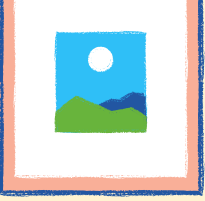
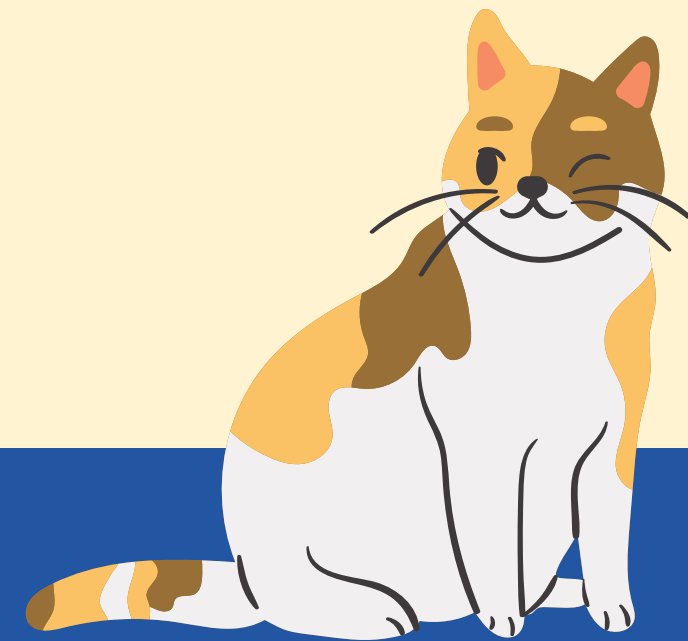


# REAL FUN-raising

Nicole Jean Christian Consulting  
Speaker, Teacher, Writer

**Fundraising is the  gentle art of teaching the joy of giving**

— Hank Rosso

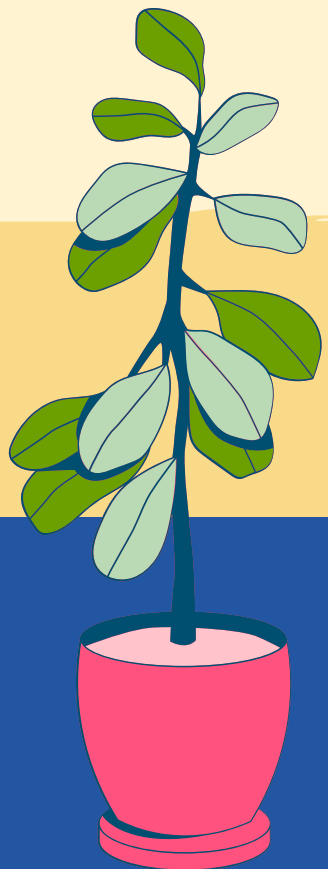


# REAL Fundraising

8.8.23

Nicole J Christian

- **Mission-Led**
- **Builds**
- **Anticipation**
- **Expands**  
**followership**



