

Fundraising stream sponsored by

More

Social fundraising for schools: using digital networks to raise more

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#IDPE19

Chair: Sam Corfield

IDPE 2019 Annual Conference



DULWICH COLLEGE
FOUNDED 1619

Everyday Hero at Dulwich College

IDPE 2019 Annual Conference

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!

Sheep on a Bridge

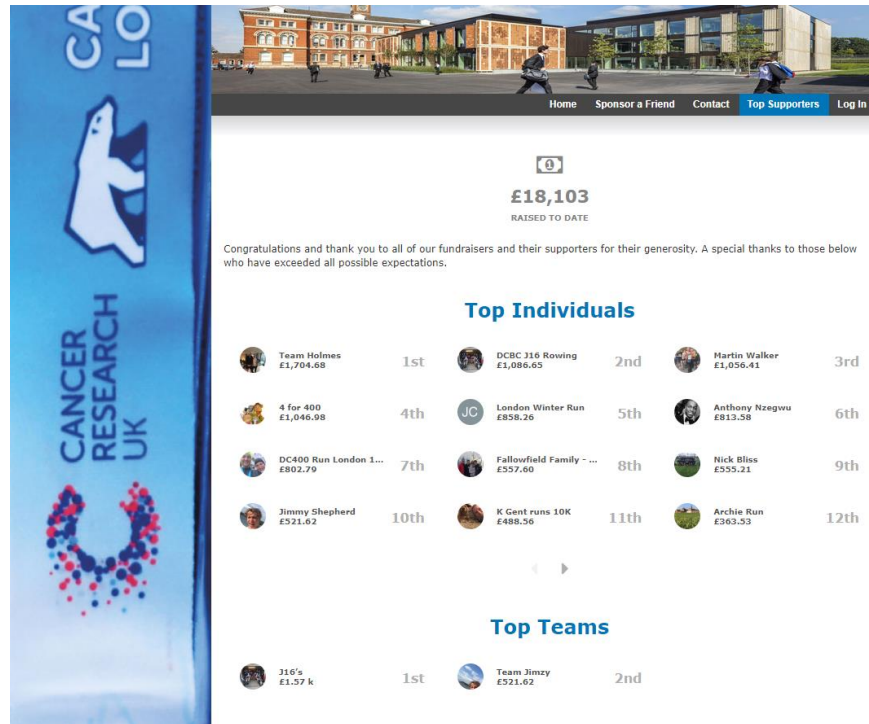


Dulwich College first used crowdfunding in 2012, when a then current parent and Freeman of the City of London, had the idea of raising funds by driving a flock of sheep over London Bridge. He approached the Development team and asked us to explore how to use his idea for a crowdfunding initiative.

