



GIVSUM, INC.

APRIL 5, 2022
12:00 P.M.

WEBINAR

Planning Your Spring & Summer Fundraisers

& taking your social media fundraising to the
next level.

Shawn Wehan

Co-founder and CEO
Givsum, Inc.



On our lineup for this webinar

Here are the topics we will be discussing:

01

Spring and summer fundraising ideas (virtual and in person)

02

How to plan and execute your fundraisers to make them a success

03

Taking your social media fundraising to the next level





Get to Know Shawn

I believe we can all be philanthropists, sometimes we just don't know where to start.

My passion and career has been to help bridge the gap between the needs of the community and the gifts and talents of its members. It shouldn't be difficult to make a difference.

I'm Shawn, the co-founder and CEO of Givsum, Inc.

With a B.A. in Communications, a Master's Degree in Divinity, and 25 years of philanthropy experience, you could call me a bit of a nonprofit fundraising guru.

Get to Know Cailyn

I'm passionate about using social media for social good.

I love philanthropy and I love that we live in a time where it has never been easier to spread the word about the good we are doing for the world.

I'm Cailyn, Givsum's Director of Marketing

With degrees in Marketing and Information Systems, you could call me a bit of a digital marketing nerd.





What am I doing?

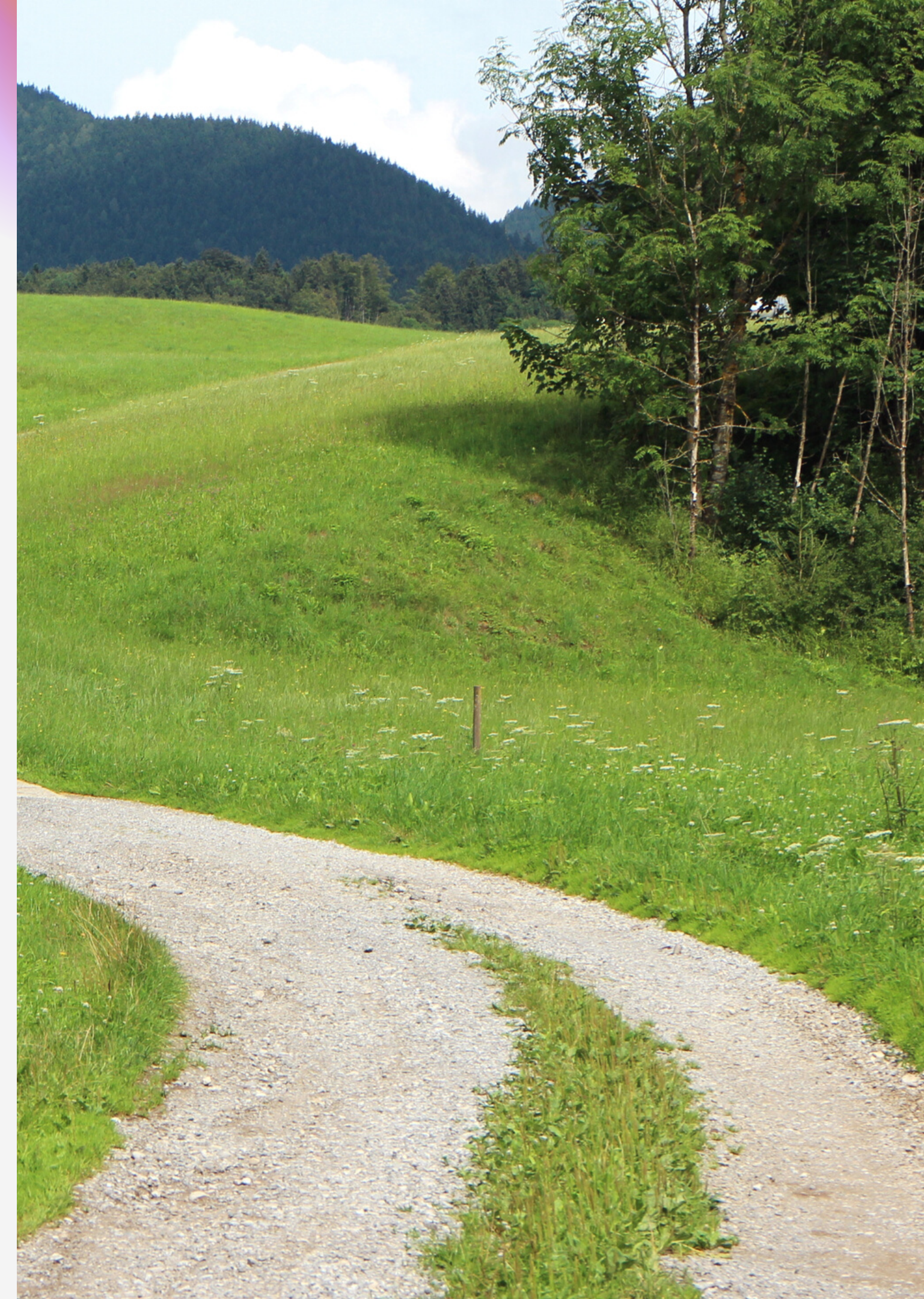
If you're here, you're probably asking yourself this question.

