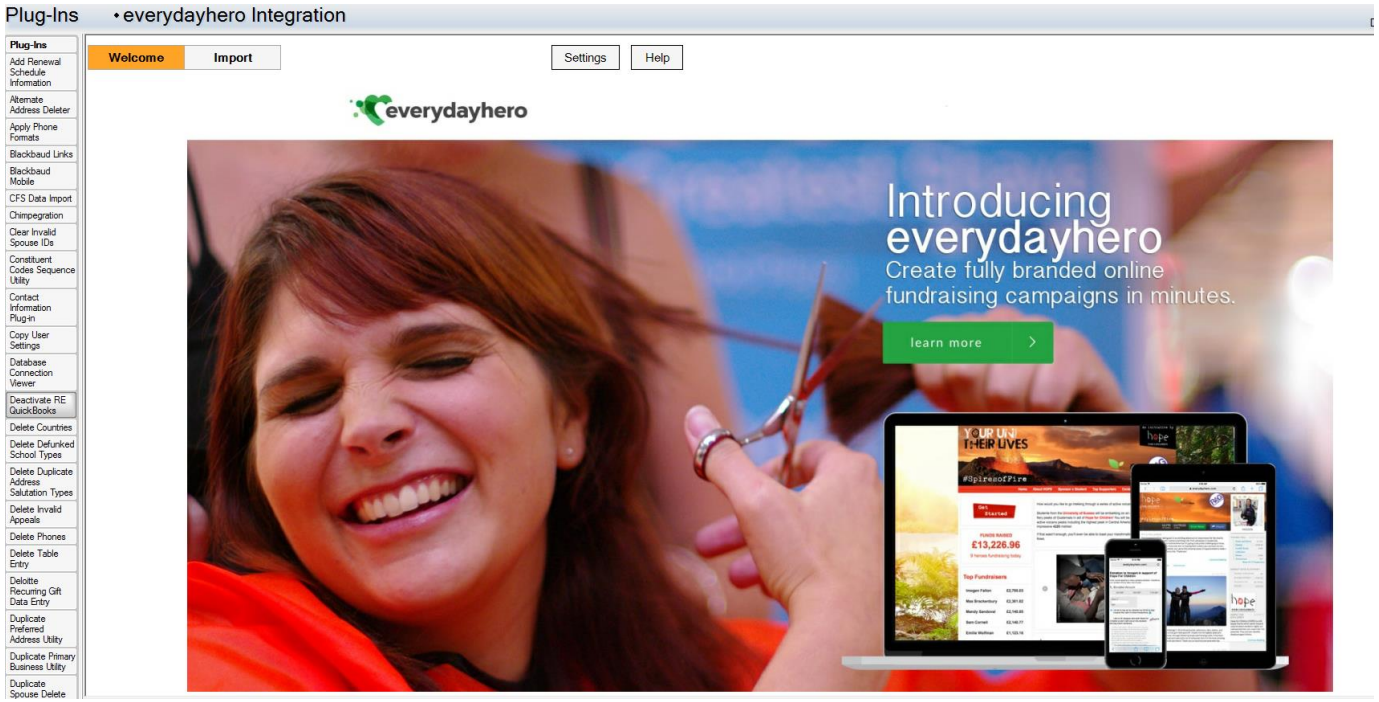
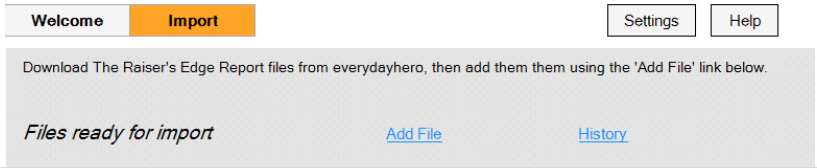
Raiser's Edge Integration



Tailored reports in Heroix make working with the plug in very easy.



