

# >> trends [4]

The definitive [4] times per year source of philanthropic trends analysis in Canada



## The Inspiration Issue - Part 1

**E**ngage supporters, attract new donors, generate revenue, embrace social media, stand out from the crowd. When it comes to fundraising, I'm sure at times it seems to all of us in the ever-evolving not-for-profit world that we are treading water – or at best, being pulled along by the current.

Long gone are the days when we just sent out a mailing, hoped some cheques would appear and our work was done. Today, we can meet over coffee, send an email, post on YouTube or Instagram, stream on Facebook Live, Tweet, or all of the above. We can also still host an event, make a call, buy an ad and yes...even send out a mailing.

We are often asked about the most innovative and creative ways that funds are being raised and stakeholders are being engaged today. And so, we have searched the world for 30 of what we feel are the most original, creative, successful ideas in fundraising and constituency engagement. We are delighted to share the first 15 ideas in this Edition and watch out for the remainder in our Fall Edition, which will be out in early September. Some of them will be familiar to you, but I'm betting one of them could inspire your next big idea.

### My Top 5 Thoughts about our Top 30:

1. 24-hour news and the internet have brought the problems of the world to our doorstep. Donors can – and do – text financial support the minute they

hear of a disaster or crisis, even if it's thousands of kilometres away.

2. Thanks to social media, someone, somewhere is raising money for something. 24/7.
3. Today's donors know what they care about.
4. Size doesn't always matter.
5. In many instances, it's not the charities doing the campaigning. It's us, our families and friends.

The common thread woven through each one of our Top 30 is inspiration. If you inspire, they will come!

Have a spectacular summer.

*Marnie Spears*  
President and CEO

**KCI** >>

FORWARD THINKING

# TOP 30 | Most Creative, Cutting-Edge Ideas in Fundraising/Awareness Campaigns from Around the World

## idea 1

### *25 Metres of Syria Campaign*

**Organizations:** *IKEA and Red Cross Norway*

**Type of Initiative:** *NFP/Corporate Partnership Campaign*

**DETAILS:** IKEA's ad agency designed a unique campaign initiative for Red Cross Norway, called 25m2Syria (25 Metres of Syria) to draw attention to the shattered lives of everyday people in this war-torn part of the world and raise funds for relief. In their flagship Oslo store, IKEA built a 25m square replica of the near-

ly destroyed home of Rana, a Syrian woman. She and her four children were forced to flee their home after heavy shelling attacks. Through VIMEO and other social media, images of the shell-shocked home were posted. Over 40,000 people visited the Oslo store to view the replica, in which IKEA price tags were placed on various objects throughout. Each tag contained information about the war in Syria and ways to help by donating. Raising over 19 M€ for Syrian relief, this campaign "hit home" because it illustrated in a very tangible way the ravages of war; how it can destroy everything we take for granted, like a roof over our heads and a safe place to sleep at night.

To see the replica, visit <https://vimeo.com/190261411>

**DETAILS:** It began as a live-streaming of April the giraffe's pregnancy in February 2016 and morphed into a very successful monetization initiative, culminating in more than \$100,000 US (to upgrade AAP USA facilities) raised through a GoFundMe campaign and a sponsorship with Toys R Us. The toy behemoth launched a line of "April" merchandise and a paid service for subscribers to receive real-time text message alerts during the countdown to April's delivery. With one of the longest gestation periods of any animal on the planet, giraffes are pregnant for 14-15 months. Millions became enthralled with April in February 2017, reposting live streaming video and commenting on social media as excitement about the birth escalated. When her male calf was born on April 15, AAP USA launched a \$1-a-chance cam-

## idea 2

### *April the Giraffe*

**Organization:** *Animal Adventure Park USA (AAP USA)*

**Type of Initiatives:** *GoFundMe Campaign, Corporate Sponsorship*

paign to name him. This campaign not only captured the hearts of animal lovers around the world, it offered a novel, conversation-worthy experience in homes, offices, and media outlets.