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

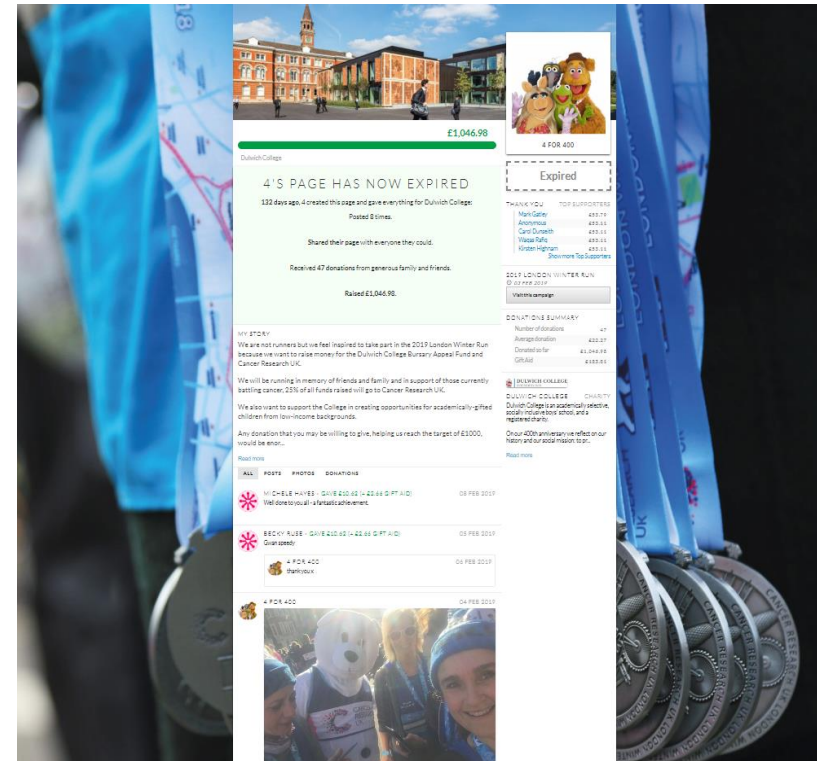


Everyday Hero- Front



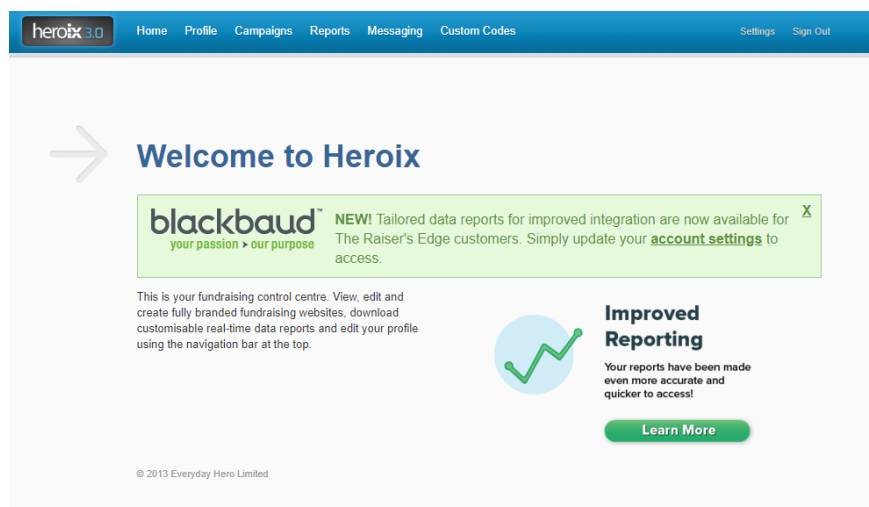
Top supporters, space to leave updates and comments, donation summaries.

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



Everyday Hero- Back

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



→ Reporting

PREDEFINED REPORTS

Fundraiser report	Report showing fundraisers and pages with custom codes
Donation report	Report showing donors and donations
Regular Donors Report	Generate a Regular Donors report
The Raiser's Edge	For importing into The Raiser's Edge via the Everyday Hero plugin

YOUR GENERATED REPORTS

DESCRIPTION	SIZE	CREATED		
The Raiser's Edge	1.5 KB	30 Apr 10:26	Download	Print
Donation report	346.5 KB	25 Apr 09:28	Download	Print
Donation report	346.5 KB	03 Apr 15:38	Download	Print
Fundraiser report	33.3 KB	03 Apr 15:37	Download	Print
The Raiser's Edge	7.8 KB	11 Mar 15:08	Download	Print

