

Charitable Giving Strategy

Redefine trends in charitable giving by the public.



Adjusting the Foundation mentality to economic conditions

Case Study

Situation

Charitable Giving has been affected by the downturn in market conditions. Large giving by a few philanthropists is still on track but the middle levels of private giving to foundations has been decimated by financial market forces. Middle America is where much of the donations to charities originate for the lesser foundations and causes. Traditional methods are no longer producing the amount of funds needed to help various important causes.

Project Objectives

- Determine the change in perception of the public support for various causes and how the economy affects the current process.
- Research and test new processes to allow the public middle class to support causes which they are interested in.
- Find new techniques by which middle Americans can continue to support causes without making them feel the financial pinch .

Research

- Constructively look at the current methods used to collect donations.
 - Research current charitable fundraising programs to determine if they still provide the funds needed.
 - Determine if the middle class can still, and in fact want to, help those in need.
 - Review Cause Marketing processes in relation to low level contributions of the middle class matched to giving attitudes.
- Identify new technology that has potential to influence overall community involvement.

Development

- Sought out and developed young groups aged 16-24 that can actively, aggressively ask for funds for noted causes.
- Provide programs that can assist both groups in the program to raise funds for their cause while helping another outside cause.
- Develop a organizational program which allows a large group of young people to become involved in fundraising over the internet.

Results

- Results from Development process included \$3 Million being raised over a two year test period for the internet based program. Another new one year program raised an additional \$1 Million from an activity based program using nationally known brands but with a new charity name. Both were successful since both programs consisted of a median donation of only \$20 per donor.