

FOREVER FUNDING™

Top 3 Things to Look for When Considering Long-Term Fundraising

Who Should Read This?

This document is written for individuals involved in fundraising programs, looking to augment or add-on to an existing fundraiser. We will first discuss the problems, then the alternatives, and exactly what to look for in your selection process. Including the need for Long-Term Fundraising.

GO&Give™

Current Problem

You have a cause (either a fundraiser or charity) and need to earn money. But what kind of fundraiser should you choose? There are two types: short and long-term.



Short-term Fundraisers



Most folks are familiar with short-term "seasonal" fundraisers like poinsettia sales during Christmas, Girl Scout cookies in January, or a few weeks in spring (mulch).

Some require begging & selling stuff that many folks wouldn't buy otherwise ("Pity Buys").

Many fundraisers, like a mulch project, require a massive organization and a BIG effort:

- Start with a small army of door-to-door student salespeople, door flyers, email campaigns
- Throw in 25 parents, 20 cars and trucks, dozens of rakes and shovels
- Add broken nails, SWEAT, filthy clothes, and liability insurance.

Short-Fall = DEBT

Unfortunately, with short-term fundraisers, there is usually a shortfall. Most projects don't fund everything, so parents take out a loan (credit card) to pay the difference (and kids get "chore debt" to help)-all so their kids don't feel left out and deprived.

Long-Term - FOREVER FUNDING™

There are also long-term fundraisers. They often augment short-term projects—a form of GAP insurance. This brings in money gradually throughout the year.

A wise strategy often starts with a short-term, high-touch fundraiser combined with long-term funding to augment and reduce shortfalls. Eventually, like the tortoise vs the hare, “steady wins the race,” your long-term fundraising often starts to replace your short-term efforts.

Plus, some long-term fundraisers can help contribute to less popular “secondary” causes (e.g., the fledgling volleyball team vs. the popular football team), so you have a fundraiser for all your groups.



THE BIG QUESTION

So, how do you find a constant fundraiser, that does NOT require begging, arm-twisting, or an army of volunteers and a business plan to execute?

How about considering a product or service folks already use? No selling. What meets these criteria?

One category that works well is TRAVEL.



THERE ARE

03

MAIN REASONS TO
CONSIDER TRAVEL AS
A FUNDRAISER

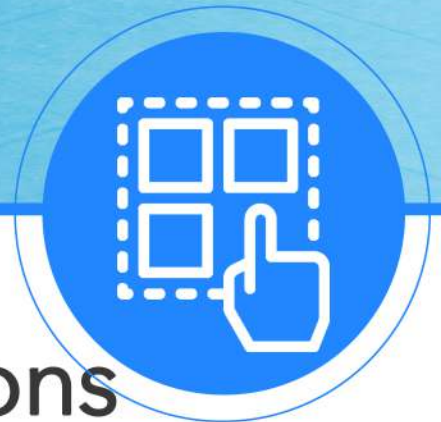
1. It is a long-term fundraiser (not a single, seasonal campaign) and augments the shortfalls since it pays out over the year as group members travel. Plus, the amount could increase over time as the previously used sites are replaced with new travel sites specifically for fundraising, and group members enlist their friends and family (provides the best selection and pricing—and raises money for your group).
2. Most people already use travel sites, so this approach does not ask them to do something that much different. One-third of Americans have 2-3 vacations annually, and over 85% plan to travel within the year.
3. It does NOT require Begging (you don't sell "stuff" or ask for money). Just change the URL to your fundraising travel site, SAVE, and the group earns.

It sounds good...
but unfortunately, most
travel options *don't work*.



- You can't just set up discounts with a single airline, hotel chain or car rental—since, even with discounts there may be airlines, chains, etc. that can beat the rates (so your advantage is gone).
- You need combined fundraiser fees from a “travel site” (not just the flight, hotel, car, etc.) to maximize the value from ALL types of travel with multiple vendors.
- You need a way to guarantee the best pricing, or why would folks want to use it?
- You need a fundraising system in-place to manage and track the promotions for travel, for the fundraiser, and to track fundraiser commissions.