What interests me? What inspires me? What interests my ORGANIZATION? What inspires my organization?

Choose your path

Consider your organization's needs at the moment when choosing your fundraiser's path.

Is there a cause your organization is particularly passionate about right now? How can you put together an exciting and engaging fundraiser to support this cause?



Spring Fundraising Ideas

01

Earth Day Walk/Hike

April 22nd marks Earth Day. Sell tickets or shirts and donate proceeds.

02

Easter Egg Hunt

Did somebody say Easter Bunny? Throw a classic spring fundraiser that kids and families will love.

03

Mother's Day Brunch

Partner up with local restaurants and sell tickets, meal packages, flower arrangements, etc. beforehand.

04

Cinco De Mayo Fiesta

Have a taco fiesta at your local park.

05

Arbor Day Plant Sale

April 29th is Arbor Day, sell your favorite plants for a good cause!

06

Beach/Grounds Cleanup

Organizing a beach or grounds clean up is a great way to get outside and help the planet.



Summer Fundraising Ideas

01

Ice Cream Social

July is National Ice Cream Month! Partner with a local ice cream vendor to sponsor the event.

02

Car Wash

Classic summer fundraiser.

03

Summer BBQ

Make this a 4th of July fundraiser if you'd like.

04

Golf Tournament

Sell tickets, collaborate with sponsors, partner up with food vendors, and create a fun event for a good cause.

05

Yoga For A Cause

“Ommmm!” June 21st is National Yoga Day!

06

Outdoor Show/Concert

Take advantage of the beautiful summer weather and host an outdoor benefit concert or show. Livestream it, too!



Rotary

35th Annual Lobsterfest

All-you-can-eat Maine Lobster
Yorba Linda Sunrise Rotary Foundation
Rotary District 5320

COMMUNITY

May 21, 2022
5:30PM - 11:00PM
PDT

[BUY TICKETS](#) [AUCTION](#) [DONATE](#) [VOLUNTEER](#) [SHARE THE LOVE](#) [LOG](#)

TICKETS ARE SELLING FAST!

ALL-YOU-CAN-EAT Maine Lobster and Tri-tip Steak

Join us for a great cause! Proceeds from the Lobsterfest support our community and international projects!

The original is back -- Lobsterfest, the premier fundraising event in North Orange County hosted by the Yorba Linda Sunrise Rotary Foundation. Over 400,000 people have attended this event since its inception in 1987. Proceeds from the event support our community and international projects.

