

>>trends^[4]

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

The Inspiration Issue - Part 2

Internationally renowned fundraising author and consultant Ken Burnett said, "The two "i's" in fundraising should stand for inspiration and innovation."

Original ideas are essential if we want to capture the attention of today's younger generation of donors, who won't be persuaded by more traditional ask methods like phone and direct mail. They want to be personally engaged.

As we saw in our Summer Edition, which was Part 1 of our list of the Top 30 most innovative fundraising and constituent engagement ideas from around the world, all kinds of different platforms and channels are creating opportunities to reach and connect with new audiences. Savvy non-profits are beefing up their social media presence; many are recruiting users as online ambassadors. They're not afraid to take risks and experiment.

We are delighted to complete our "world tour" by sharing the final 15 ideas that made our list. And, whether it's engaging people in novel experiences like Misereor Germany's Social Swipe Campaign or The National



Autistic Society UK's "Too Much Information" innovation is out there. Going forward, our challenge is to generate new ways to connect with our audiences.

What's your next big idea?

Here's to a fabulous fall season.

Marnie Spears
President and CEO

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

Part 2 (To see the first 15 ideas please click [here](#) to access our Summer 2017 edition)

idea 16

Social Swipe Campaign

Organization: Misereor (Germany)

Type of Initiative: Interactive display-and-donate "with a sustainable twist"

DETAILS: To advance its mission to fight poverty and social injustice in Latin America, Africa and Asia, this relief organization devised an interactive billboard. Installed in numerous international airports, passersby were intrigued. By vertically swiping a credit card down the centre of an animated image simulating

"slicing" a piece of bread from a loaf to feed a family in Peru, or "cutting" rope binding small wrists to free a Filipino child from imprisonment, a €2 donation was activated. When donors saw the transaction on their statements, they also saw an invitation to turn their small, one-time transaction into a monthly contribution. Raising over €3,000 in a single month and sparking a 23% year-on-year increase in subsequent donations, this clever campaign combined convenience (everyone always has their credit card with them), instant gratification and sustainability... all with a single swipe.

Relevant Link:

<https://www.youtube.com/watch?v=ZcqsRhMHo8o>

idea 17

Interactive Data Wall/Wayfinding Kiosk

Organization: UBC Alumni Centre (Canada)

Type of Initiative: Alumni engagement

impressive installation – in fact, the entire Centre itself – will be completely funded by the generosity of UBC alumni and friends.

Relevant Link: <https://intergalactic.com/content/ubc-alumni-centre>

idea 18

"TMI" (Too Much Information)

Organizations: The National Autistic Society UK, The Guardian

Type of Initiatives: Creative use of social media, corporate partnership

DETAILS: Demonstrating a powerful lesson in acceptance and understanding, virtual reality technology offered mall visitors to see, hear and feel like an 11-year-old autistic boy once he enters a mall with his mom. Light, noise and movement affect the boy in harrowing ways, which frighten and alarm him,

causing him to appear to be having a terrible temper tantrum while others stare and judge. A YouTube video simulating that same experience appeared on the Society's website and was also posted by online news outlet *The Guardian*. 8,000 shoppers tried the virtual reality experience; the YouTube video garnered over 56 million views and more than 1 million shares. *The Guardian* received 400,000 visits; the initiative resulted in a 26% rise in autism awareness and 29,000 people signing a petition to the MP for Disabilities advocating to close the autism employment gap.

Relevant Link:

https://www.youtube.com/watch?v=Lr4_dOrquQ

idea 19

Transformational event giving

Organizations: *The Aleph Institute, Mobile Cause (USA)*

Type of Initiative: *Real-time text-based pledging*

DETAILS: Aleph provides social services to families in crisis, often using faith-based rehabilitation and prevention initiatives. At their "Heroes of Hope" benefit gala to support Jewish men and women serving in the U.S. Armed Forces, guests were given a text contact and code to make a pledge. A large screen

in the event venue displayed donor names and pledge amounts, generating inspiration and excitement as the amount escalated closer and closer to goal. After pledging, donors received an instant reply containing a link to fulfill their gift. Those who did not immediately click the link received 3 reminder texts over the next 8 days; there was also the option to fulfill pledges by cash or cheque. \$191,240 US in pledges was collected. The real-time display of pledges by name – right at the event – fuelled momentum for other pledges and the mobile donation form with minimal, customized fields facilitated a fast, easy transaction. The text-message reminders and alternative options to fulfill pledges made this event a win-win.

idea 20

"Put Children First"

Organizations: *UNICEF, 2014 Glasgow Commonwealth Games (UK)*

Type of Initiative: *Fundraising at an international sporting event*

well, UNICEF secured an additional announcement during the Closing Ceremonies. When the public was surveyed about the campaign, half of them recognized "Put Children First" as a key message. The broad reach and impact of this initiative demonstrates the powerful potential of uniting a country by appealing to the national pride and collective generosity of its people.