WHAT TO LOOK FOR IN A TRAVEL FUNDRAISER

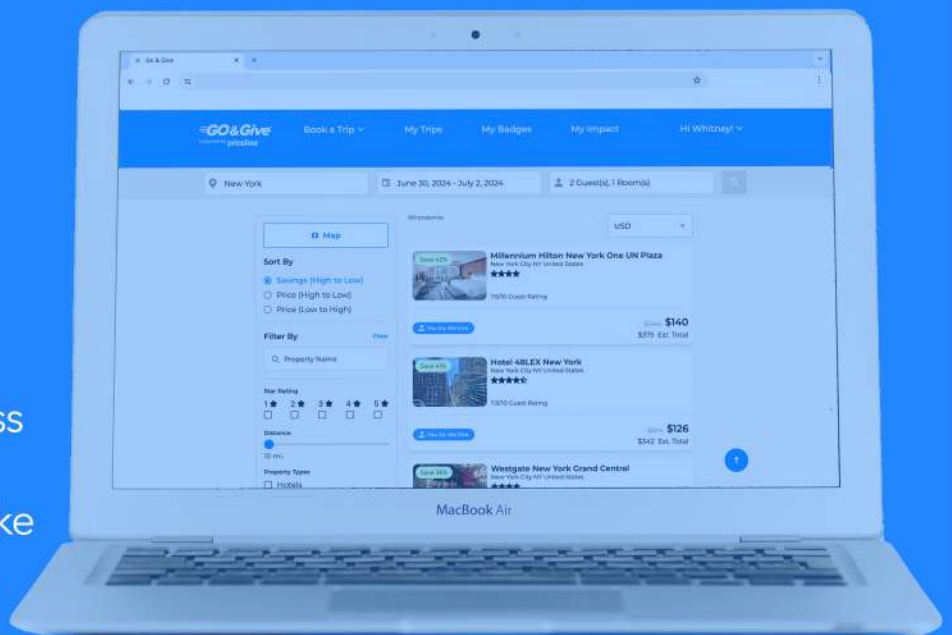


01 | The MOST Selections

You may wish to consider one of the largest online booking services. The two largest are 1) Booking Holdings (Priceline, Bookings.com, Agoda, and Kayak) and 2) Expedia Group (Expedia, Hotels.com, Brbo, Travelocity, Hotwire, Orbitz, CheapTickets, etc.). Most of these groups are “Aggregators” since they do not offer the services, but instead they aggregate different company’s services within an easy-to-use search site.

Largest Inventory Selection.

Bookings Holdings has the largest selections of Hotels, Flights, Cars, and Insurance. Alternatives (like Travelocity, Hotels, Expedia, etc.) have less inventory, and some, like Google, don’t offer options like cars, etc.





02 | The BEST Pricing

Of course you also want the best pricing—or folks won't want to switch. Aside from the typical approaches to get the best pricing (consider flexible days/dates, select mid-week flights, book 1-3 months in advance, book Tuesday afternoon, or at 12:00 am, etc.), there are additional ways to save.



Closed User Group

This is a unique model that is available only to members of select groups. Some corporations have special group rates, as do members of AAA, or AARP. But there can also be even higher discounts for non-profit fundraising groups, including a soccer club, scout troop, school band, cheerleading, etc. Some travel aggregators have this option, but you have to look for it and might have to request a special group status.



Lowest Price

Travel categories have different discounts (air vs. car vs. hotel, etc.). If you are part of a larger user group, your typical savings will be more; hotels typically offer the most significant discounts—up to 60% off public prices. Regardless, even if the prices match the travel site that you already use, a percentage of the trip still goes to your fundraiser—so you always save with these groups!