DATE & TIME
Saturday, May 21, 2022
5:30PM - 11:00PM PDT
[Add to Calendar](#)

LOCATIONS
Yorba Linda Community Center
4501 Capa Loma Ave

[SHARE THE LOVE](#) [LOG](#)

Guilty's Campaign to Puppy Paws FUNraising to Stomp...
Kindest
MAR 18 - APR 25
Host: Guilty Javid
\$2.0K

Panjanwanee's Campaign to Puppy Paws FUNraising to...
Best Dressed/Other
MAR 25 - APR 25
Host: Panjanwanee Muangmongkol
\$414.01

Melody's Campaign to Puppy Paws FUNraising to Stomp...
Most Handsome/Pretty
MAR 7 - APR 25
Host: Melody St John
\$407.48

rene's Campaign to Puppy Paws FUNraising to Stomp...
Best Sniffer and/or Cutest Ears
MAR 25 - APR 25
Host: Rene Mejia
\$217.69

Melody's Campaign to Puppy Paws FUNraising to Stomp...
Most Unique/Funniest
MAR 8 - APR 25
Host: Melody St John
\$164.74

Olivia 's Campaign for Jasper in Puppy Paws FUNraising to...
Cuddliest
FEB 7 - APR 25
Host: Olivia Patterson
\$143.68

Amy Cuomo's Team
Most Handsome/Pretty
JAN 31 - APR 25
Host: Amy Worthington
Team: Amy Cuomo's Team
\$117.36

Alex's Campaign to Puppy Paws FUNraising to Stomp...
Look Most Like My Human
MAR 9 - APR 25
Host: Alex Parajon
\$90.42



The Service Above Self Virtual Auction

Rotary Club of Tempe South
Rotary District 5495

[AUCTION](#) [DONATE NOW](#)

[AUCTION ITEMS](#) [MY BIDS \(0\)](#) [FAQS](#)

Auction has finished!

#103 NEW EXCLUSIVE Dinner/Boat... \$265 Bids (1)	#101 1996 Mercedes SL320 Convertible/Only 77... \$15500 Bids (0)	#102 Explore Arizona' w/ This 4-Book Set... \$50 Bids (1)	#104 Tempe Mayor Corey Woods/ Celebrity Ch... \$700 Bids (3)	#107 \$50 Gift Card - Steve's Espresso/Tempe AZ \$50 Bids (3)	#108 4bd Home in Scottsdale AZ /2 Nig... \$150 Bids (0)
#109 BEATLES' - Let it Be' Vinyl Album- Never... \$150 Bids (8)	#110 Golf Foursome (4) + Lunch or Dinner - Th... \$430 Bids (3)	#113 Feeling Lucky? Item #113 is \$50 in Lotter... \$74 Bids (2)	#114 One Year ALL INCLUSIVE Dental... \$135 Bids (1)	#115 Tucson AZ Beautiful AirBNB (Foothill's... \$210 Bids (4)	#116 Eisenhower at War 1943-1945 Book... \$40 Bids (1)

Rotary

Wine Tasting Around the World with HB Rotary ***NEW DATES***

A Fundraiser Series Supporting Huntington Beach Rotary
Rotary Club of Huntington Beach
Rotary District 5320

COMMUNITY

Ongoing Event | Tickets from \$5.00 - \$70.00

[CHOOSE A DATE OR PACKAGE](#) | [OPPORTUNITY DRAWING TICKETS](#) [DONATE](#) [SHARE THE LOVE](#)


\$4,448 RAISED | **\$10,000** GOAL

Explore the world of wine with certified sommelier Sasha DeJaynes of Vinolust while supporting the charity projects of Huntington Beach Rotary!

Each event covers a new wine region or country, introducing you to a taste of wine & Rotary from around the world

LOCATIONS
Lutheran Church-Resurrection
9812 Hamilton Ave
Huntington Beach, CA 92646


☐ ☐



2nd Annual Walk for The Trail Fundraiser and After Party

La Jolla Sunrise Rotary
Hosted by Friends of Coast Walk Trail

COMMUNITY



5:00PM - 9:00PM PDT

CAN'T ATTEND? MAKE A DONATION INSTEAD!