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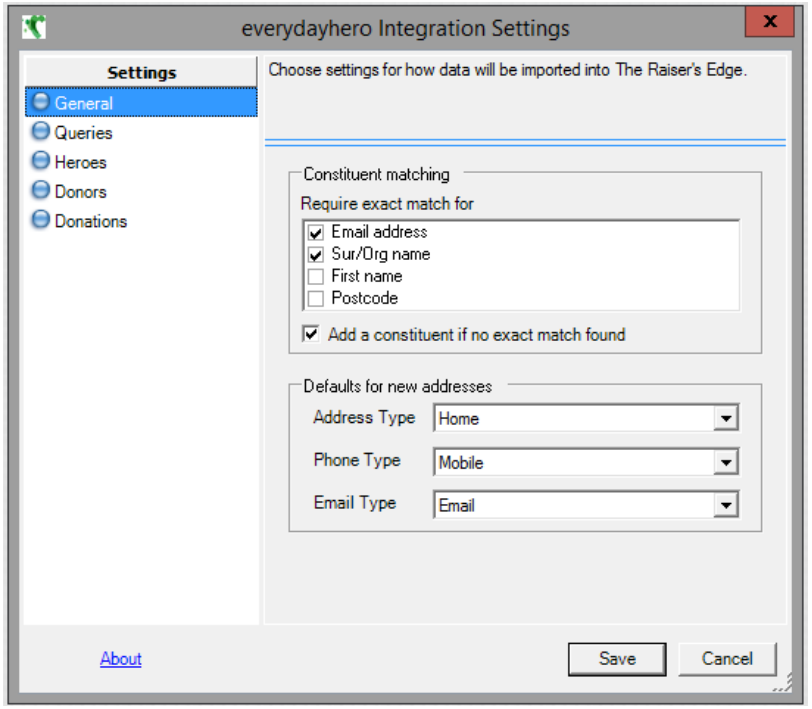
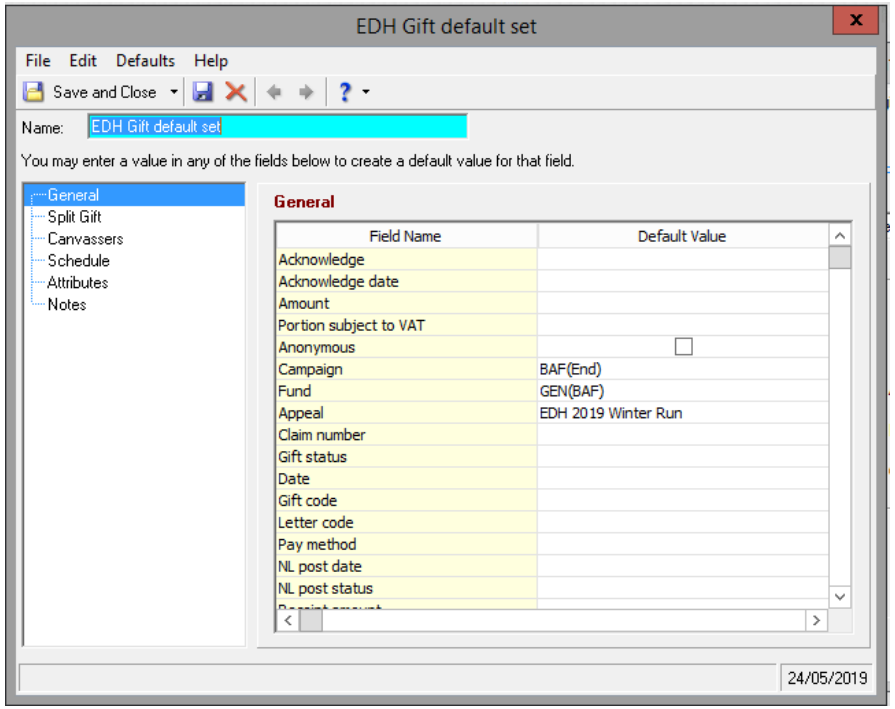
Raiser's Edge Integration





Integration settings are fully customisable to ensure data import goes as smoothly as possible- worth spending some time on this, as it will save you a lot of time if settings are correct from the start!

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Success!

200 Runners!

800 Donations!

600 New Donors, including over 300 new Constituents!

Over £18,000 raised!

Thank you

If you have any questions for me- about Everyday Hero at Dulwich- or about Sheep on a Bridge- you are welcome to get in touch. Find me on LinkedIn, email palitzks@dulwich.org.uk, or say Hi later.