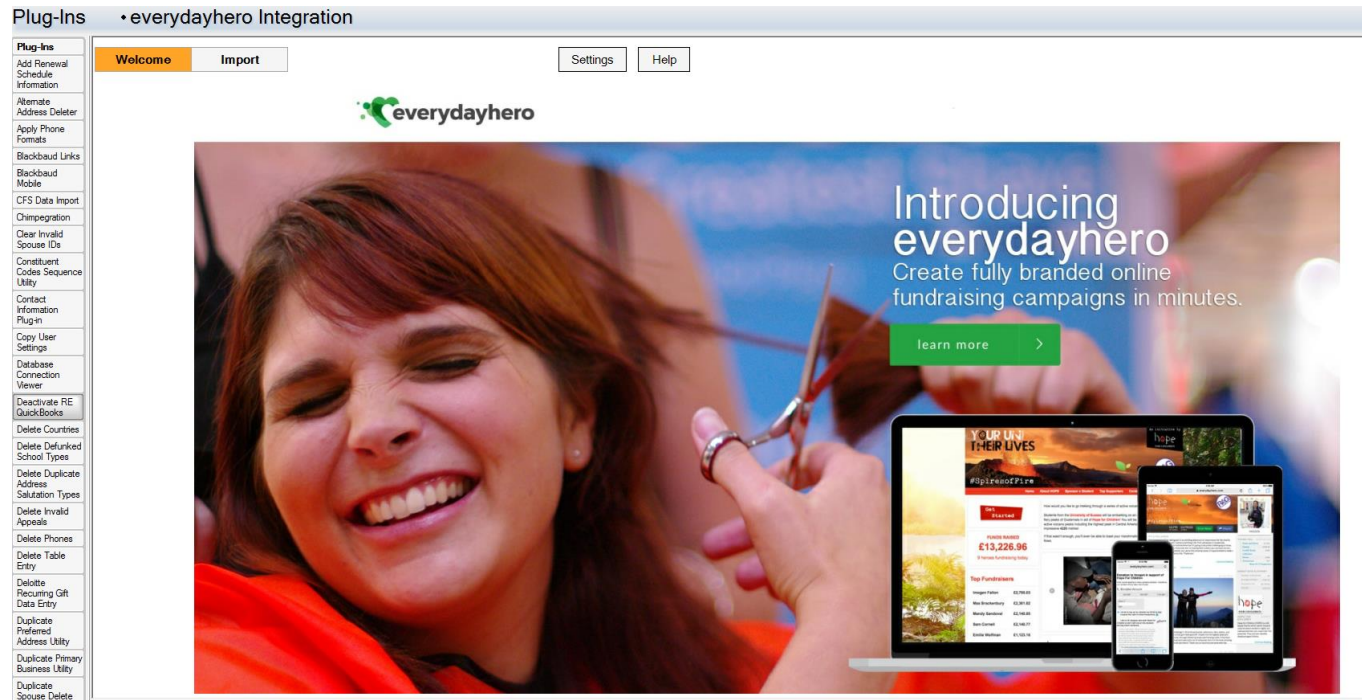
[More...](#)

FINANCIAL SETTLEMENT REPORTS

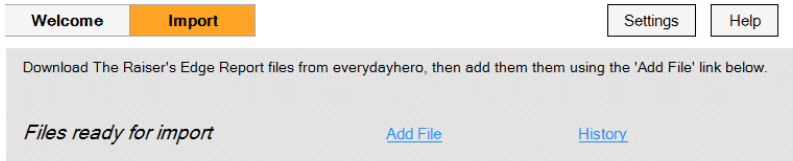
Registration Fin. Statements	Statements of bank deposits and transaction details for registrations
Remittance Advice and Transaction Reports	Download received statements and transaction reports

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

Raiser's Edge Integration



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



Raiser's Edge Integration

everydayhero Integration Settings

Choose settings for how data will be imported into The Raiser's Edge.

Settings

- General (selected)
- Queries
- Heroes
- Donors
- Donations

Constituent matching

Require exact match for

- ☒ Email address
- ☒ Sur/Org name
- ☐ First name
- ☐ Postcode

☒ Add a constituent if no exact match found

Defaults for new addresses

Address Type:

Phone Type:

Email Type:

[About](#) Save Cancel

EDH Gift default set

File Edit Defaults Help

Save and Close

Name:

You may enter a value in any of the fields below to create a default value for that field.

General

Field Name	Default Value
Acknowledge	
Acknowledge date	
Amount	
Portion subject to VAT	
Anonymous	<input type="checkbox"/>
Campaign	BAF(End)
Fund	GEN(BAF)
Appeal	EDH 2019 Winter Run
Claim number	
Gift status	
Date	
Gift code	
Letter code	
Pay method	
NL post date	
NL post status	
Postcard amount	

24/05/2019

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!