## STRENGTHS

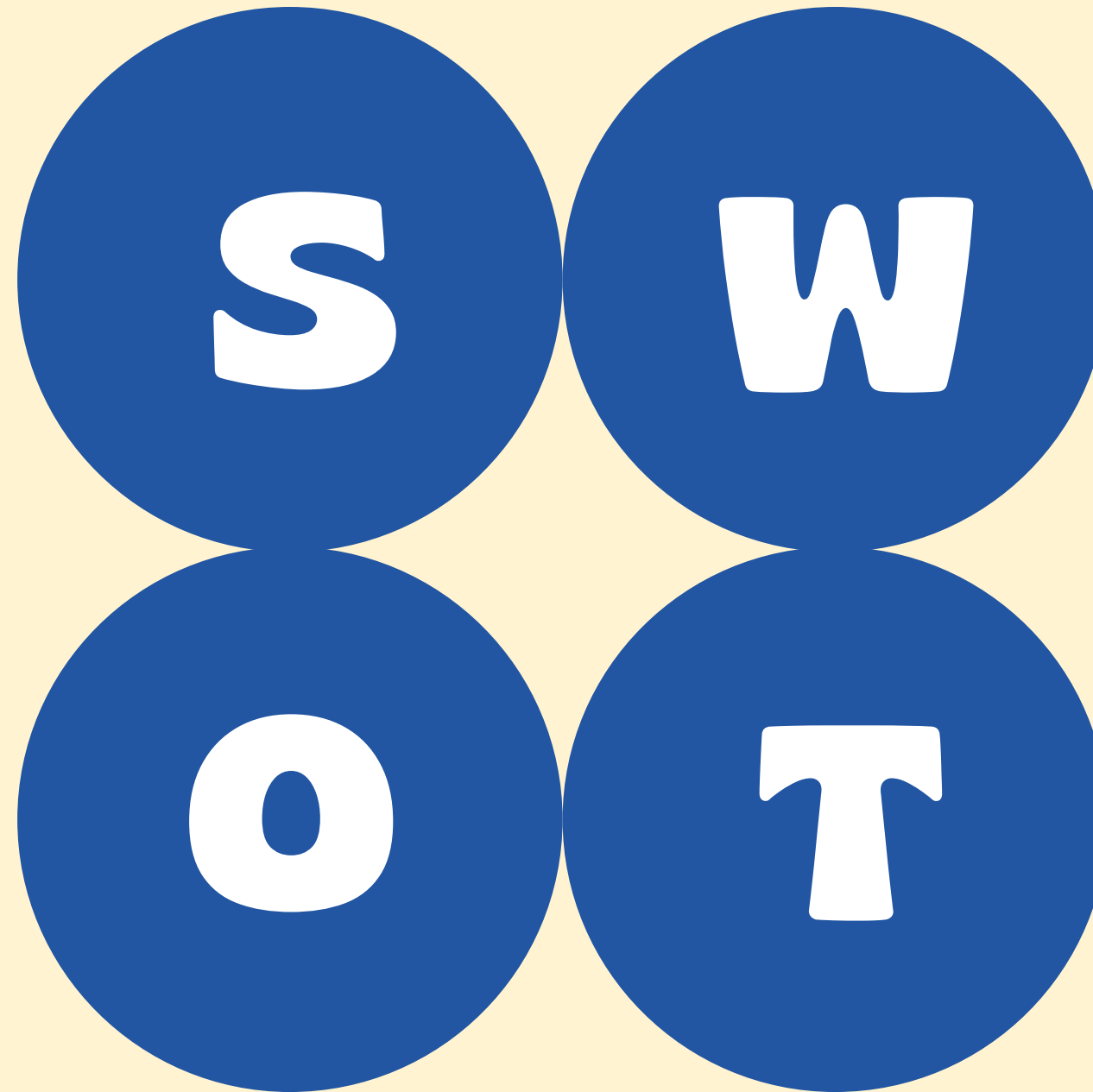
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What are you doing well?  
What sets you apart?  
What are your  
good qualities?

## OPPORTUNITIES

---

What are your goals?  
Are demands shifting?  
How can it be improved?



## WEAKNESSES

---

Where do you need to improve?  
Are resources adequate? What  
do others do better than you?

## THREATS

---

What are the blockers  
you're facing?  
What are factors outside  
of your control?

# Three steps

## Mission

### WHAT WE DO

Where are we?  
Who do we reach?  
What do we provide?

## Anticipation

### BUILD EXCITEMENT

Inspire through regular  
communication  
Identify influencers in the field  
Market to half your age.