Charlie Vass

Digital Services
charlie.vass@blackbaud.com

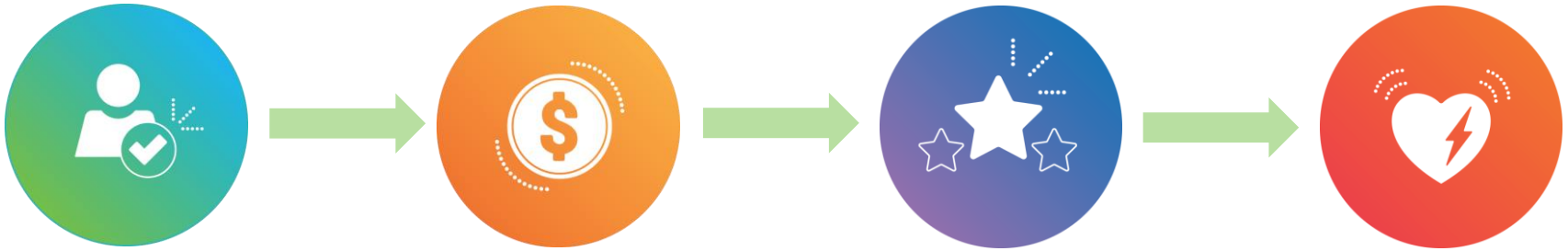
JustGiving™

everydayhero

AGENDA

- Turn your network into vocal advocates for your school
- Connect supporters to the impact
- Utilise gamification and reward psychology

Goals



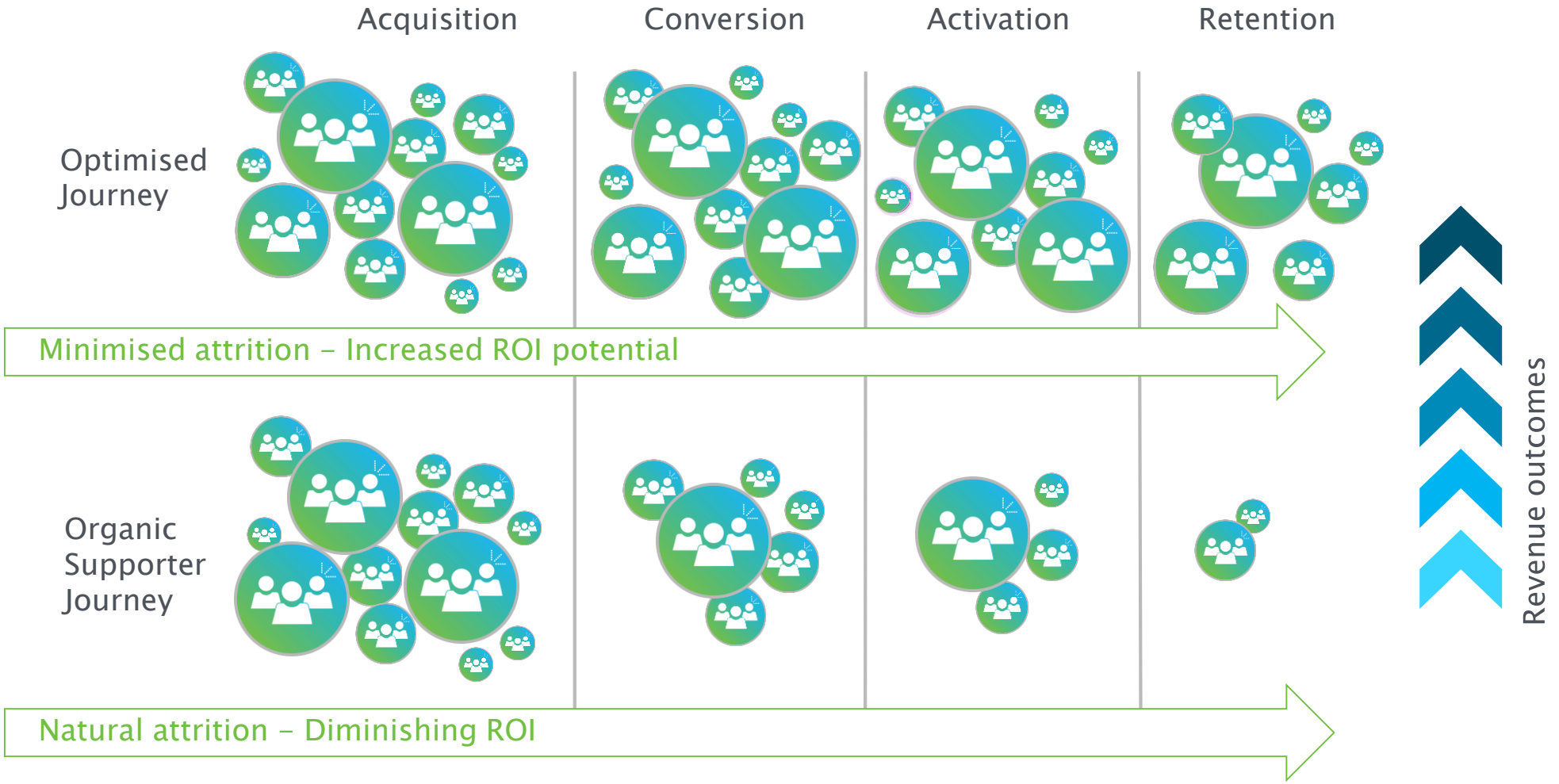
Increase your number of active fundraisers