Relevant Link:

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

idea 21

"Smart" Recycling Drop Boxes

Organization: *Pugedon (Turkey)*

Type of Initiative: *Social return on investment*

DETAILS: In Istanbul, Turkey, where over 150,000 stray dogs roam the streets, a 2012 city proposal to relocate them in "natural habitat parks" met with impassioned objections from the majority of people who live there. Enter the Pugedo Smart Recycling Box, invented by local corporation Pugedon. Not only is this invention keeping Istanbul's beloved feral population fed and watered, it's

also having a positive environmental impact to boot! Here's how: when recyclable water bottles are deposited, dry food is instantly dispensed into a dog and cat-accessible feeding trough. The food in the machines is fully funded by proceeds from the recycled bottles, and there's also a receptacle that can be filled with any remaining water in bottles before they are deposited. These boxes have been a big hit on many levels – positively reinforcing recycling by making it fun, minimizing street litter and feeding into residents' concern and affection for their feral population.

Relevant Link:

<http://www.dailymail.co.uk/news/article-2730872/An-idea-a-dog-s-dinner-Company-creates-vending-machine-feeds-stray-animals-return-people-recycling-bottles.html>

idea 22

Easily accessible, easy-to-read/understand financial information

Organizations: *Calgary Society for Persons with Disabilities (CSPD)*

Type of Initiative: *Innovative Annual Report*

DETAILS: With an objective of creating an annual report that would not only tell their financial story, but also raise awareness and funds for their cause, CSPD engaged WAX (the agency that produced their award-winning annual report, which was written by hand on vehicles, wheelchairs, appliances and other objects purchased to help the disabled, then photographed and printed on its pages). Working from the premise that most

people find annual reports difficult to read and understand, the approach was to demonstrate how people with disabilities have difficulty doing things that most of us take for granted. By designing the report with a large, solitary staple punched through the centre of all the pages (making it impossible to leaf through them in the customary way), the “hard to read” concept was taken to the extreme. The staple created a simple, yet powerful metaphor for the struggles that disabled people face in every aspect of their day to day lives.

Relevant Links: <http://www.jonathanherman.com/Calgary-Society-for-Persons-with-Disabilities-Annual-Report-2008>

<http://osocio.org/message/an-annual-report-difficult-to-read-because-of-a-handicap/>

idea 23

Handwritten Thank You Notes

Organization: *Ronald McDonald House Charities (RMHC)*

Type of Initiatives: *Public Relations, Stewardship*

and additional online thank you notes (#RMHCThankYou); a microsite (RMHCThankYou.ca) displays all 75+ thank you notes received and invites visitors to view more detailed stories of RMHC families. In 2016, more than 23,000 Canadian families spent time in RMHC houses. This initiative surprised and delighted people because RMHC “made it personal”.

Relevant Link:

<http://marketingmag.ca/advertising/ronald-mcdonald-house-serves-up-a-surprise-thank-you-156924>

idea 24

“Likes Don’t Save Lives”

Organization: *UNICEF Sweden*

Type of Initiative: *Social media engagement*

be an essential first step (raising awareness) to eventually engage younger donors, this was the first campaign to openly deride passive support. One video post features an impoverished orphan boy in a third world country worrying aloud how he will care for his brother if he gets sick. At the end of the post, the words, “Like us on Facebook and we will vaccinate ZERO children against polio” appears. This campaign garnered over 750,000 views, over 8,000 Tweets and raised money for over 600,000 vaccinations.

Relevant Links:

https://www.youtube.com/watch?v=2_M0SDk3ZaM

<https://www.youtube.com/watch?v=DpBbOY2amnE>

idea 25

100% of every donation funds clean water projects

Organization: Charity:Water (USA)

Type of Initiatives: Radical Transparency, Staff/Donor Engagement, Stewardship

DETAILS: Relying on the generosity of a small group of donors, funders and angel investors to fund 100% of staff salaries, operating expenses, rent, systems and supplies, this charity can channel 100% of general, broad-based donation revenue to clean water projects. They have also created a membership program called The Well, where donors who become a part of

this program agree to allocate a set amount of their giving to fund the charity's operating costs each year. In addition, Charity:Water's fundraising model tracks every dollar raised. After a donor's funds are allocated to a project, Charity:Water emails a custom project report with pictures and metrics. The goal is to be able to show supporters how they have affected one person – or a whole village – with their generosity not only today, but 10, 15 and 20 years down the road.

Relevant Link: <https://blog.hubspot.com/marketing/how-charity-water-reinvented-world-nonprofit-fundraising>

https://my.charitywater.org/p/myprojectsview?project_id=ET.GOH.Q4.09.048.213

idea 26

Powering Kindness

Organization: Electric Ireland; various Irish charities

Type of Initiative: Corporate social responsibility

the world in the process. This initiative was a win on many levels: it was fun and easy to participate, it made people feel good about themselves – doing a good deed, giving themselves a little pat on the back by sharing what they did and helping to support a worthy cause. Obviously the three chosen charities benefitted, the recipients of the 45,000 acts of kindness benefitted...and Electric Ireland garnered itself a staggering amount of goodwill.