**Relevant Link:** <http://www.aprilthegiraffe.com/>

## idea 3

### *Tiffany Circle*

**Organization:** *American Red Cross (US)*

**Type of Initiative:** *Global humanitarian network*

**DETAILS:** Launched in 2006 by the American Red Cross, the Tiffany Circle is a growing movement of women philanthropic leaders making a difference by advancing the Red Cross mission. With worldwide reach, it has close to 1,000 members in Canada, the UK, France and Australia. The name Tiffany Circle might seem incongruous with "boots on the ground" disaster relief work, but it evokes a key element of the Red Cross – the caring and hard

work of women. At American Red Cross National Headquarters in Washington, D.C., three historic Louis Tiffany stained glass window panels – jointly commissioned and purchased by the Women's Relief Corps of the North and the United Daughters of Confederacy of the South for \$10,000 US – were installed in 1917 as an act of reconciliation and hope. This history not only explains the name, it also explains why being a Tiffany Circle member requires a \$10,000 US investment in the Red Cross. Tiffany Circle resonates as an opportunity for women who care about philanthropy to network, raise money and roll up their sleeves for the Red Cross in their own communities and around the world.

**Relevant Link:** <http://www.redcross.ca/donate/other-ways-to-donate/join-the-tiffany-circle>

## idea 4

### *“Tap” Dogs*

**Organization:** *Blue Cross (UK)*

**Type of Initiatives:** *Innovative donation technology, corporate partnership*

**DETAILS:** Until recently, Blue Cross – a charity that helps injured, sick and homeless rescue animals—used specially trained “event dogs” wearing collection tins on their collars to fundraise. Now, thanks to a partnership with PayPal, a “world first” in fundraising technology has gone nationwide. A contactless card reader inserted in each dog’s specially designed blue cape is linked to

**DETAILS:** McGill’s “Seeds of Change” campaign seeks financial support for small, grassroots initiatives – often run by McGill students – designed to directly improve lives. Potential supporters visiting the rich, colourful campaign website are invited to “pick a cause (or three), give a little (your time your voice, your money!), change a life (and pat yourself on the back for helping!)”. Studded with photos and descriptions of some of the “smartest, coolest and most innovative projects around”, each project posted on the site indicates whether it is “active” (still seeking funding), how much money has been raised to date, how much more is needed and how many weeks are left to support it. Completed projects appear as “Success Stories”. Links to learn more about each project appear in each description. The cleverly worded website is clearly targeting a student/millen-

## idea 6

### *“Put-Pockets”*

**Organizations:** *Crimestoppers, OgilvyOne (UK)*

**Type of Initiatives:** *Social experiment, awareness, best practices*

**DETAILS:** Every day in the UK, 1,700 people are victims of pick-pocketing, the practice of having something stolen from their bags or clothing without their knowledge. While warning posters are displayed in areas where thieves most commonly strike, there’s a theory that these reminders can exacerbate the problem because when people see the posters, they touch the places where their valuables are, giving pick-pockets a clear signal. Smartphones are one of the most commonly stolen items. The “#put-pockets” campaign involved the secret filming of pedestrians being targeted by a team of sleight-of-hand experts and reformed pick-pockets. Flyers designed to look like smartphones, iPads and wallets were placed directly into pockets and bags of

PayPal’s smartphone app via Bluetooth. The card accepts payments by debit card, credit card and smart devices (phone or watch). People can donate £2 by “patting and tapping”, or give larger amounts with assistance from each dog’s Blue Cross volunteer handler. Instant receipts are issued by email or text message. Friendly, four-legged fundraisers are wonderful brand ambassadors in their blue capes and “tap technology” makes it easy and convenient to make a donation wherever the dogs are.

**Relevant Links:**

<https://www.bluecross.org.uk/team-fundraising-tap-dogs-goes-nationwide>

<https://www.youtube.com/watch?v=BvyQOO0D9rY>

## idea 5

### *Seeds of Change*

**Organization:** *McGill University (Canada)*

**Type of Initiative:** *Designated giving*

nial demographic, but the diversity of initiatives and their enthusiastic descriptions make it almost impossible for anyone visiting the site to leave without taking action.