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

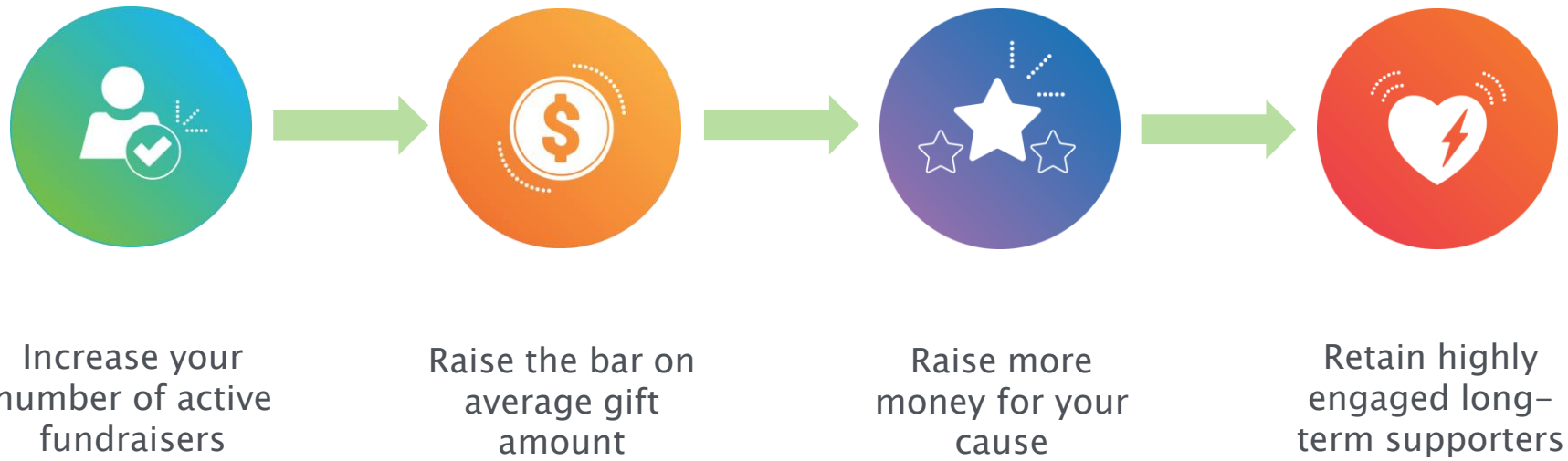
Digital Services
charlie.vass@blackbaud.com