Related Link: <https://poweringkindness.ie/>

idea 27

"Celebrate Impact, Impact Success"

Organization: Canadian Athletes Now Fund (CANFund)

Type of Initiative: Donor centred giving

DETAILS: CANFund, the organization that raises money to help Canadian Olympic athletes fund their travel, training and equipment expenses, has raised over \$20 million with this heartfelt, unique campaign. CANFund founder Jane Roos is also a talented artist. For a minimum donation of \$500, Jane asks the donor to think of three words that express

what a special person in their lives means to them; she then creates an original art piece featuring those three words. The piece arrives in the mail as a complete surprise to the person being honoured. There are also other commemorative "surprise gifts", including silver cufflinks (\$250 donation) or the CANFund Book of Inspirational Quotes (\$150 donation). Both the donor and gift recipient learn the name and sport of the athlete who benefits from the donation. Roos knew the campaign was a winner when one donor said, "You've taken the 'charity' out of this. It's just such a nice thing on its own."

Relevant Link:

<http://canadianathletesnow.ca/impact-gifts/>

idea 28

Beyond Miles, Give and Earn

Organizations: Aeroplan, various Canadian charities

Type of Initiatives: Donation matching, "Give and Get", corporate partnership

DETAILS: Just about everyone – from millennials to retirees – loves to travel. By partnering with Aeroplan, one of Canada's largest and most well-known loyalty programs, The Heart and Stroke Foundation is rewarding donors with Aeroplan miles. For every \$1 donated to their General Fund or towards an In Honour/In Memory Tribute, HSF offers 5 Aeroplan Miles. Aeroplan's long-running Beyond Miles program allows members to donate their accumulated reward miles to help 300 charities of their choice offset travel costs including flights, hotel accommodations and car rentals. In 2010, Aeroplan launched "Match Weeks" in support

DETAILS: As of 2016, only 3,890 wild tigers exist worldwide. The World Wildlife Foundation UK has a goal to double the population by 2020, the next "Year of the Tiger" in Chinese culture. They found a striking, impactful way to raise awareness of the threats these majestic creatures face, bringing potential supporters face-to-face with them in the wild...through virtual reality. The Tiger Experience drew an average of 16 new donors a day – a 50% increase. 5,000 shoppers visited the mall exhibit and 12,000 participant photos were captured. This campaign most definitely stood out – with stronger touch points and longer engagement times than traditional mall-based fundraising activities.

idea 30

"Puppy Love"

Organization: Humane Society US

Type of Initiative: Online contest and fundraising campaign

DETAILS: People love to show off their pets. The Humane Society US leveraged this known fact to raise \$680,000 in a little over three years through pet photo contests. One contest involves a minimum \$5 US donation to enter, post their pet's photo and

of its 10 Canadian charitable partners. During specific weeks throughout the year, Aeroplan will match donated miles one-for-one up to 500,000 Aeroplan Miles for each partner organization. To donate miles, members simply visit Aeroplan's website and click on "Donate". Since the inception of "Match Weeks", Aeroplan and its members have donated an incredible 91 million miles to Doctors Without Borders, WE, War Child Canada, MusiCounts, The David Suzuki Foundation, The Stephen Lewis Foundation, Enactus, Engineers Without Borders, Veterinarians Without Borders and the Air Canada Foundation (which helps sick children obtain medical treatment not available close to home).

Relevant Links:

<https://beyondmiles.aeroplan.com/>

https://hsf.donorportal.ca/Donation/Donation.aspx?F=1661&T=GENERAL&L=en-CA&G=300&csid=17-AERO6_social_facebook_F1_OrganicFB_WC_EN&NFP=

idea 29

The Tiger Experience UK

Organization: World Wildlife Foundation UK

Type of Initiative: Pop Up "Rain Forest" featuring virtual reality experience

Relevant Links:

<https://www.youtube.com/watch?v=o4C39ql2GPI>

<http://www.sofii.org/case-study/wwf-virtual-reality-tiger-experience>

compete for a prize package. Contestants were asked to solicit votes for their pet – each vote results in \$1 for the society. The first year of the contest, the society raised \$72,000 from 31,000 entrants. When they decided to use a Facebook application to connect with more supporters, they raised \$600,000 from 40,000 entrants. As Facebook changed, this charity evolved to Facebook Connect, a platform that connects their donation site directly to users' Facebook pages. Proof positive that even simple ideas can still resonate and get results!

Relevant Links:

<https://www.facebook.com/humanesociety>

Marnie A. Spears

President and CEO

Nicole Nakoneshny

Senior Vice President and Editor,
Philanthropic Trends Quarterly

Philanthropic Trends Quarterly© is published by KCI.

Unauthorized reproduction or distribution without attribution is prohibited. *Philanthropic Trends Quarterly*© is intended to provide an anecdotal 'snapshot' of philanthropy in Canada. We hope it will serve as a useful overview for observers of the charitable and nonprofit scene.

Aussi disponible en français. Illustration by Rocco Baviera.



FORWARD THINKING