“We can’t do that Here!”
(Yes you can, and your donors will love it!)

How to Disrupt with Love
**Stephanie Highfield**
*Fundraising Strategist*
*Blakely*

At Blakely, Stephanie Highfield embraces a creative and multichannel approach to annual fundraising programs, supporting charities in providing all donors in their community with an opportunity to give.

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**Brock Warner, CFRE**
*Director, Community Giving and Innovation*
*War Child*

Brock Warner is responsible for the growth and operations of War Child's Community Giving opportunities which includes annual giving, monthly giving and community-driven events along with War Child's legacy giving program.
We all want to change the world and do our best work. But how?
Learn how to disrupt in a way that is authentic to you

Skills to build relationships before you need them

Tactics to push new ideas forward in a risk-averse sector

Confidence to lead change in your organization
“What if we tried...?”
The traditional approach isn’t enough anymore.
We will only succeed if we try new things.
Be a wolf.
...or a beaver.
Anyone can be an innovator or a disruptor.

Seriously.
Be kind
Be honest
Be present
Be a person.
#DonorLove
Listen
Plan Your Battles
Build Bridges
Do Your Homework
Meet People Where They Are
Report Back
Listen.
Why?

• To help you understand your environment and context.
• To read the room
• To help set realistic expectations

Make sure it’s the right thing,
Before you design the thing right.
STUDENT ENGAGEMENT ROUNDTABLE

JULY 13, 2018
9:30 AM - 12:30 PM
WAR CHILD HQ

67 MOWAT AVE. SUITE 405
TORONTO ON. M6K 3E3

CONTACT: DONATIONS@WARCHILD.CA
MAKE __________, NOT WAR
MAKE _____, NOT WAR

Support War Child’s mission to protect children affected by war by doing what you love to do, share it with friends and family, and ask them to support you with a donation to War Child.

Start making your mark in three simple steps:

1. Do What You Love
   As a group or on your own, choose an activity that you love to do.

2. Share it with Friends
   Broadcast it live on social media, create a Facebook event or any other big idea you may have for telling the world.

3. Ask For Support
   Tell your supporters that the best way to support you, is by giving a gift to War Child.

GET STARTED NOW
Student Roundtable Insights

• Suggested animating the title with suggested ideas
• Liked the flexibility of the Make___ concept
• Very enthusiastic about the T-Shirt design
• Would like to see ‘social proof’ at the outset (e.g, IG carousel)
• A Step-by-Step signup appreciated (versus all at once)
• Existing materials are good, but hard to find
MAKE stories, NOT WAR
art rhymes noise
MAKE _____, NOT WAR

Protect children affected by war by doing what you love.
Share it with friends and family, and ask them to support you with a donation to War Child.

DO WHAT YOU LOVE
As a group or on your own, do whatever it is that you love to do. Big or small, your call.

SHARE WITH FRIENDS
Broadcast it live on social media, create a Facebook event or any other way you'd like to tell the world.

ASK FOR SUPPORT
Tell your supporters that the best way to support you, is by giving a gift to War Child.

GET STARTED NOW
FREE DOWNLOADS

Make your own merchandise with a local retailer and design your own materials. Remix and reimagine. Just add them to your cart then check out. Download links will be emailed.

Cake
Make ______ NOT WAR

War Child
MAKE _______ NOT WAR

Handwriting Font (OTF)
$0.00
Make_Logo, High Res (JPEG)
$0.00
DIN Pro Font Package (otf)
$0.00
War Child 'In Support' Logo (JPEG)
$0.00

Offline Pledge Sheet (PDF)
$0.00
Fundraising Toolkit (PDF)
$0.00

Offline Donation Form (PDF)
$0.00
Information Handout #1 (PDF)
$0.00
Information Handout #2 (PDF)
$0.00
Information Handout #3 (PDF)
$0.00
Brand and Design Guide (PDF)
$0.00
You donated $20 to this fundraiser

MAKE origami, NOT WAR

Make Origami, Not War
Fundraiser for War Child Canada by Brock Warner

$317 of $400 raised
You, Stephanie Highfield and 10 others donated.

Fundraiser progress
This fundraiser raised $317 and reached 79% of the goal. You're on your way!

12 donated
25 invited
2 shared

Invite Friends
People who invite friends raise more money. We recommend inviting about 130 people.

Add friends to fundraiser...

Wendy Warner-McCuaig
Brad Warner
Susan J. Warner

Share update
Each time you share, new friends will learn about your fundraiser. Keep sharing and asking for support.

https://www.facebook.com/donate/30805266696765
Plan your Battles.
Why?