**Relevant Link:**

<https://www.mcgill.ca/seedschange/>

passersby by the “put-pocket” team. The flyers stated “if someone can put something into your pocket or bag, they can also take something out.” Directions to the #putpockets website for more information were also on the flyer, where, visitors could view the #putpocket team in action and read simple tips to protect themselves from future thefts. For every 100 flyers dropped into pockets and bags, there were 93 visits to the site, generating £7.5m of free PR. Within a mere 24 hours of #putpockets being featured on Sky News, Crimestoppers had been contacted by another police force interested in implementing the initiative. Not only did Crimestoppers achieve their awareness/prevention objectives, they also succeeded in garnering nationwide interest from other crime prevention groups and police. Which only goes to prove that “seeing is believing”.

**Relevant Links:**

<https://www.youtube.com/watch?v=OpsbHht9M6E>

<https://crimestoppers-uk.org/get-involved/our-campaigns/national-campaigns/pickpocketing>

## idea 7

### **Curate Your Own Membership**

**Organization:** *Whitney Museum of American Art (USA)*

**Type of Initiative:** *Effective donor segmentation*

**DETAILS:** “Curate Your Own Membership” is a new way for members to customize their experience to their interests and preferences by choosing from a selection of five membership packages: “Social/Learning/Family/Insider/Philanthropy”. The Social membership comprises exclusive launch invitations in addition to exhibition previews; the Insider series includes special members-only presentations by curatorial staff. \$85 US buys a core benefits package (express entry, private views, free

admission); for \$40 US more, the package can be upgraded with one of the five series. This is a rare example of segmenting donors by interests and identity, rather than by demographics. Not risk averse to increasing their membership to \$85 US from \$75 US, The Whitney understood the value of personal preference and priced accordingly. In its inaugural year, this thoughtful approach exceeded expectations, securing 171 new members over the 2,000 member goal. A 4% increase in renewals and upgrades among existing members also resulted. “Curate Your Own Membership”, in existence since 2010, is successful because it recognizes that when it comes to art and culture, one size most definitely does not fit all. By offering options and choice, this initiative demonstrates that The Whitney understands, respects and values its members.

**Relevant Link:** <http://whitney.org/Support/Membership>

**DETAILS:** Since 2013, Slimming World and Cancer Research UK have partnered annually to collect clothes, shoes and accessories that SW members have successfully “slimmed out of”. The simple act of donating “big clothes” to local Cancer Research UK shops across the country has been successful in raising awareness of the links between cancer and obesity, raising funds and reinforcing the key message that maintaining a healthy weight can reduce the risk of developing ten different types of cancer. Slimming World groups receive special branded donation bags, which they fill with clothes (worth £25 when full) and deliver to a local Cancer Research UK shop. Known as the “Big Clothes Throw”, this partnership has generated £5.8 million since its launch; in 2016 alone, £2.1 million was raised through more than 80,000 bags of “big clothes”. For people who have slimmed down, throwing out clothes that no longer fit and buying new ones in a smaller size is one of the major

joys of their accomplishment, but it can be costly. The feeling that they are helping cancer research as well as helping people in need is a double win.

**Relevant Link:**

<https://fundraising.co.uk/2016/06/02/slimming-world-aims-2m-big-clothes-throw-2016/#.WSNQDZUm6uU>

