

14 Creative Ways to Inspire Noncash Giving



Just as with traditional cash campaigns, the number of ways to encourage noncash gifts is limited only by the imagination. Organizations that make donating fun, create urgency with deadlines, and promote previously unknown giving opportunities to donors are more likely to spark creativity and generosity. Try these 14 ideas:

VARIATION ON A THEME: Collect Similar Things

Donors may not know the kinds of items they possess that your organization would find valuable or even accept, so direct them with specific, fun campaigns, such as:



DESIGNER PURSES

Fundraising for a female-focused cause? Theme a retreat or other women's event around purses and ask attendees to bring designer bags to raise money for the cause. When they place their purse at the designated spot, they can be guided through the quick online donation process.

When introducing the cause at the event, you can let those who didn't bring a purse know that it's not too late to donate one – they can do it on their phone right in the moment. iDonate will follow up with them to implement the donation. You can arrange transfer of purses brought to the event with iDonate.



GIFT CARDS

With \$1 billion in gift cards going unredeemed every year, a gift card drive in February, while people can still remember the ones they got for Christmas, is a great way to encourage generosity at a time when finances may be stretched thin.

'TIS THE SEASON: Create Your Own

Think beyond holidays and traditional giving periods. Create your own annual noncash events tied to donors' seasonal activities:



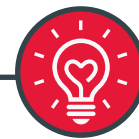
SEASONAL STORAGE

Put out an end-of-summer call for recreational vehicles like RVs and boats that have to be winterized, reminding owners who may be using them less and less that they can eliminate the high cost of storage and benefit your organization.



ANNUAL ONSITE NONCASH EVENT

Every week in November, Faith Promise Church hosts an onsite noncash donation event called Hope for the Harvest, wherein donors bring their gifts forward during a gathering. This builds momentum that inspires others to give. At the end of the drive, iDonate makes arrangements to get the donated purses.



"WIIFM"

(What's in it for Me?)

Donors are often surprised and delighted that their high value belongings can help those in need. But they can also be just as motivated by the financial benefits they would receive from donating those items as they are with their cash.

Be sure to share those benefits:

- EASE OF DONATING
- HIGH IMPACT TO YOUR CAUSE WITH LITTLE TO NO COST TO THE GIVER
- POTENTIAL TAX DEDUCTIONS
- ELIMINATION OF STORAGE OR LIQUIDATION COSTS & EFFORT

TIP: To ensure that you don't end up with unaccepted items, be sure to share our Noncash Giving Guidelines.

GAME THE SYSTEM: Put the “Fun” in Fundraising

Fun and games are guaranteed to ignite participation.



COMPETITIONS

Nothing galvanizes fundraising like friendly competition. Pit groups of staff, men vs. women, or staff vs. board members to ‘fundraise’ for noncash gifts. If you’re fundraising for a specific event, be sure to allow time for liquidation of items.



NONCASH GIVING MATCHING CHALLENGE

Work with one of your major donors to put together a matching gift challenge. Your donor agrees to make a cash donation that’s equal in value (up to some fixed dollar amount) to what you receive in noncash gifts during a set time period.

Not only will you increase awareness of noncash giving options, but you’ll also have the opportunity to show that a noncash gift is as valuable as a cash gift by bringing the two together.



NONCASH BINGO

Create Bingo cards — either digitally or on a mailer or both — that list different categories of items that can be donated. The goal is for a donor (or groups of donors competing) to try to fill up as many of the Bingo squares as possible by making noncash gifts that fall under the different categories.

A more simplified version would be to create and post a Bingo card on your website. Ask all of your donors to work together to help you fill in at least one item from every noncash donation category on the card during a set period of time. And once the card is filled, it will trigger some special celebration event.



DOUBLE YOUR IMPACT CHALLENGE

Give your donors the opportunity to double their impact by challenging them to donate a noncash gift that’s similar or equal in value to their cash gift. Provide suggestions of commonly donated items that fall within that particular dollar value range. (We can help with that!)

DOUBLE TALK: Piggyback on Existing Communications

Every chance you get, mention in an eye-catching way that you accept noncash gifts and that it’s easy. Make the most of all your current communications, but especially these formats:



ENVELOPE STUFFERS: We know of a Hummer that was donated to a well-known organization this way.



THANK YOU DONATION RECEIPTS: NextAfter discovered that the strongest giving retention occurs when a second gift closely follows a first one.¹ Tap into this fact by saying thank you, then requesting a different kind of gift, one that may even be perceived as doing the donor a favor.



END-OF-YEAR GIFT DEADLINE REMINDERS: Year-end tax deadline notifications that include details for donating items (sometimes a bit earlier than for cash) bring noncash options to donors’ attention.



EMAIL SIGNATURES OF YOUR ENTIRE STAFF: These are seen by hundreds or thousands of people daily!



NEWSLETTERS: Make noncash a regular mention as well as an occasional feature describing ease, benefits and examples.



WEBSITE GIVING PAGE: This one’s a no-brainer!



“Did you know we also accept noncash gifts?”

¹As shared in their 23 Recurring Gift Case Studies presentation at 2018 NIO Summit.

Questions about your noncash campaign? We can help!

877.410.4431 | idonate.com