• “If I want to say yes to this, I’ll have to say no to...”
• Identify the easy wins
• Build trust and confidence internally by demonstrating your thoughtful approach to innovation. You’ll likely get more freedom over time
Three Horizons

- Stuff you Inherited
- Stuff you want to do
- Stuff you haven’t thought of yet

Strategic Fit

Now

Near future

Far future
Taking Risks.
Never having to say “we don’t have time”.

Or, doing the things you want to do when you want to do them requires planning.
Guest Appearance!
Laura Champion and Jason Novelli
Case Study
Crohn’s and Colitis Canada
Online Tribute Giving
Barriers

• Time – the tribute program was a “set it and forget” as we were a team of two and had many other priorities

• Investment needed – how would we digitize this with management being skeptical that this would generate any additional revenue
  • Like in many organizations the assumption that the tribute money will just continue to roll in, was the mentality at CCC

• Systems – CCC was in the middle of a database transition and had many online vendors for different programs
  • How would it integrate with the DoR and who would do the work

• Management – as noted above the assumption that this would not make a difference in revenue and would just be an expense
We went Rogue

• We found the investment
  • The events team had recently invested in a platform for their walk
  • We did a bit of digging and found that there was an additional module that would facilitate the tribute piece
    • Because the events team had made the very large investment our module was cost effective – we found the money in the annual budget

• We asked for forgiveness rather than permission
  • We knew it would work and were willing to do it off the side of our desk for a little
What did it look like?
How did we manage?

• At the time Laura was a coordinator fresh out of Humber college
  • Little to no coding background but keen to make a change and as a result found a way to make the time to make this happen
  • Allowed for skill set development in a young fundraiser
  • Allowed for a “win” for Laura resume

• Jason
  • Protected the project – ensured that it wasn’t ended before it had the chance to start
  • Encouraged the trial and error and managed timelines to keep the project moving

• For both it was always priority #2 but the time was made as we knew that this would generate more revenue
It wasn’t easy

• Laura learned html and CSS to keep costs contained and launch the site
• It was a SLOW process as it was off the side of the desk
• Internal resistance was high
  • Getting folks to do a little more to make this happen was like pulling teeth
  • Countless hours talking about codes in the database, finance & receipting implications, brand, etc.
• Once we launched there was a lot of hand holding with the first users to ensure they had what they needed and to help to work out the bugs
  • Became a technical support help desk for the end user
But it was worth it

- The first page: An ‘in honour’ page for a 90 year old gentleman who was skydiving to honour his daughter who had Crohn’s
  - His page raised $8,000 (this was more then the initial financial investment)
- In the first year the pages raised $70,000
  - Offline tribute remained flat year over year so these are donors we might otherwise not have had

Ken Tessier
Side benefits!

• Relationship building
  • Some of the honourees became folks who we spoke to frequently and folks who we could investigate further as they might be leads for mid-level/major gifts
  • Within the organization we made friends by learning from others, respecting their processes but improving where we could – senior management liked that we raised more money!

• Story collection
  • 90-year-old skydiver became the focus of a DM package that we sent

• Multichannel
  • We gave donors another way to give/grieve/share about their loved ones
Takeaways

• Find a keen member of your team who is looking to do more and willing to learn on the fly and invest in them
  • Lowers the financial investment needed up front to help you make the case
• Make friends with the right people and use them in the right way
  • Ensure that what you are asking for is a simple, quick and directed task
• Don’t create a working group to explore the viability of investing in the possibility of a digital tribute platform

Just do it!
Build Bridges.
Fundamentally, fundraising is about relationships...
... And that includes internal relationships.
Find your BFF
Hope-Fueled Hearts

Visit the Foundation Office on level 1 to fill out your own heart!
Humbert.
Why?

• Humbert’s voices fulfilled a purpose, guiding donors through a huge transition to a brand new hospital, and showed them their importance and how they fit in

• Humbert’s voice made for an easy, comfortable and friendly conversation about transition. Humbert was comforting!
Making the case with Testing

Spring Donor Mailing
(Introduction)
Featuring Humbert

Good Results
(Based on past doubling
dates, past campaign
benchmarking, budget)

Fall Donor Mailing
Featuring Humbert

Holiday Donor Mailing
Featuring Humbert

Poor Results
(Low compared to
benchmarks)

Fall Donor Mailing
50% Test
Featuring Humbert

Holiday Donor Mailing
Winner – If we were fast
enough!

Fall Donor Mailing
50% Test
All copy consistent, remove
Humbert illustrations
Beyond being a cute mascot, Humbert reminds us that it is possible to do things differently at big institutions.
Do your homework.
• Reveal or validate insights about behaviour.
• Uncover new markets and unseen opportunities.
• Find out if your idea stinks (if you’re listening).

