

BOOSTER 

EFFECTIVE FUNDRAISING DURING THESE TIMES





BOOSTER

SERVING SCHOOLS SINCE 2001

\$400M

Profited for
schools

17,600

Campaigns
completed

11.5M

Students
served

23M

Miles run by
students

50 STATES

Clients in all

FALL 2020 IMPACT

882

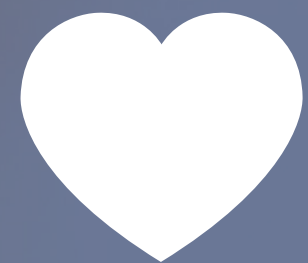
Fall Schools

546,000

Students served

\$17.5M

Profited for
schools



CAUSE

The compelling purpose of
your organization

THE PURSUIT OF A GOOD CAUSE WILL
ALWAYS OUTPACE PRESENT RESOURCES

THE FUNDRAISING GAP



CAPITAL

A person or organization that
is willing to financially
support your cause



CAUSE

The compelling purpose of your organization



CAMPAIGN

An event or activity that builds urgency and anticipation



CAMPAIGNER

A committed and connected individual who multiplies your campaign



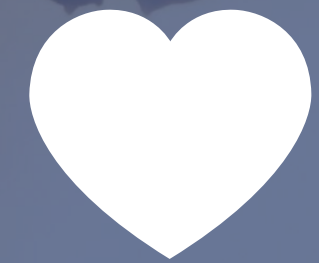
CHANNEL

The platforms used to engage your supporters



CAPITAL

A person or organization that is willing to financially support your cause



CAUSE

The compelling purpose of
your organization

2020 INSIGHTS:

1. We are facing the biggest educational crisis in modern history
2. School leaders are growing increasingly fatigued and apathetic
3. Most parents want to help but need clear direction

BEST PRACTICES:

1. Make no distinction between parent group & admin initiatives
2. Don't just target present needs, but look forward to future 2021-22 needs
3. Highlight and showcase stories of impact



CAMPAIGN

An event or activity that
builds urgency and
anticipation

2020 INSIGHTS:

1. Distance learning campaign family participation down **60%** yoy
2. On-campus family participation down **10%** yoy
3. Admin and teacher buy-in is critical to driving participation

BEST PRACTICES:

1. Link your fundraising goal to a tangible school improvement
2. Ensure admin/teacher program and communication alignment
3. Consider extending the length of your campaigns
4. Make sure all students/families can participate

BOOSTER THON **DANCE** **FIT**

- **SAFE**
- **FUN**
- **ALL INCLUSIVE**
VIRTUAL & ON-CAMPUS

FEATURING



BOOSTER THON
Dance Fit Crew

&



**JUST
DANCE**
TEAM



CAMPAIGNER

A committed and connected individual who multiplies your campaign

2020 INSIGHTS:

1. Families are **53%** more likely to share this year
2. Families that ask 3 or more sponsors have increased **80%** yoy
3. Social Media posts are driving awareness
4. "Cart Abandonment" adversely impacting fundraising platforms

BEST PRACTICES:

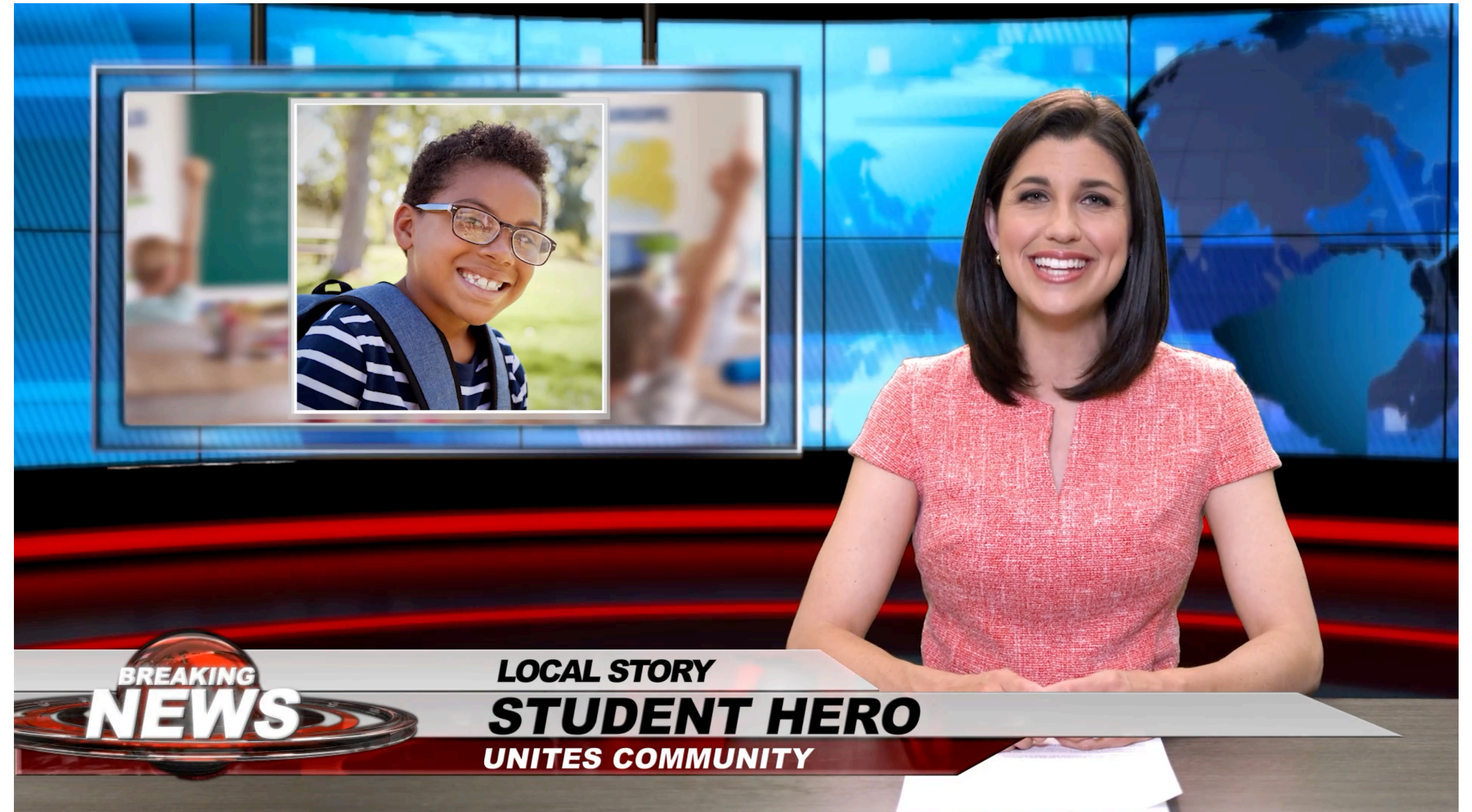
1. Change your call to action from giving to sharing
2. 80/20 rule. Call your 20% and encourage
3. Modernize your giving platform (easy and fun)



CHANNEL

The platforms you use to engage your supporters

***YOUR
STUDENTS ARE
THE STARS***



**BREAKING
NEWS**

LOCAL STORY
STUDENT HERO
UNITES COMMUNITY

***NEW, RELEVANT
STUDENT STAR VIDEO***



KEY INSIGHTS:

1. K-Shaped Economic Recovery

- Participation is down but average donation amount is up **15%** yoy
- **66%** of donations coming from non-parent givers
- Corporate matching is up **>10%** yoy

BEST PRACTICES:

1. Don't be afraid to ask; money is on the sidelines
2. Pursue corporate match programs & local business sponsors
3. Express Gratitude



CAUSE

The compelling purpose of your organization



CAMPAIGN

An event or activity that builds urgency and anticipation



CAMPAIGNER

A committed and connected individual who multiplies your campaign



CHANNEL

The platforms used to engage your supporters



CAPITAL

A person or organization that is willing to financially support your cause

BOOSTER

FOLLOW UP RESOURCES:

Visit [Boosterthon.com/fundraising2020](https://boosterthon.com/fundraising2020)

1. Keynote Slides
2. Fundraising Checklist & Money Raised For Document
3. Complete a Survey for CTW T-shirt

Stephen Murray Contact Information:

stephen@boosterthon.com 404.409.8577

BOOSTER 

EFFECTIVE FUNDRAISING DURING THESE TIMES