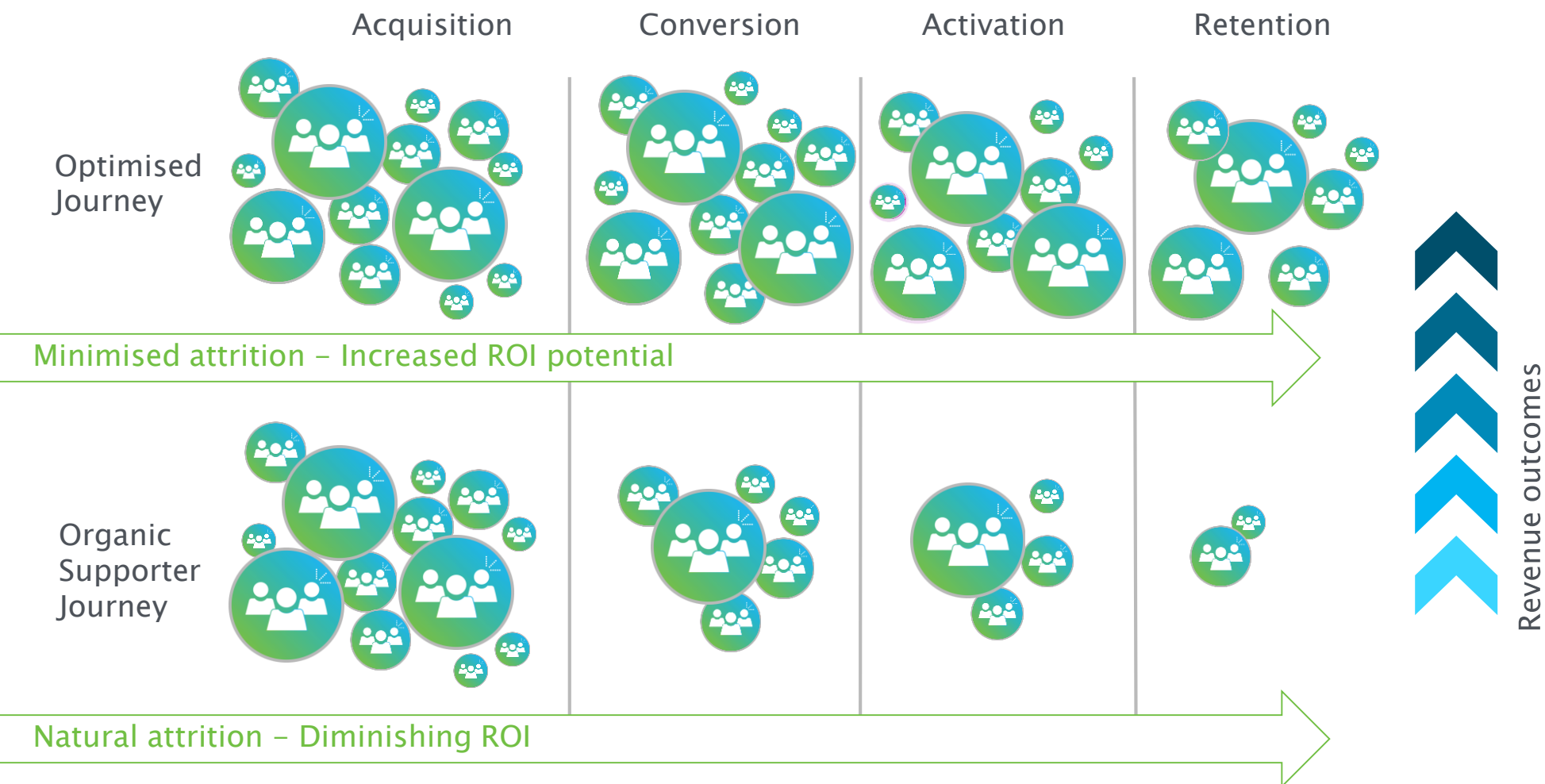
AGENDA

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

Goals



Why digital matters...



Giving Days

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

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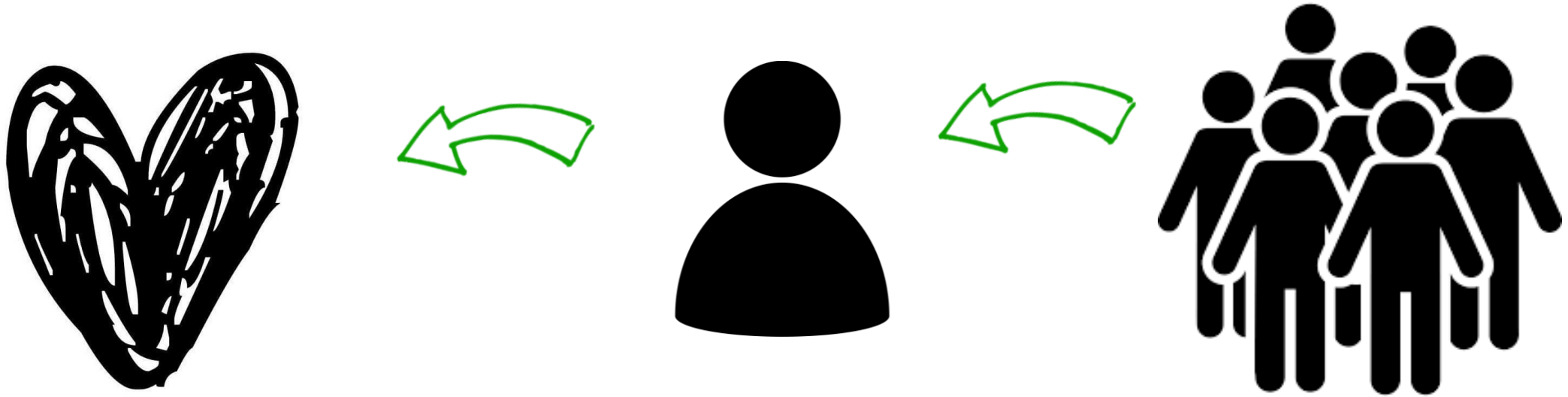
The screenshot displays the Clayton State University #Give4Dreams campaign page. At the top, the university's logo and navigation links (Home, Projects, Leaderboard, Incentive Challenges, Social Media, FAQ) are visible. The main header features a large graphic with the text "#GIVE4 DREAMS A DAY OF GIVING FOR CLAYTON STATE UNIVERSITY" surrounded by colorful dots. To the right, key statistics are shown: \$161,007 AMOUNT RAISED, 101% % TO GOAL, and 377 NO. OF DONORS. The date "MARCH 14, 2019" is also displayed. Below the header, a "THANK YOU" section lists names of donors. A video player shows two women on a stage, with a "Thank you!" message and a description of the campaign's impact. The "Supporting Dreams" section lists various projects with their respective goals and amounts raised. Each project card includes a photo, a description, and a progress bar.