Raise the bar on average gift amount

Raise more money for your cause

Retain highly engaged long-term supporters

Why digital matters…



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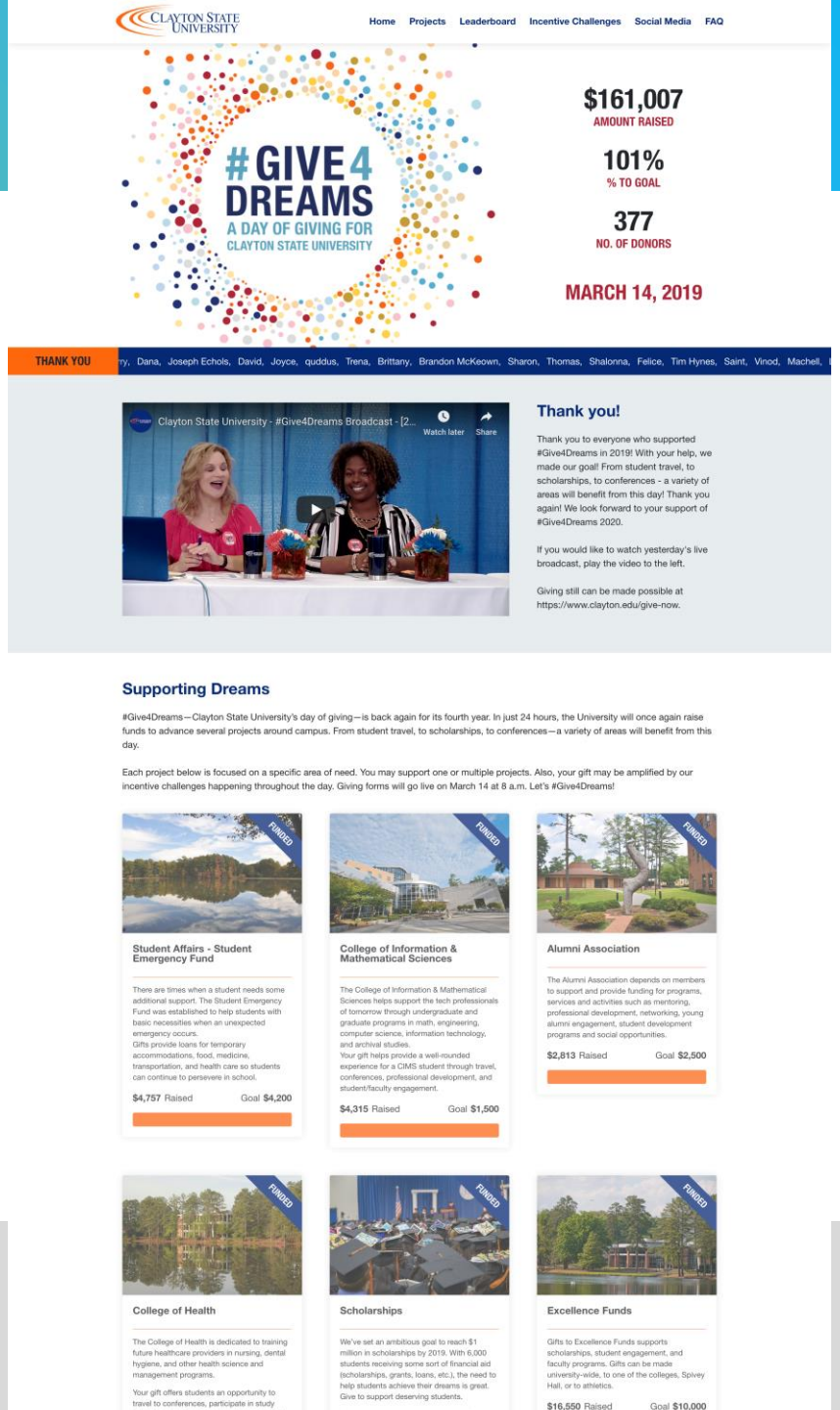