Research will buoy your idea through stormy seas.
Be ready.

(Mom’s Spaghetti.)
Anchor ideas with logic and insights.
Tracey Follows says:
An insight is something that is weird-normal. Something that strikes us, and our brains try to make sense of it. It's an invitation to interpret.

*Futurist and Strategic Foresight expert, author @traceyfutures*
Figure 3: Most commonly used instruments by organizations currently and-or previously implementing IF4D

(n=22)

- Impact Investment Funds (external): 36%
- Direct Equity: 36%
- Performance-Based Contracts: 32%
- Microfinance Investment Funds: 32%
- Concessional Loans: 32%
- Guarantees: 32%
- Catalytic Grants (for social enterprises): 23%
- Voluntary Contributions (as part of...): 18%
- Impact Bonds (SIBs/ DIBs): 18%

Full Study on IF4D: [https://www.interaction.org/project/innovative-finance-development/research-learning](https://www.interaction.org/project/innovative-finance-development/research-learning)
### Traditional Investing

- **Limited (if any) concern for ESG or ethical issues.**

### Responsible Investing

- **Ethical Investing**
  - Investments screened out on ESG risk or ethical issues.

- **Sustainable Investing**
  - ESG and returns drive investment and shareholder advocacy.

### Impact Investing

- **Thematic Impact Investing**
  - Focus on issue, with opportunity for market-rate return.

- **Impact First Investing**
  - Focus on issue, with some financial trade-off.

### Philanthropy

- **Venture Philanthropy**
  - Addresses challenges with no financial return to investors.

- **Traditional Philanthropy**
  - Gifts or transfer of property with no benefit or financial return.

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1. **$2.7T**
   - TD Bank, 2015

2. **$1.5T**
   - Responsible Investment Association Canada, 2015

3. **$9.2B**
   - Open Impact (Purpose Capital and Lee Chin Institute at Rotman School of Business), 2016

4. **$8.9B**
   - Statistics Canada, 2016
Invested Assets: 95%
Charitable Giving: 5%
ETFs
Diversified funds that trade like stocks
Future Growth of Global ETFs (net assets in US$ trillions)

Source: Morningstar Direct
0.66% into 1-in-9 Fund

$7.6 Trillion

Global ETF Market (2020)

0.1% Fee on AUM to Education Cannot Wait

$50 Billion

1-in-9 Fund AUM

$50 Million

Program Funding
We did it! Announced today at the Global People's Summit in New York, War Child Canada's submission to Education Cannot Wait's global Resource Mobilization Challenge was a winner. I can't wait to move this idea of an Exchange Traded Fund to support education in conflict zones forward, and bring this innovative fundraising product to market. Thank you to all the brilliant War Child teammates and the volunteers along the way that have helped shape this idea. 

#innovation #education
#finance
Meet People Where They Are.
Start with Why.

“We both love animals, and were able to help 100 cats last year, but how do we get to 200?”

“I have an idea for how we could help them more…”
“How can we...”
“I’m curious about...”
“I wonder if...”
Anticipate your nos so you can address them.
Sometimes there is a barrier you’ll never get around...
Just do it.
Good Ideas Will Find a Way.
Albert Hirschman’s Four Choices

Detrimental to the Organization

Change the Situation

Exit

Voice

Beneficial to the Organization

Neglect

Persistence

Maintain the Status Quo

Keep people here!
Report Back.
Fundraising Golden Rule

Ask – Thank – Report

Repeat
Steward your coworkers, managers, board members, CEOs like million dollar donors!
Don’t just tell them the good stuff. Admit if something didn’t work out as planned.
In Summary
Listen
Plan Your Battles
Build Bridges
Do Your Homework
Meet People Where They Are
Report Back
Change your approach.
Change the world.
Never, ever let those who are satisfied with the status quo, or the scared, or the lazy, or the ladder climbing-title changing people you run into through the years take one bit of your passion from you.

We need YOU. Donors need YOU. The world needs YOU!

John Lepp, Agents of Good
So...
Are you ready to be the Wolf or the Beaver?

(Or maybe another agent of change entirely?)
Remember:
We’re in this together. And, we believe you can do anything.
Questions?
Resources

- “Originals” – Adam Grant
- “Grit” – Angela Duckworth
- “Where Good Ideas Come From” – Steven Johnson
- “Organizational development specialists” – Simone Joyaux
- “100 Fundraising Blogs you should be reading” – Bloomerang
- “Three Horizons: The Patterning of Hope” – Bill Sharpe
- “Leading by Design” – Banff Centre
- “A Definition of Antifragile and its Implications” – Nassim Taleb
- “Exit, Voice, and Loyalty” – Albert Hirschman
Secret Slides!
Your support lets diabetes research take flight in Ontario!