Project	Amount Raised	Goal
Student Affairs - Student Emergency Fund	\$4,757	\$4,200
College of Information & Mathematical Sciences	\$4,315	\$1,500
Alumni Association	\$2,813	\$2,500
College of Health	\$16,550	\$10,000
Scholarships	\$16,550	\$10,000
Excellence Funds	\$16,550	\$10,000

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



Peer to Peer Fundraising



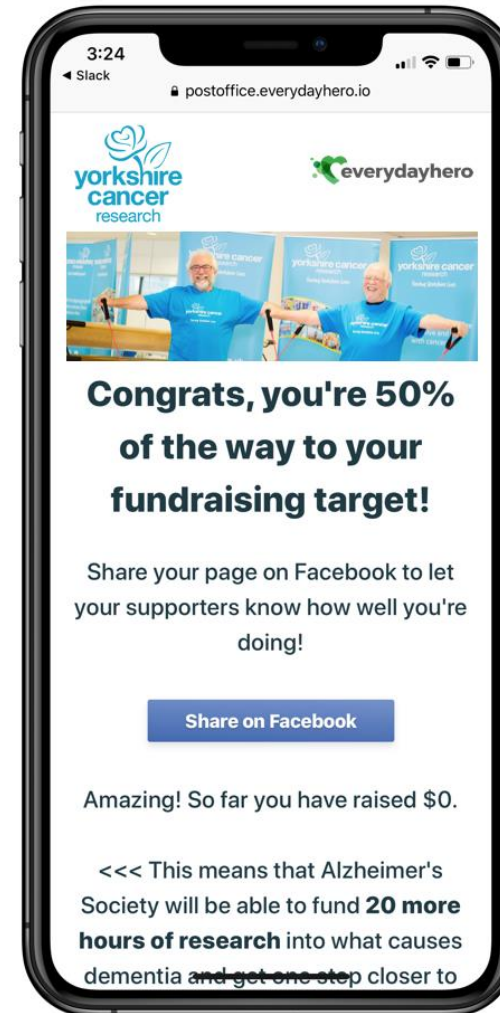
Peer to Peer Fundraising

- 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...

