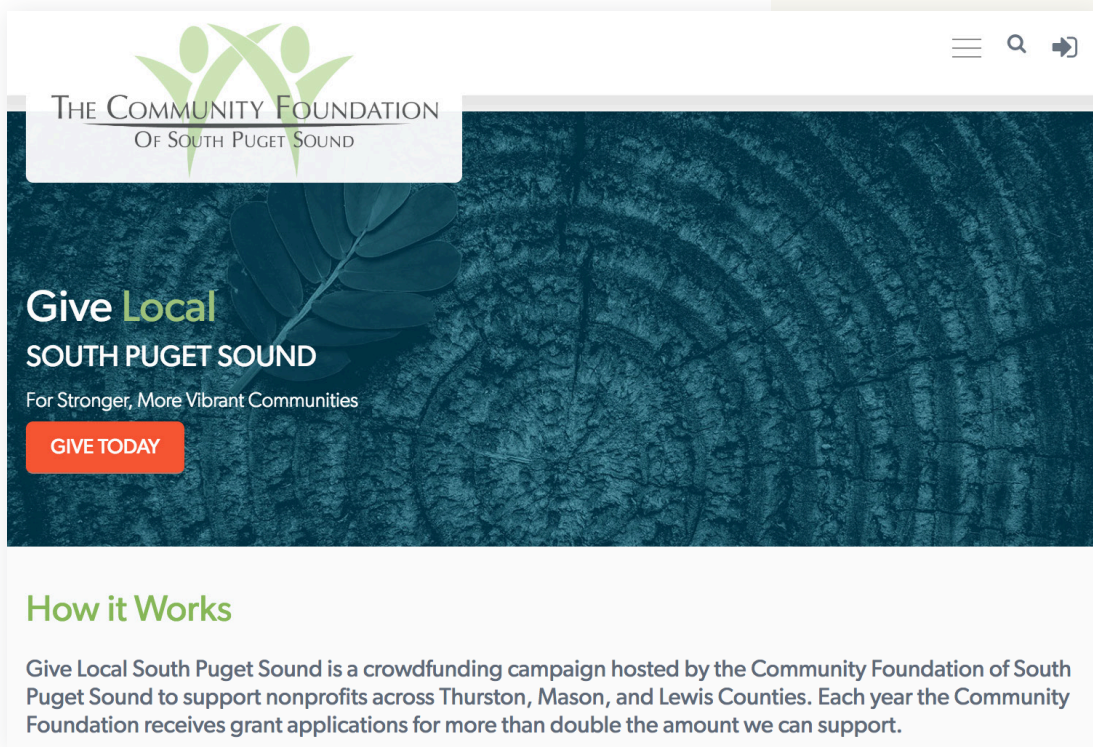# roundglass rise

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case study

custom online fundraising

Community foundations and other philanthropies are among the fastest growing institutional forms of giving around the globe. Their contributions to community well-being are widely acknowledged and respected. Yet they face unique challenges that are detrimental to both their effectiveness and their mission. With the growing socioeconomically diverse communities and the increasingly competitive fundraising environment, their roles need to evolve.

Along with their basic outreach roles, aligning social action, engaging the community, and expanding financial capital are essential for their success. Many philanthropies are adopting creative paths to convene, connect, inform, influence, and lead solutions.

Online giving to raise the bar

Online giving platforms have now become a norm for giving and fundraising for the nonprofit sector. The growing use of these platforms has given individual supporters, nonprofit organizations, and community foundations much to gain. Online giving unbridles an excellent opportunity for fiscal agents, community foundations and other philanthropies to not only raise more funds, but to establish transparency, trust, and engagement within and beyond the community they serve.

THE COMMUNITY FOUNDATION
OF SOUTH PUGET SOUND

Give Local
SOUTH PUGET SOUND

For Stronger, More Vibrant Communities

GIVE TODAY

How it Works

Give Local South Puget Sound is a crowdfunding campaign hosted by the Community Foundation of South Puget Sound to support nonprofits across Thurston, Mason, and Lewis Counties. Each year the Community Foundation receives grant applications for more than double the amount we can support.

A platform to boost gives by 30% or more

Give Local is one such online giving platform created by the Community Foundation SPS. The initiative featured 53 local nonprofits in its first year. Each organization received a grant from the foundation towards a specific project or for general support for their program. The grants provided a portion of the funding towards the goal, and through Give Local, the community helped provide additional funding to the non profits for achieving their goals.