Thank you for helping research take flight in Ontario, Name!

Donor Voicemail
Speaker Discovery Series

Alexis Gaisfian, CFRE
Jewish General Hospital Foundation

Lindsey Hulchison
Hollander Bloorsview Kids Rehabilitation Hospital Foundation

Dan McKinnon
NYO Canada

Cindy Wagnan, CFRE, MBA
The Good Partnership

Michelle Long Francia, CHRL
TTG Group Inc.

Sheidel Magalang
Stephen Thomas Ltd

Andrew Wilkins
Women’s College Hospital Foundation

Cara Williams
Sunnybrook Foundation
Staff participation in payroll giving program increased from 57% to 93% in year 1, holding at 90% in year 2. We saw a 36% increase in total contributions, plus significant workplace goodwill.
London Health Sciences Foundation
Donor Newsletter
Rhonda's Story

Rhonda’s cardiologist happened that there was a new a 9-year-old boy who’d had surgery that was much more invasive, which scared Rhonda. But when he performed the surgery, it was able to go as far as it could and it went on for a long week. Within a few weeks, she was back to work and exercising the gym. Two months later, she went on a walking trip with her husband. The specialized surgical technique Rhonda underwent had saved her life. She was able to return to her regular activities and enjoy the time with her family. Rhonda is now well on her way to a full recovery.

Newest Auxiliary Pledge Supports Ground-breaking Personalized Medicine

The Auxiliary of Women’s Hospital Foundation is sponsoring a new study that will help unlock the secrets of personalized medicine, a revolutionary approach to cancer care.

Personalized medicine uses advanced technologies to better understand the genetic differences between individuals and tailor each patient’s treatment. This study helps identify the best medication for each patient, allowing the healthcare providers to prescribe the most effective treatment for each individual, thereby reducing the possibility of adverse effects and improving outcomes.

Dr. Leonard Golinbing, director of the Women’s Hospital Foundation Centre for Personalized Medicine, said, "This research is critical to improving the quality of care for our patients. It will help us understand how to best use the latest technologies to personalize treatment plans and improve outcomes."
THIS IS DOROTHY…

• Predominately female, 50s – 80s
• She LIKES direct mail letters. She sits down and reads them, shares them with her network
• She’s community and family minded
• Feels affection and gratitude for her hospital
• She’s likely middle class (with some wealthier folk, and some holy and humble folk)
• She’s thinking about her family, and always want to make sure they have more time together
• She wants to get involved and help
SHE HAS DIFFERENT EXPECTATIONS…

• She is different from your major gift or capital campaign donors.

• She has different needs, dreams, hopes.

• She feels intimidated by Major Donor stories (I could never do that!)

• She just wants to help, and you need to give her a problem to solve.
You drive progress across all areas of care.

You are amazing! You are so proud to live and work in this caring and supportive community, alongside neighbors like you.

You answered our call. You were there when we needed you. You have generously invested an estimated £100 million toward the future of our hospital in the Neonatal Intensive Care Unit.

This is the start of an exciting journey as we continue our work to make a lasting impact on patient care. Together, we can make a difference in the lives of those we serve.

Thank you again for being there for us.

Bill & Karen Hylton Founders of the NICU Campaign

LONDON HEALTH SCIENCES CENTRE

You are creating hope for the future

There’s a mental health crisis across Canada. It’s not different here in London.

Your generosity is creating hope for the future through early intervention and prevention programs at London Health Sciences Centre (LHSC). This program offers help to those aged 3 to 24 who are struggling with mental and emotional issues. The goal is to help these young people manage their symptoms and return to school and life before they have permanent damage.

You are making strides toward good mental health and wellness.

"Your generosity is helping youth understand their mental health before it becomes a crisis situation."

PEPP offers an exclusive library for patients and families to gather and learn more about mental health.

You can get the help you need now.

When Sabrina was six years old, her body began to shut down. She saw the world in black and white, and her speech was limited to a single word: "Mom."

Although she is living with Leigh syndrome today, Sabrina has learned to communicate and interact with her world in the way that she has never been able to before. She has learned to love and be loved.

"We have to keep saving the brain and we must keep our heads up for more research and understanding.

"We are here to support you in your journey."

ARE YOU READY TO LEAVE A LASTING LEGACY?

I’m here to answer your questions or concerns that you might have.

Do you want to leave a lasting legacy?

WE WANT YOU TO HEAR FROM YOU

Please contact us if you have any comments or ideas on how we can continue to support our community.

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Ready to leave a lasting legacy?
HOW DID IT DO?

Responses by Days from First Gift

Revenue by Days from First Gift