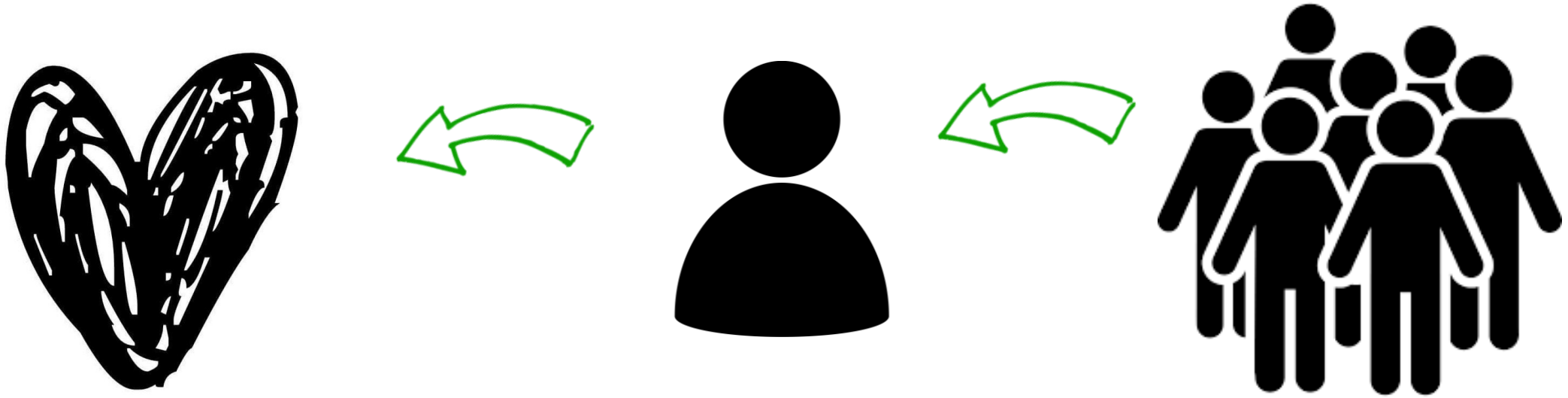
Giving Days

- Feature multiple tangible goals
- Allow greater donor engagement with choices
- Celebrate joint success



- Analyse your average donation value
- Create “shopping lists” as donation prompts
- Steer higher donations

