



Agency Online Exchange

Fundraising Campaigns



second harvest
HEARTLAND[®]





Agenda

- MN FoodShare March Campaign
- Fundraising Discussion: Successes and Challenges
 - Fundraising Ideas
 - Fundraising Resources

Social Fundraising Campaigns



- Facebook
 - Instagram
 - TikTok
- + No fees for recipient organizations
- + Wide reach through supporters/followers
- + Easy to set up
- Anonymous donations – no donor information



Give to the Max Day



givemn.org

- State-wide day of giving on givemn.org platform
 - Nov. 16, 2023: \$34.2 million for 6,615 organizations
 - Give to the Max Day 2024: Thursday, November 14
- + Customizable fundraising page
- + givemn.org prizes (additional donations)
- Does take time to set up and maintain
- * Higher engagement = More donations



Holiday Appeal / Direct Mail Campaign



End-of-year campaign (November – December)

- Direct mail or email
 - + Reaches donors before tax year ends
 - + Customize information to share with donors
 - Reaches current/past donors
 - Time consuming
 - Printing costs



In-person Fundraising Event



Scheduled event with the goal of collecting donations and increasing awareness of your organization/program

- + Community-based, open to everyone
- + Gives face time with supporters
- Time-consuming
- Might require up-front funding to produce the event
- * Sponsors: local businesses, chamber of commerce



Fundraising Resources



Candid.org

Introduction to fundraising planning: Basic steps for developing a fundraising plan

Tuesday, February 27 at 1 p.m. CST

Link: [Introduction to fundraising planning | Training | Candid Learning](#)



Fundraising Resources



Minnesota Council of Nonprofits

- Beginner Grantseeking (virtual/online)
 - Tuesday, March 5, 9 a.m. – 12 p.m.
- Beginning Grantwriting (virtual/online)
 - Wednesday, March 27, 9 a.m. – 12 p.m.
- 2024 Nonprofit Fundraising Conference
 - Wednesday, July 24, 8:30 a.m. – 4 p.m.
 - Heritage Center of Brooklyn Center
 - 20+ breakout sessions

www.minnesotanonprofits.org



Additional Resources?



- Minnesota FoodShare March Campaign
 - gmcc.org/march-campaign/
- Association of Fundraising Professionals
 - www.afpglobal.org
- Fundraising book: The Little Book of Gold: Fundraising for Small (and Very Small) Nonprofits, by Erik Hanberg



Thank You

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