Price Guarantee

Look for a travel group that guarantees the best pricing for the same inventory, locations, time of day, week, season, etc. You can get all the regular discounts you might see elsewhere, plus discounts that are exclusive to special groups like yours.



Easy Cancellation

Some services make it difficult to cancel, if at all. You should consider a group that makes it easy to cancel and re-book if you find better pricing at a better time—ensuring the most savings.





03 | Marketing Help

Even if you find the best group travel, some don't pay anything back to your group (so you get discounts, but nothing to your fundraiser). Opps—keep looking.

You should look for a travel group that can help you promote. Some offer a complete kit, including an automated fundraising system, designed to make your efforts easier to promote to your end-users within your organization and beyond.



End-User Promotions

Their system should help you promote special flights, car rentals, and hotel deals to your members with automated email marketing and push notifications, along with lead and campaign management. This will inform and motivate your group members to take advantage of the best pricing and exciting specials.



Marketing Analytics

Some systems show you how your fundraiser is performing with personalized dashboards, and detailed reporting, so you know what is working according to campaign, season, and promotion.



Fund-raising Promotions

Some may also have automated emailing, push notifications, and organic fundraising (where members can share links to recruit family, friends, and other organizations) options.



Gamification

Look for a group that can generate performance badges so your organization can provide individual rewards and recognition to motivate the team members to use and promote the travel system.



Pre-Built Integration

Look for a group that helps you to market the fundraiser itself to your group members. Including the ability to import your member database for individual or group promotions. It should include Single Sign-on, data exporting for bookings, and easy commission management.



Co-Branding Loyalty Link

The fundraiser should also be co-branded with your logo, so you can create a "Cause" loyalty program—like frequent flyers or hotel points, that helps customers feel loyal to the fundraiser. Every activity helps them, but also their cause (soccer team, charity, school band, etc.).



04 | Support

Finally, you need fundraising support. Look for a fundraising call center, technical, case management, and personal hand-holding service with professional fundraising management to help you optimize your fundraising efforts so you don't have to do it alone!

Hopefully, you've seen the advantages of long-term fundraising, and have considered the option of using travel as part of your fundraising mix—especially as a form of gap insurance to cover the shortfalls from many long-term fundraisers.



PICTURE YOUR OLD LIFE

Your son wants to go with the school band for the Rose Parade—the cost is over \$2,000!

Your mulch fundraiser helps... but it takes a hoard of arm-twisting door-to-door student salespeople, door flyers, angry dogs, about 50 parents, 20 cars and 30 trucks, 100 rakes & shovels, good weather, training, sourcing the mulch. Lots of SWEAT-Stink, FRUSTRATION, Broken Nails, Filthy clothes, 50 car washes x 3 weekends, and liability insurance... it's a complete startup company!

Or they canvas the neighborhood with SuperSaver Coupon Books. (swap with any other door-to-door seasonal fund-raiser). Again, requires a small army of guilt-giving, arm-twisting, begging school or club ad salespeople.



AND YOU ARE
STILL SHORT
OUCH!

So, parents take a loan (credit card) to pay the difference, so their kids don't feel deprived.

LOOK AT YOUR NEW LIFE

This time, you sign up for the travel fundraising program. A professional fundraising project manager is assigned to help you.