Peer to Peer Fundraising



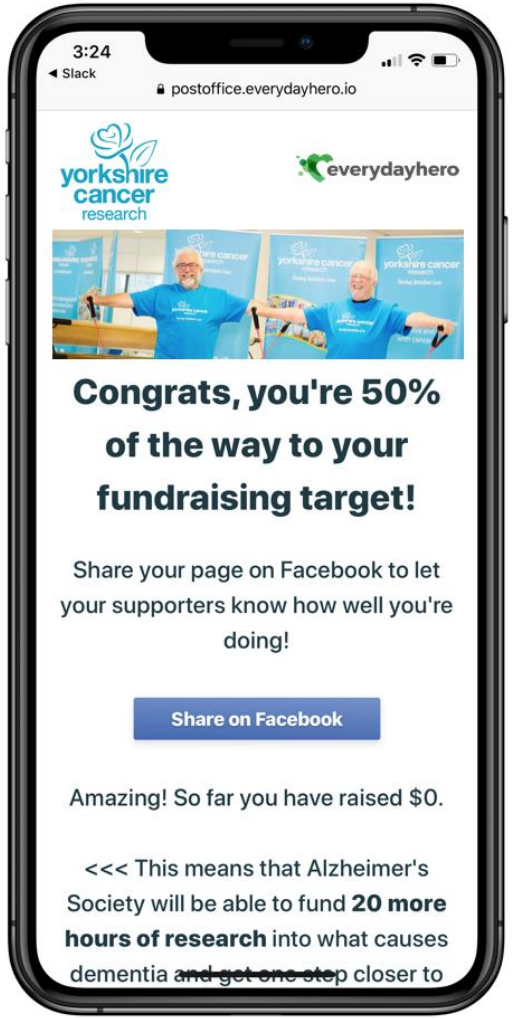
Peer to Peer Fundraising

- Empower your most passionate supporters to go further
- Crowdfund for a tangible project
- Recruit other friends/parents to a team
- Demonstrate impact to close emotional reward loop

Tools to engage…

Behavioral Marketing Emails

- Everyone has a different supporter experience
- Be relevant and personal
- Keep up engagement



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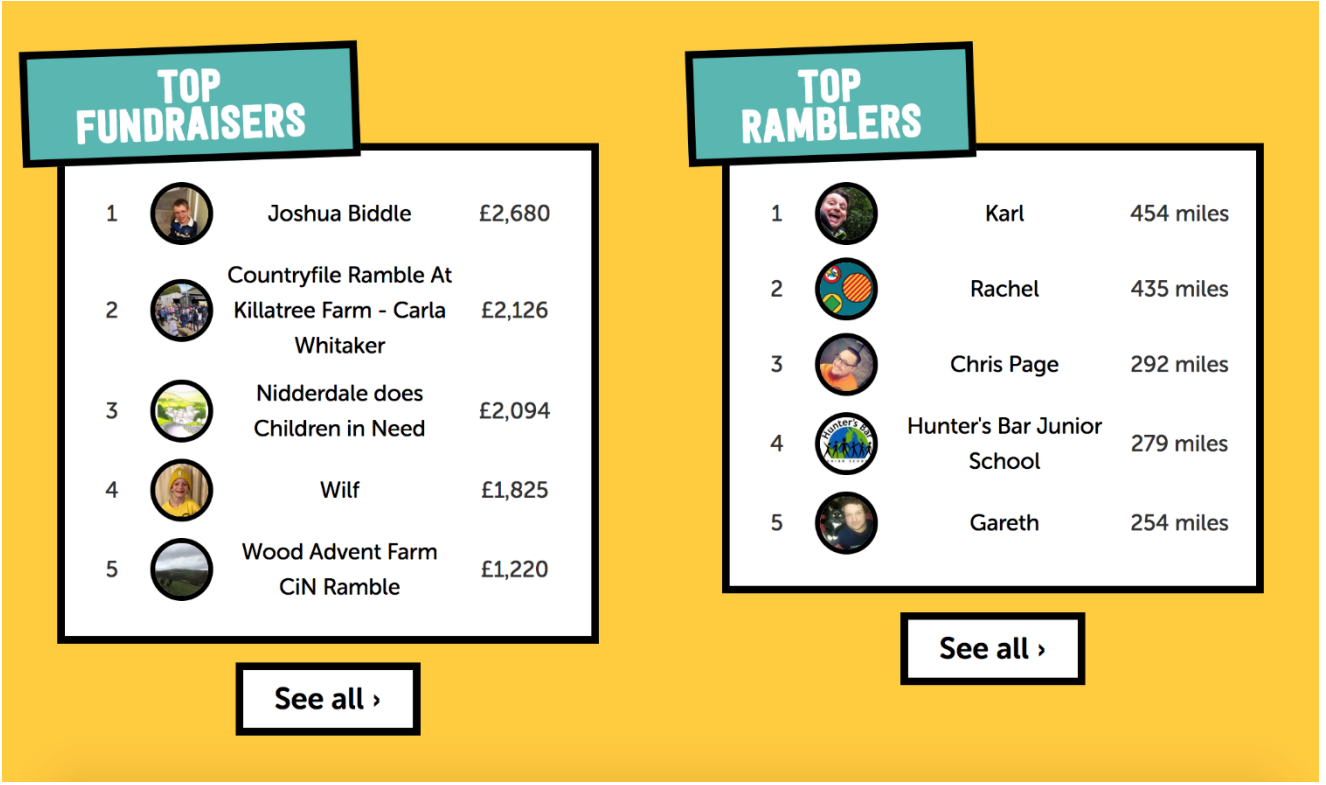
Tools to engage…

- Leaderboards
- Drive a healthy spirit of competition
- Create teams and rivalries!