## Followers

### FOCUS ON FOLLOWERSHIP

Develop a specific online  
strategy to capture your  
audience

# Three steps to FUN-raisers!

01

Plan 3 events  
per year

In-person  
Virtual  
Social

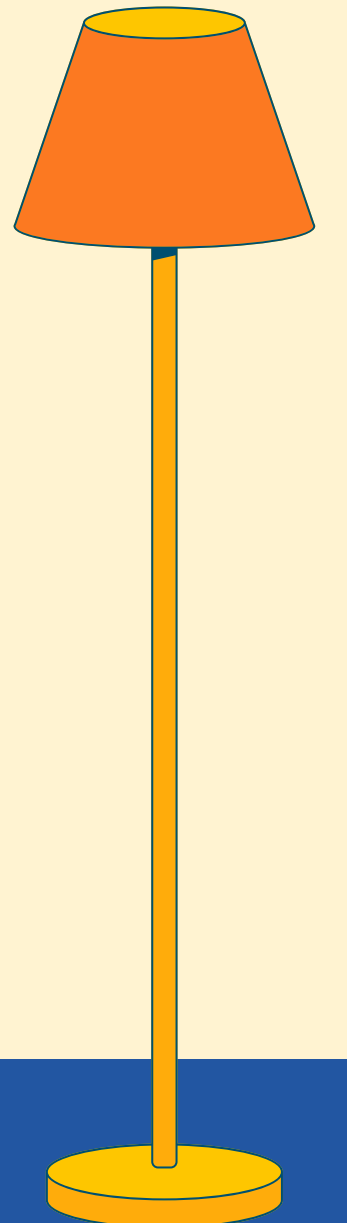
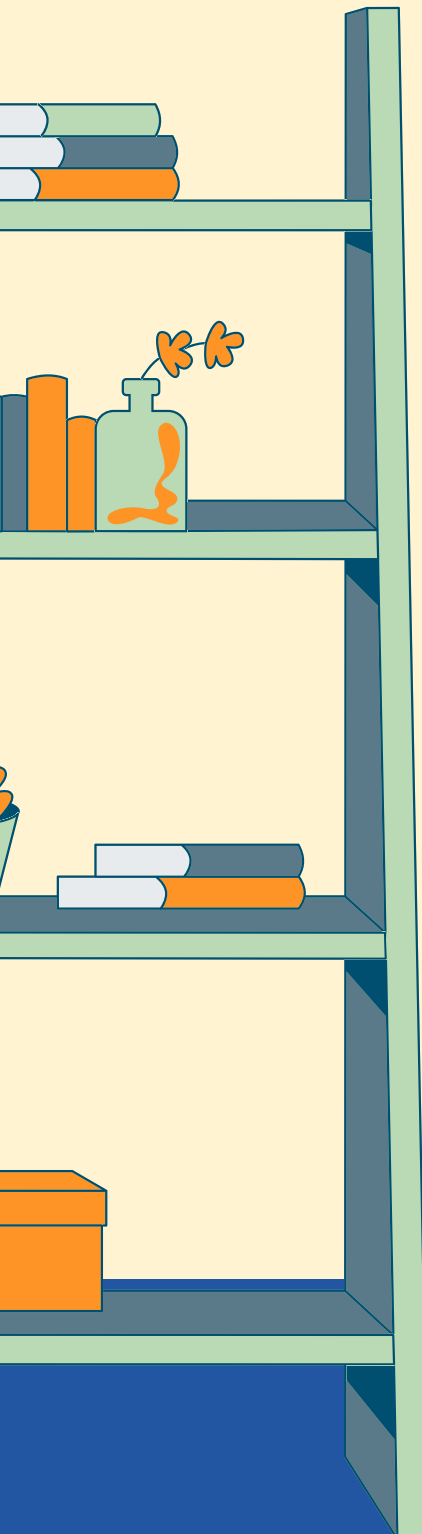
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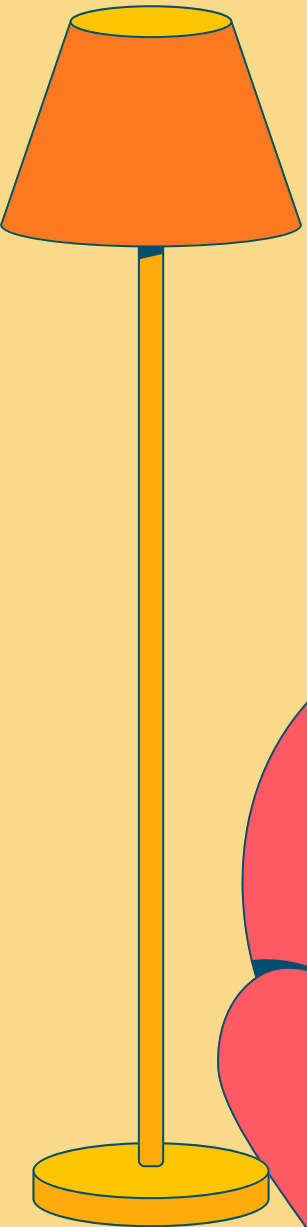
Create multiple streams