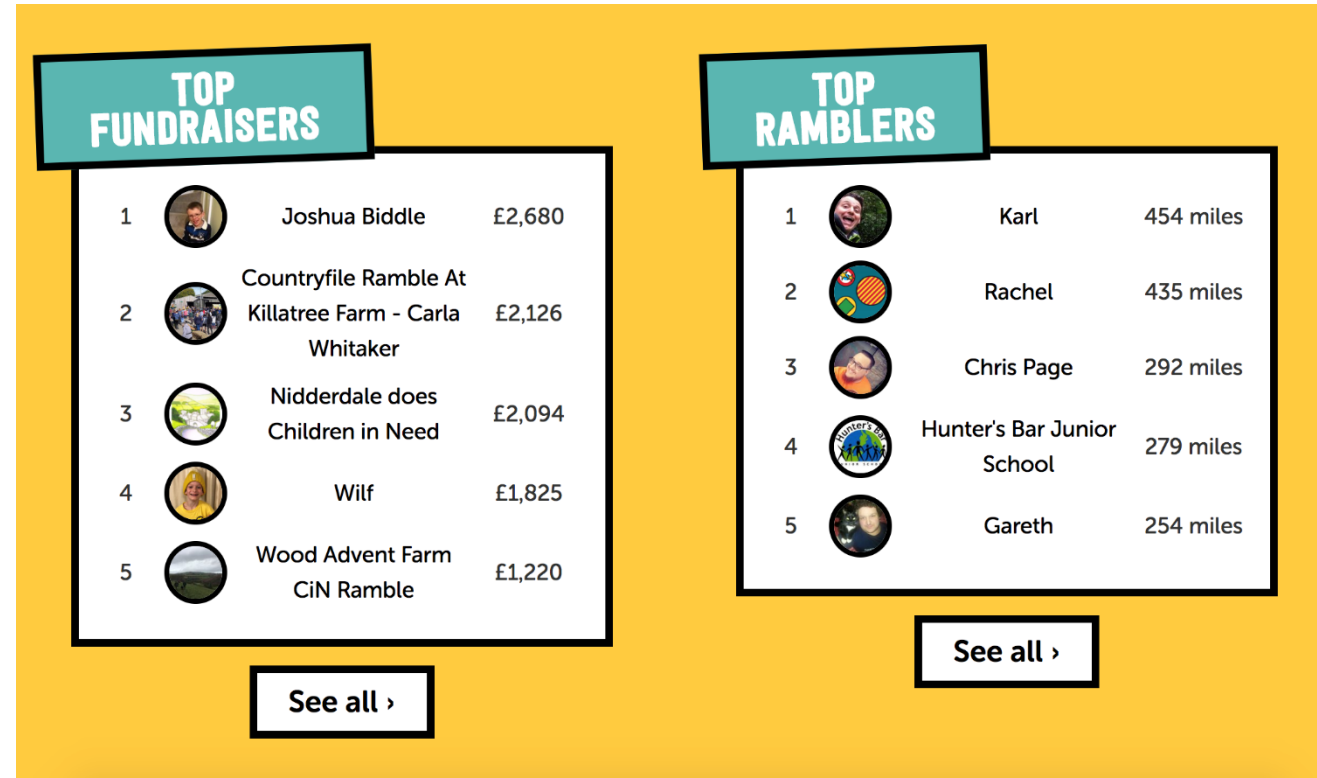
Behavioral Marketing Emails

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

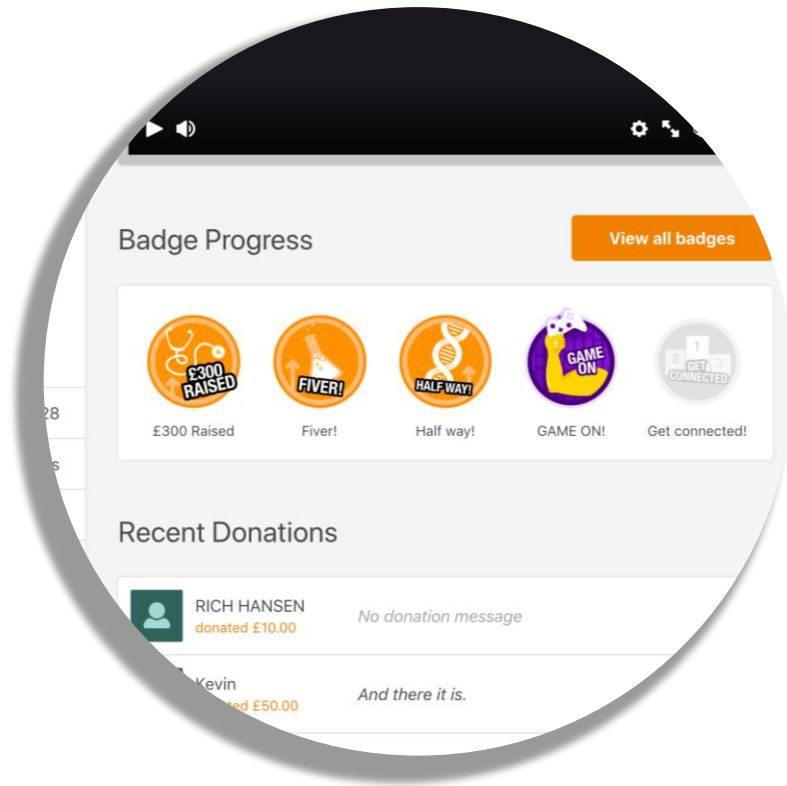


Tools to engage...