> *The Community Foundation of South Puget Sound distributes more than $400,000 annually through our Community Grants process, but we get requests for about $850,000 each year. That's why we launched Give Local.*
>
> *Give Local is a great way for community members to learn about the nonprofits that are shaping their communities.*
>
> — Norma Schuiteman, President & CEO
> Community Foundation SPS

This initiative allowed supporters to connect instantly and easily to the causes they care about within their community. Presenting the online platform setup, the foundation could garner sponsorship from three local businesses that helped forfeit the credit card fees, ensuring that 100% of each donation went directly to the organizations. Additionally, a generous $40K matching grant pledged by a local charitable trust helped stretch each donation even further.

The foundation chose Rise Fundraiser for its online giving technology. Rise created a customized giving platform to meet their needs. The platform became a powerful online fundraising tool that encouraged storytelling, peer-to-peer sharing, and donations.

Tools to amplify outcomes

The out-of-box Rise Fundraiser product offers an expansive feature set to enhance fundraising potentials for nonprofits, both big and small. For Give Local, the platform was configured to fulfill three goals: to optimize information, to develop donor trust, and to create convenience for donors and participating organizations.

OPTIMIZING INFORMATION

Dedicated campaign page for each nonprofit helped clearly inform the donors about the project and funding goals for each organization.

Ability to publish updates and send emails within the application helped strategize participant and donor communication throughout the event.

Real-time auto alerts on setup, approvals and any amendments optimized information for the foundation staff.

BUILDING TRUST

Online visibility about all participating organizations at one place, with real-time information on goals achieved, helped develop transparency and build trust among supporters.

Branded domain URL and website design elements helped boost the authenticity of the initiative for both non profits and the community foundation.

Real-time accessibility to campaign setup helped foster trust among the participating organizations and the foundation staff.

CREATING CONVENIENCE

A simplified donation process, auto-generated donation receipt, and accessibility to all the information on the portal helped enhance the giving experience.

Defined roles and permissions for organization participants and the foundation staff smoothened the working process.

Real-time analytics and custom reporting tools helped the foundation staff monitor and manage the fundraiser.

Beyond Digital - Playbook to Drive Results

As much as technology helps optimize information and build transparency with the donors, human connections have proven to be a pivotal contributor to fundraising success. To create and sustain donor and nonprofit engagement, the community foundation and Rise designed a playbook, which is essentiall a sequence of tactics and methods to drive maximum excitement and raise donations through a period of three weeks.

PRINCIPLES

An extensive how-to guide for organizers, the playbook was crafted on the following principles:

Incentivizing and encouraging a giving attitude in donors and nonprofits that have proven to yield results.

Effective use of partnerships: leverage media, nonprofit groups, and local PR to amplify the message and rally their networks for collective action.

Social shares to spread the word: each organization reaches out to boards, followers, employees, fans, and supporters to spread the platform site link both in advance and throughout the campaign.

EXAMPLES

Here are a couple of examples from Give Local playbook:

Giving Bonus Wednesday: During the Give Local initiative, a "Giving Bonus Wednesday" drawing was held each Wednesday. This drawing picked five names from all donations of $25 or higher made on the platform. The winners received $100 to spend on Give Local nonprofit(s) of their choice. This incentive helped drive donations and acted as a catalyst for nonprofits to reach out to supporters by creating a sense of urgency.

Per Launch Training: The platform training provided by the Rise team gave nonprofits an opportunity to learn about online fundraising technology and best practices. The training helped them learn tactics on using communication effectively to tell their story and cultivate relationships with donors. Not only did this result in driving engagement and donations, it became an opportunity for the foundation to guide smaller/ starter nonprofits, benefiting them beyond the campaign.

Give Local – Outcomes

53
PARTICIPATING
NONPROFIT ORGANIZATIONS

560
MOSTLY FIRST-TIME DONORS
740 INDIVIDUAL DONATIONS

$162K
FUNDS RAISED THROUGH
CROWDFUNDING

30%
OF TOTAL FUNDS RAISED ($592K)
THROUGH CROWDFUNDING

We consider Give Local a big success in terms of funding we raised, the connections and awareness, we created. For a local foundation and a small team like us, cost effective technology and support were critical contributors in this success.

— Mindie Reule, Programs Director

In its first year, Give Local helped the foundation deliver 30% more funding to local organizations. Both the participating nonprofits and the foundation added new donors to their data base. Most participating organizations achieved 100% to 125% of their goals, including organizations that had been unsuccessful in raising funds online in the past.

By adding new funding streams, new donors, and partnerships, Give Local has become a valuable initiative for increasing the foundation's visibility and credibility within the community they serve. The foundation's role as a central information hub for the community's nonprofits was enhanced. The efforts put in by the foundation staff also strengthened their capacity to raise funds and engage a broader set of donors online.

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THANK YOU