Find different ways to  
connect

03

Use online  
registration tools  
Make it easy



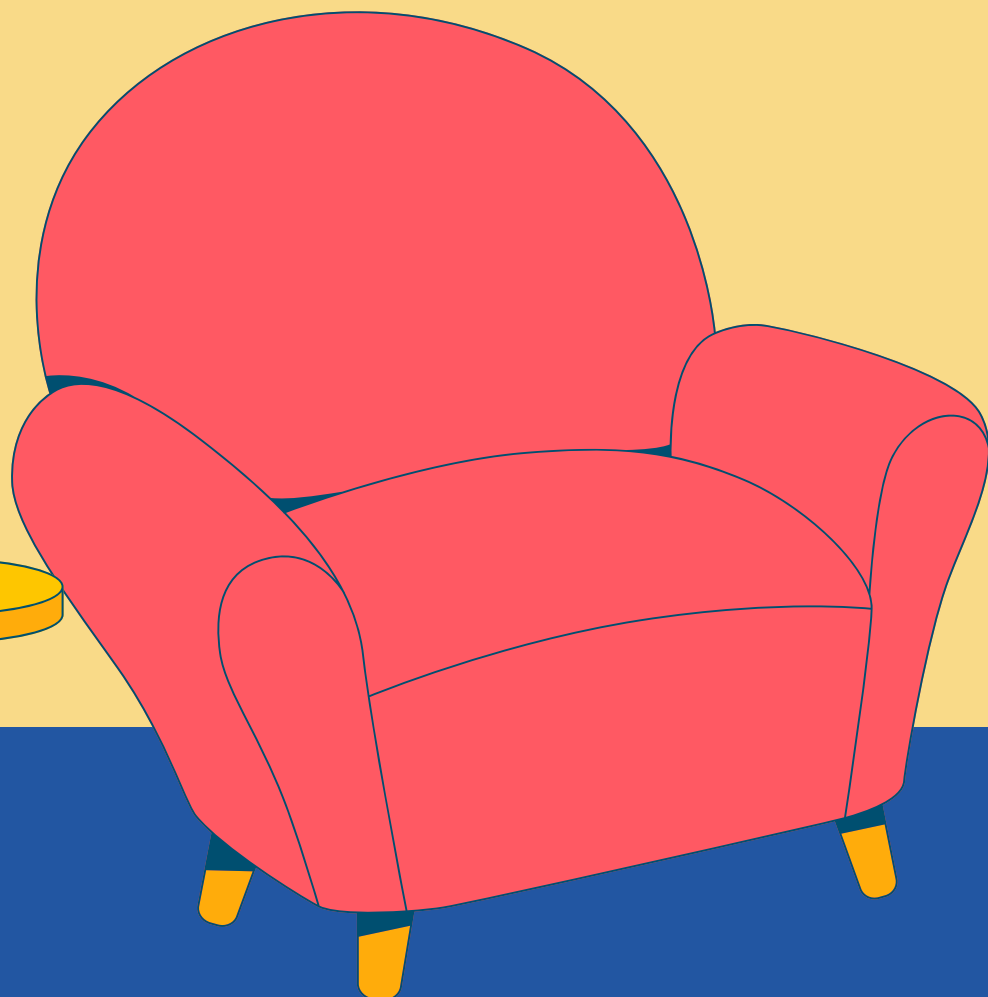


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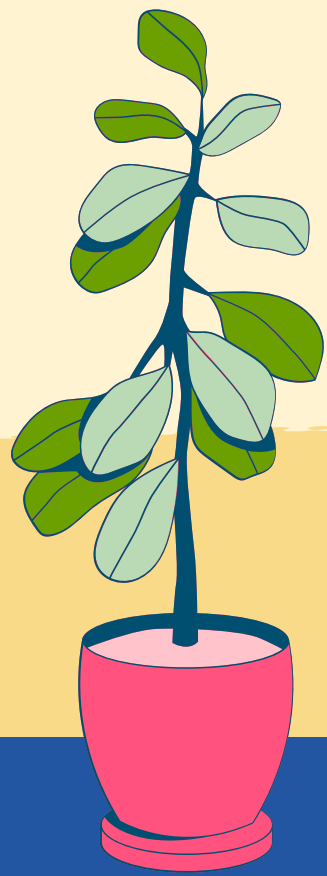
# Create social spaces

Focus on events that create REAL connections between people

- Create experiences that allow social experiences between people.
- Host events that center on physical and mental health and wellness
- Think of speedmeeting, book/author readings, line dancing, tribute bands with contests, pop ups

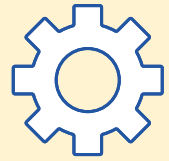


# Build Anticipation



- Timed release of marketing and outreach
- Use Multi-touch platforms for engagement- email, phone, social
- Bring programs to the people you serve