## idea 9

### **“BHAG” (Jim Collins-inspired Big Hairy Audacious Goal)**

**Organizations:** *United Way of Southeast Michigan (USEM), Fundraising Transformed, General Motors Corporation (USA)*

**Type of Initiatives:** *Transformational giving, corporate partnership*

**DETAILS:** This United Way chapter is shifting from a traditional fundraising model (raising and granting funds to various non-profit agencies) to becoming an organization with its own targeted impact. By creating a “Big Hairy Audacious Goal” to become one of the “Top 5 Cities to Live and Work In by 2030”, USEM took aim at four community pain points (low kinder-

garten readiness scores, low high school graduation rates, high levels of hunger and high prevalence of “negative net worth” scores) and brainstormed specific fundraising, awareness and communication strategies to tackle each issue. With assistance from Fundraising Transformed, USEM secured a transformational \$27.1 M US million gift from General Motors Corporation to support their educational initiatives – the largest gift to a single United Way initiative in its worldwide history. General Motors is also going through a transitional time in Southeast Michigan, as the region fights to rekindle its socio-economic prosperity. By focusing on social determinants of health, USEM successfully garnered major support from a major employer to invest in the renaissance of this charity...and the communities it serves.

**Relevant Link:**

<https://unitedwaysem.org/why-live-united/>

## idea 10

### *“Buy a LEGO Brick”*

**Organization:** *Durham Cathedral (UK)*

**Type of Initiative:** *Creative, interactive integrated fundraising campaign*

**DETAILS:** Durham Cathedral is a World Heritage site comprising one of the most intact surviving sets of medieval monastic buildings in the UK. A distinctive fundraising initiative was devised to support the cathedral’s £10.9m Open Treasure Exhibit. A scale model in LEGO of the Cathedral was built after television presenter Jonathan Foyle “laid the first brick” in 2013. Individuals, local community groups and businesses purchased subsequent bricks for £1 each. This activity bolstered sales of t-shirts, mugs and limited

**DETAILS:** This campaign sought to help Syrian children and families survive the cold winter in their war-torn homeland. A video social experiment featured an 11-year-old Norwegian boy sitting alone at a bus stop, shivering in the freezing cold with no coat on. He tells passersby that his coat has been stolen. Throughout the day, the vast majority of people encountering Johannes offered him their gloves, even the coat off their own backs. The video quickly went viral and was seen by 13 million viewers. As the biggest viral campaign ever to originate in Norway, it generated over 800 articles and was picked up by TV and radio stations around the world. Johannes, the boy who volunteered for the experiment, said only three of the dozens of people who saw him at the bus stop made no effort to help him. The video concludes by asking, “Are you a person who acts when someone needs help?” and then appeals for aid to Syrian children. Bridging the gap between home and a crisis

edition mini LEGO models. Over 40,000 people tuned in on Facebook Live to witness the last brick being laid by a 7-year-old who had won a prize draw for the honour. Videos chronicling the story of Durham Cathedral in LEGO were viewed over 50,000 times in 5 weeks, engaging new audiences and promoting the world class Open Treasure Exhibit. The LEGO build took 3 years to complete and raised more than one third of the required funds to complete Open Treasure. The finished LEGO model continues to be photographed and shared on social media to this day, attracting new audiences and interest. By creating a fun, memorable, affordable activity that anyone could contribute to/participate in, Durham Cathedral won the 2017 National Fundraising Award in the UK.

**Related Link:**

<https://www.durhamcathedral.co.uk/visit/what-to-visit/durham-cathedral-lego-build>

## idea 11

### *“Would you give your jacket to Johannes?”*

**Organization:** *SOS Children’s Villages (Norway)*

**Type of Initiatives:** *Social experiment, integrated awareness campaign*

happening far, far away evoked common humanity and proved that when there are children in need, geographical distance is irrelevant.

**Relevant Link:**

<https://www.youtube.com/watch?v=L9O8j9QPZc8>

## idea 12

### *“Give Child Marriage the Finger”*

**Organization:** *Plan International (Canada)*

**Type of Initiative:** *Provocative fundraising/awareness campaign*

**DETAILS:** “Every 2 seconds a girl under 18 is forced into marriage.” Plan International believed that such an alarming statistic demanded strong messaging to capture attention and garner support. Phase 1 of the “Give Child Marriage the Finger” fundraising/awareness campaign launched in Fall 2016. Posters bearing the head-turning tag line were rolled out in select markets; the campaign

went national in Phase 2 with integrated creative that finds different ways to illustrate the statistic, such as digital ads on social media, television spots and print ads that play off the image of “flipping someone off” using the ring finger instead of the middle index finger. After donating, supporters receive a ring like the one displayed in the creative. By speaking to emotion, Plan International is asking people to donate to something where the tangible value to them is emotional. The campaign is also resonating with a younger demographic than the one targeted. They may not be donating yet, but they are an important part of the campaign’s advocacy.