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



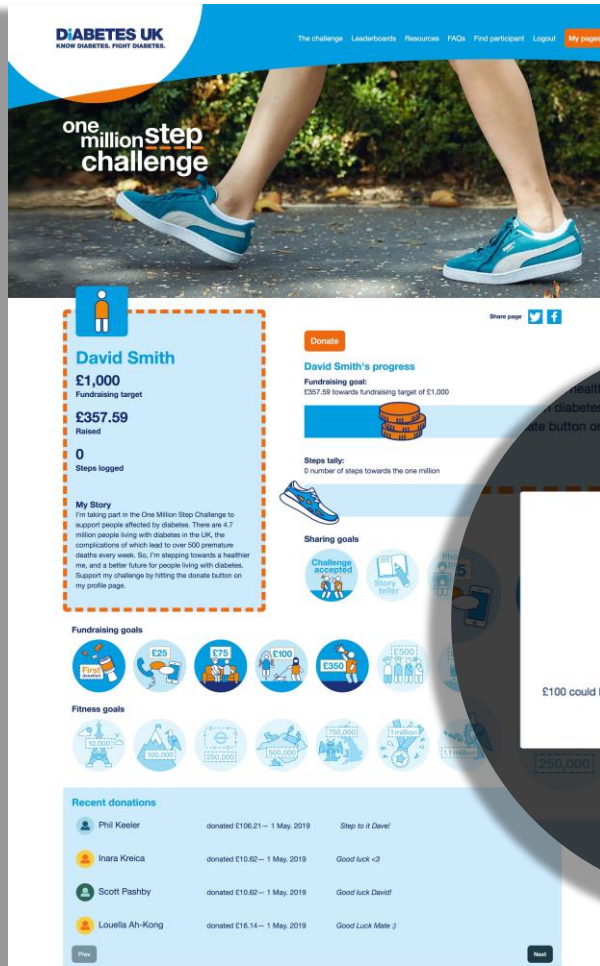
Tools to engage...



Gamification through badges and tiered rewards

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

Tools to engage...

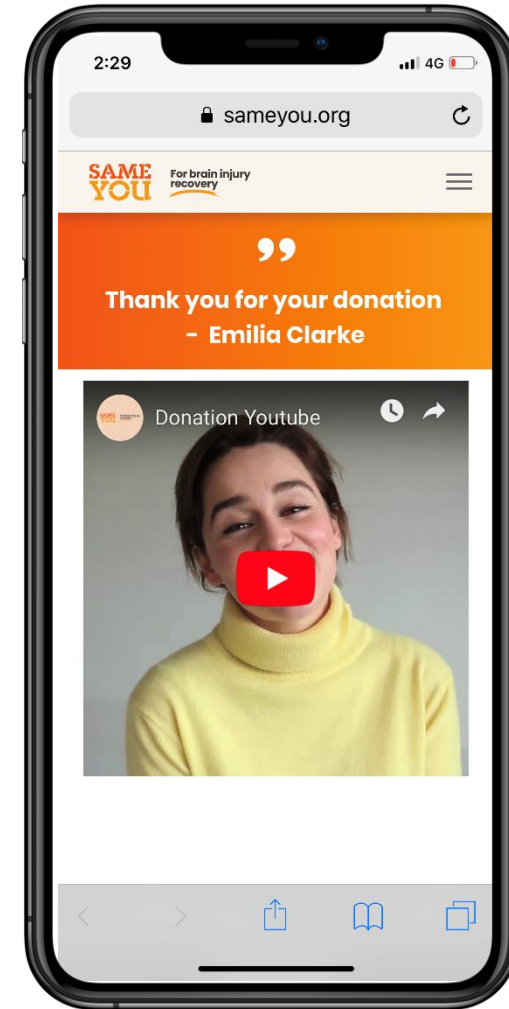


Link fundraising efforts to tangible outcomes

Tools to engage...

Thanking

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



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