# What you can do NOW

**Identify and write down  
your key audience**

**Survey or poll your  
trusted followers**

**Create a co-design  
committee**

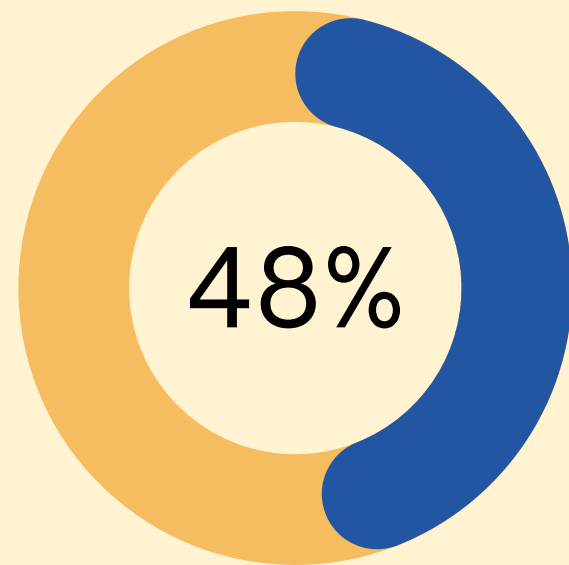
**Offer incentives**

**Use contests, prizes and  
challenges**

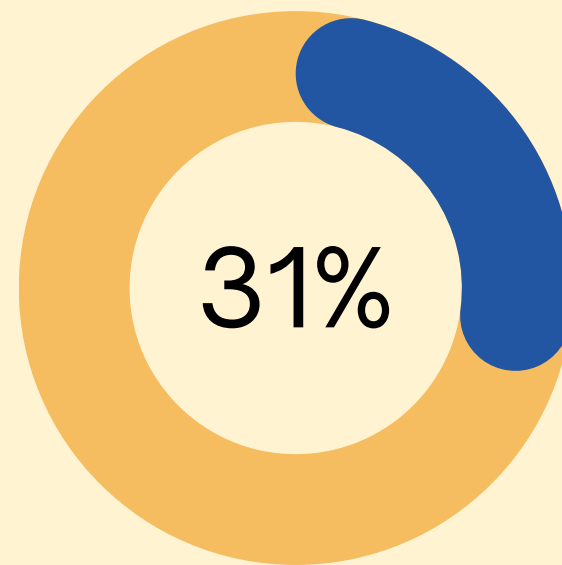
**Be consistent, plan**

# Why people give

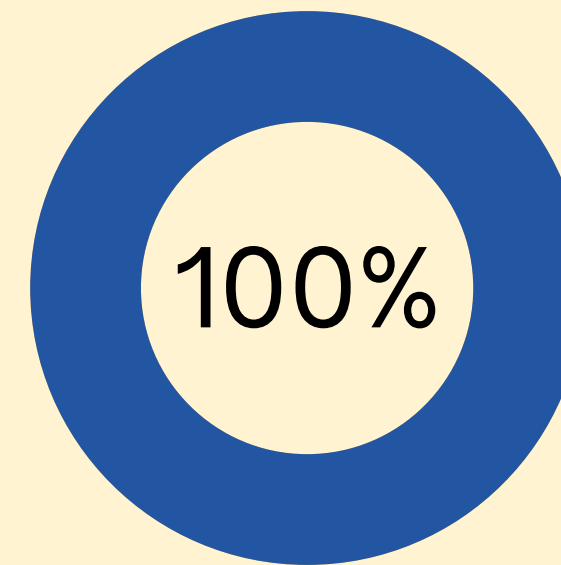
Not why you think!



Belief in the cause



Believe you should give



Because they are asked

# Add a Team Members Page

Create REAL connection