**Relevant Link:** <http://strategyonline.ca/2017/04/19/plan-gives-child-marriage-the-finger/>

## idea 13

### **Giving Blueday**

**Organization:** *University of Michigan (U-M) (USA)*

**Type of Initiative:** *Alumni and Donor Engagement*

**DETAILS:** In 2012, the Tuesday after American Thanksgiving became known as Giving Tuesday, a day when people around the world are encouraged to join the movement by donating online to their favourite charitable causes. In 2014, U-M seized this opportunity to launch its own Giving Blueday. By piggybacking on well-established global day of giving, Giving Blueday not only emphasises the importance of giving to meaningful causes, but it

**DETAILS:** Soliciting feedback from donors and supporters through focus groups and surveys, it became crystal clear that BHF needed a new web platform for In Memory and In Tribute giving, both to enhance their users' experience and tailor it to fulfill their needs and expectations. Users were struggling to navigate the existing site, which they found cumbersome, frustrating and unclear. In response, Gift of Hope (for in memory donations) and Give in Celebration (for tribute gifts) were created, prototyped and user tested to ensure a streamlined, responsive and easy experience on desktops, mobiles or tablets. Since launching the revamped website and applications in 2016, a 54% increase in new funds for Gift of Hope has resulted. Average donation size has also increased well over 50%; total donations are up close to 15%. Gift of Hope event creation is up a whopping 750% and

## idea 15

### **Transforming Event-based Giving**

**Organizations:** *Salvation Army Boise, Mobile Cause (USA)*

**Type of Initiative:** *Digitized Red Kettle Campaign*

**DETAILS:** The well-known Salvation Army Red Kettle Campaign started boiling in Boise, Idaho when Board members filled the

has also mobilized its alumni base of 500,000 worldwide. It has also engaged friends and rallied students across U-M's three campuses. In 2014, Giving Blueday exceeded all expectations by raising \$3.2 M US from more than 5,000 donors. Last year, this initiative surpassed the \$5 M US mark, with donations from over 7,300 donors around the world supporting over 4,000 areas at U-M. Participation from student organizations has continued to rise, growing from 80 organizations in 2014 to more than 100 in 2016. New donors continue to step up too – more than 2,000 each year. As U-M marks its 200th birthday in 2017, the institution is anticipating an even more monumental Giving Blueday!

#### **Relevant Links:**

<https://givingblueday.org>

<http://givingblueday.org/impact>

## idea 14

### **Substantially increase stagnant online giving**

**Organizations:** *British Heart Foundation UK (BHF), Addition Agency*

**Type of Initiative:** *User-generated enhancements*

Give in Celebration donations are up 361%, culminating in a 63% income increase to the same period in the previous year on the old site. By listening to users and taking their feedback into account, BHF has made great inroads in online giving and improved their bottom line.

venue with friends they hoped to cultivate into promising donors. A competition to kickstart financial support in the weeks leading up to the event ensured that the digital thermometer at the venue already showed some activity. Following some compelling impact stories, guests were encouraged to make mobile pledges. All offline gifts (checks, cash and pledge cards) collected at the event were placed in a red kettle on each and also displayed onscreen. Visualizing the fundraising thermometer in real-time catalyzed the atmosphere, resulting in close to \$60,000 US raised and 99% of pledges were fulfilled within 24 hours.

*Stay tuned for the final 15 ideas that made our list of the "Top 30 Most Creative, Cutting-Edge Ideas in Fundraising/Awareness Campaigns from Around the World" in our Fall Edition of Philanthropic Trends Quarterly, out in early September!*

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FORWARD THINKING