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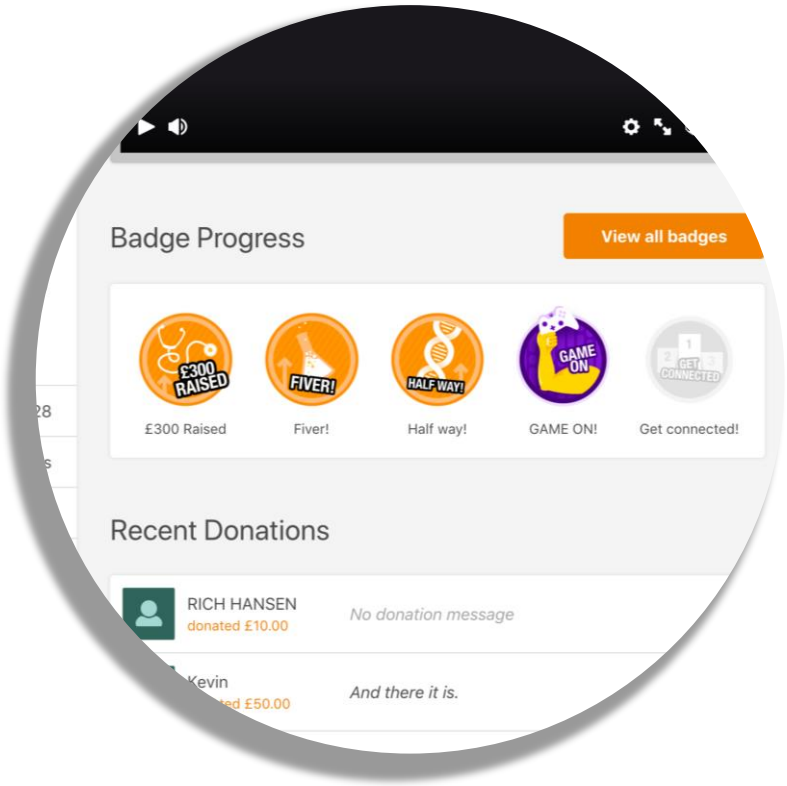
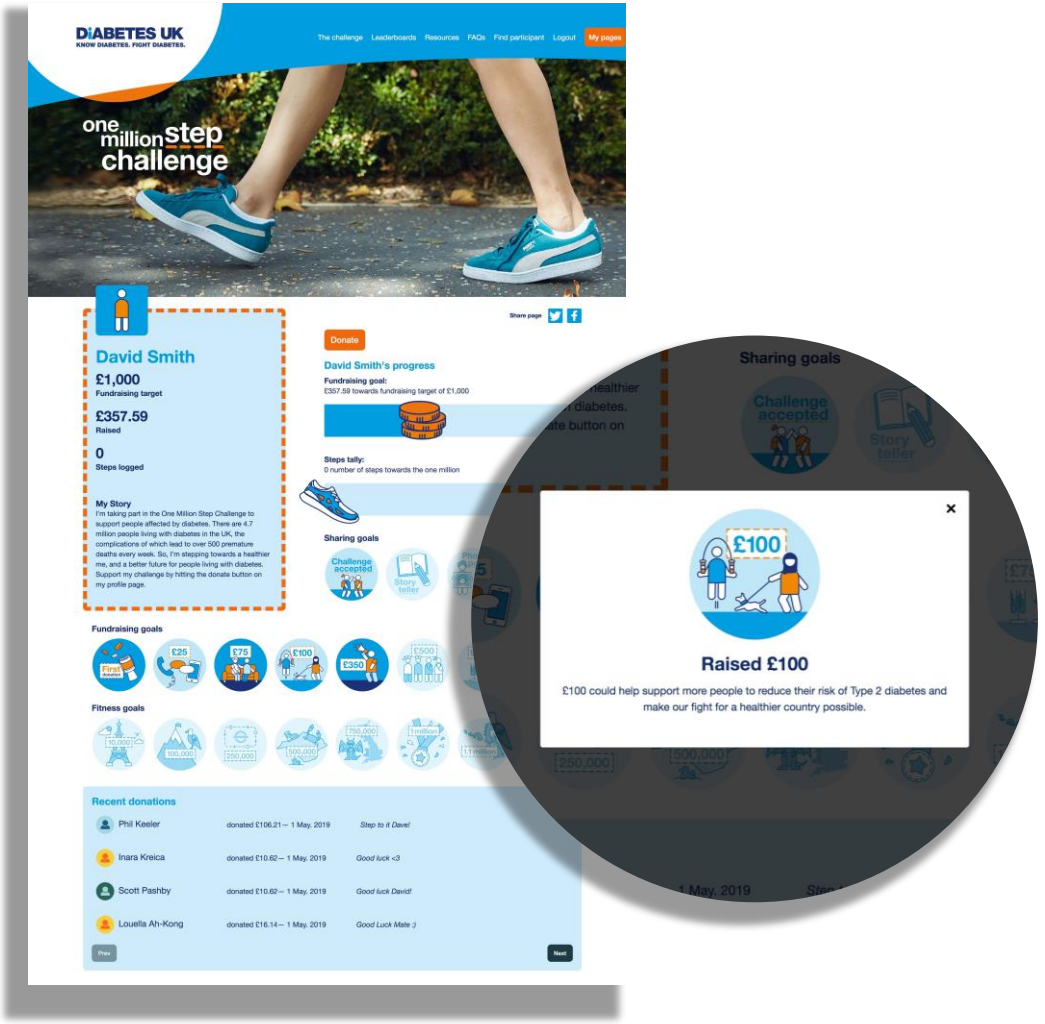
Tools to engage…