**Name**

Title or Position

**Name**

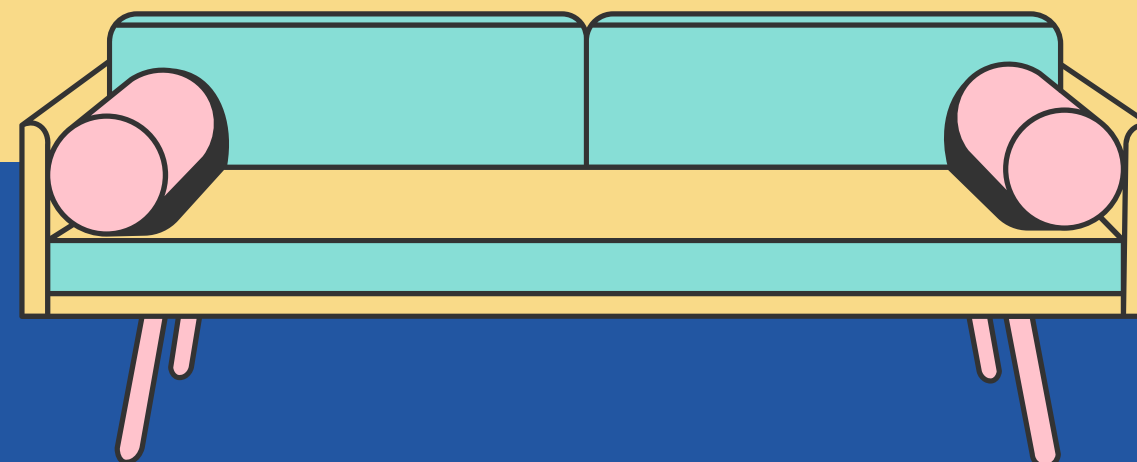
Title or Position

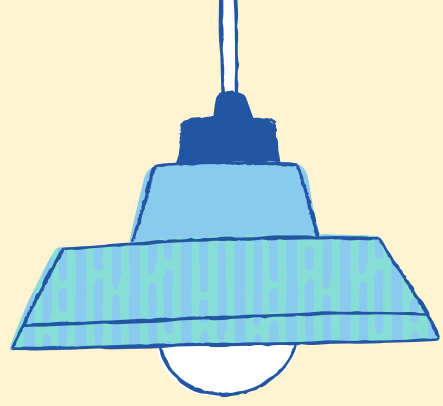
**Name**

Title or Position

**Name**

Title or Position





# Include Testimonials



Client name

Elaborate on what you want to discuss.



Client name

Elaborate on what you want to discuss.



Client name

Elaborate on what you want to discuss.





**A picture is worth  
a thousand words**

# Nicole Jean Christian

📍 Suffolk County, Albany, Washington DC

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