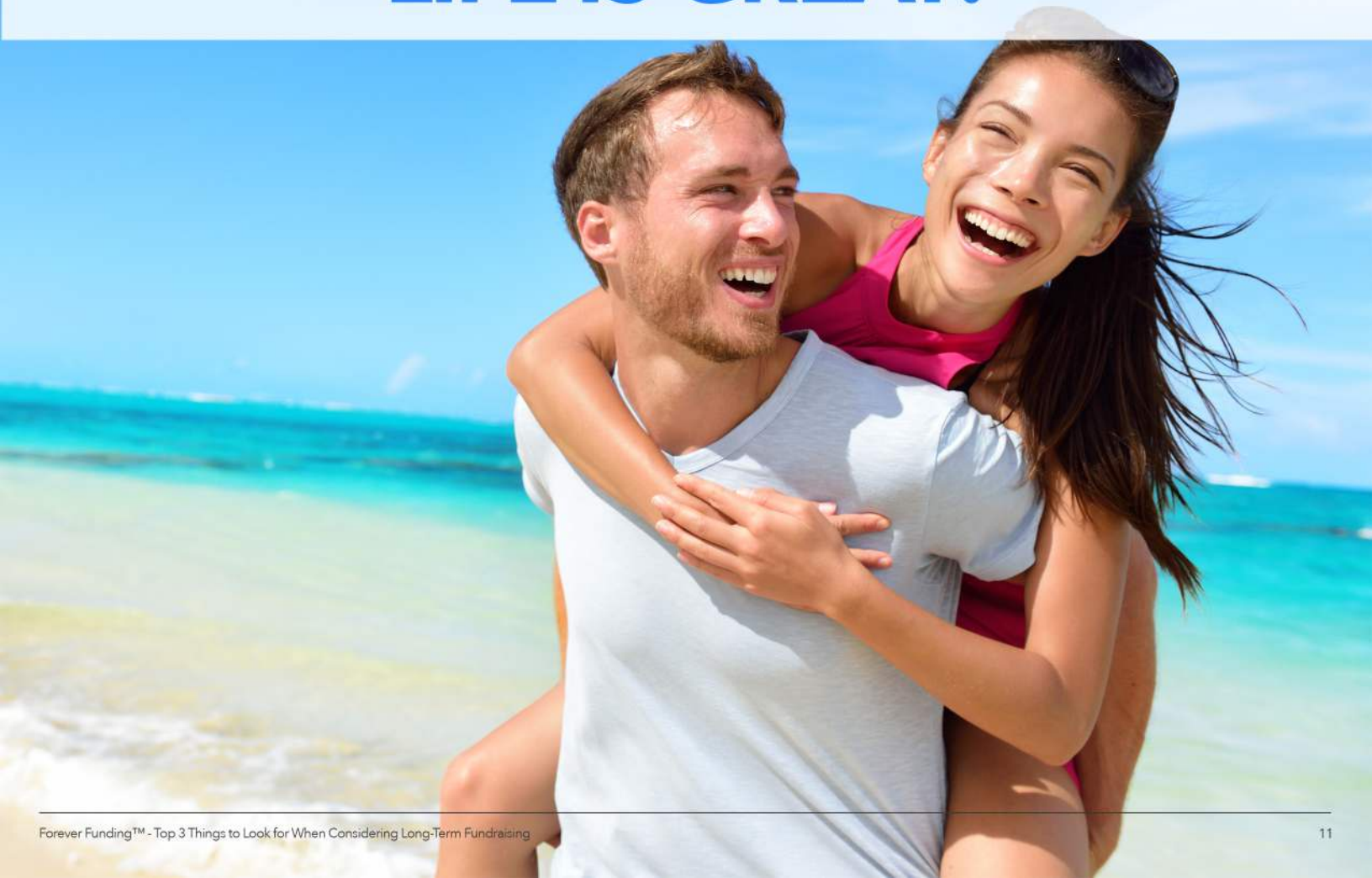
Attend only one meeting with 1-2 people (versus an army of students, parents, and administrators) to review the fundraising steps. Compile & upload your self-managed database of group, club, or school members. The automatic promotions should kick in 24/7/365

No shovels, no broken nails, no begging to buy, and little to no training.

No selling—just change URLs to your new fundraising travel site... and *Fund the Cause*

It's a GREAT deal for members. It saves them money--and your group earns year-long--forever funding.

LIFE IS GREAT!



Thank you for reading this ebook on fundraising.
Brought to you by



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www.GoAndGive.com