Gamification through badges and tiered rewards

- Incentivise best practices
- Drive a healthy spirit of competition
- Create teams and rivalries!

Tools to engage…

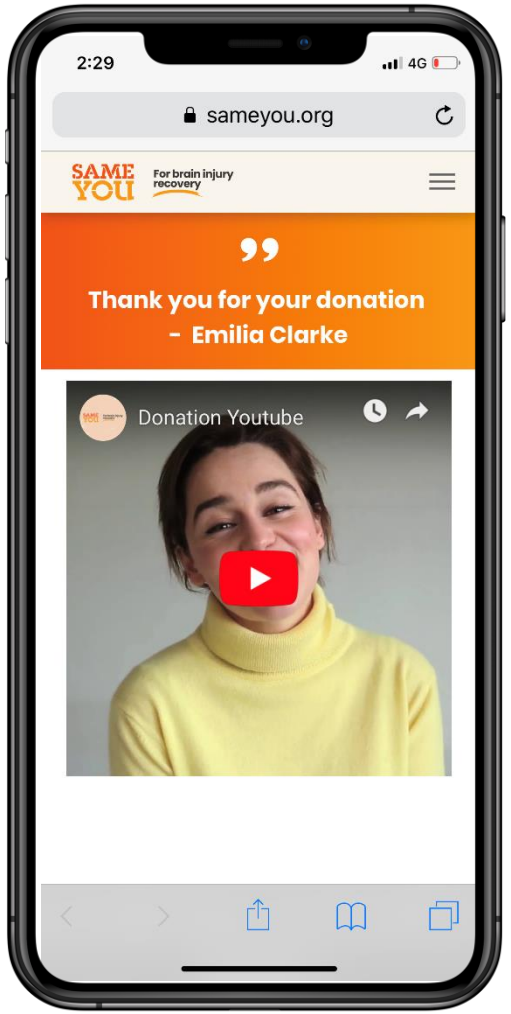


Link fundraising efforts to tangible outcomes

Tools to engage…

Thanking

- Closes emotional feedback loop
- Tier VIP donors
- Encourage sharing further



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Want to explore how Giving Days and P2P could help your school?

All schools can be on JustGiving, even if you don't have a registered charity number.

QUESTIONS?

Kathi

Charlie