SHARE THE LOVE

LOG

\$5,402 RAISED


\$40,000 GOAL

WHY: Fundraiser for Goldfish Point Observation Platform and Fence repairs along the Historic Coast Walk Trail in support of our community and to help protect this amazing natural asset.


Help us preserve this iconic trail that has provided generations of visitors and residents with amazing views of the Pacific Ocean and the rugged Southern California coast, and with lifetime memories.

DATE & TIME
This event has passed.
[See Upcoming La Jolla Sunrise Rotary Opportunities](#)

LOCATIONS




☐ ☐



THE FULLERTON FAUX FESTIVAL

Fullerton Rotary Club

COMMUNITY



May 1, 2022
6:00PM - 10:00PM
PDT

All tickets
\$100.00

PURCHASE VIP TICKETS

SHARE THE LOVE

LOG


Why pay thousands to see old legends perform from the back of Staples Center a bit past their prime, when you can see the best version of them in their glory days while raising money for Fullerton charities?

ELTON:


KENNY METCALF AS ELTON: THE EARLY YEARS

DATE & TIME
Sunday, May 1, 2022
6:00PM - 10:00PM PDT
[Add to Calendar](#)

LOCATIONS
FULLERTON COLLEGE
CAMPUS THEATRE
321 E Chapman Ave
Fullerton, CA 92832




☐ ☐



Hoppy Easter Eggz-perience on the Farm

Charm Farm Refuge

COMMUNITY



April 16, 2022
4:00PM - 6:30PM
MDT

Tickets from
\$0.00 - \$55.00

BUY TICKETS

VOLUNTEER

DONATE

SHARE THE LOVE

LOG

\$608 RAISED


\$1,000 GOAL

This is not a regular Ol' Easter Egg Hunt, Folks. Kiss goats, meet our real-life unicorn, cuddle bunnies, wooga-wooga the piggies, feed a bottle baby, hold baby chicks (or giant fat chickens if you would rather), and hug our giant dog, Madeline (she gives great hugs).


You can say hello and take your own picture with the famous Easter Bunny or the infamous, Cranky Rooster that will go around and collect empty eggs from the children at the end of the event.

DATE & TIME
Saturday, Apr 16, 2022
4:00PM - 6:30PM MDT
[Add to Calendar](#)

ADDITIONAL LINKS:
[The Charm Farm Refuge](#)




☐ ☐



Flags of Honor Field

Presented by Anaheim Hills Rotary and Veteran Air
Anaheim Hills Rotary

COMMUNITY



SPONSOR FLAG(S) NOW...

DONATE

SHARE THE LOVE

Memorial Day Weekend, May 28-30 • Veterans Day Weekend, Nov 11-13


This is an opportunity to recognize heroes in your life and those that faithfully serve and protect our community and country.

One great way to honor a hero is to sponsor a flag in their honor on the Flags of Honor Field during Memorial Day weekend, Veterans Day weekend, or both.

The events will be held at Eucalyptus Park in Anaheim Hills. At both events, 200 U.S flags will stand in formation to honor the heroes that you and

LOCATIONS
Eucalyptus Park
100 N Quintana Dr
Anaheim, CA 92807

ADDITIONAL LINKS:
[ANAHEIM HILLS ROTARY WEBSITE](#)







What methods of fundraising should I use?

You've chosen your path. Congratulations!
You are not limited to one method of fundraising- mix and match for an exciting experience.

Givsum Features

Auctions

Donations

Peer-to-Peer Fundraising

Livestreaming

Raffles

Selling Merchandise

Tickets

Volunteers

Sponsorships

Team Fundraising

Fundraiser Themes

Cinco De Mayo Fiesta

Golf Tournament

Outdoor Concert/Show

Mother's Day Brunch

Earth Day Hike/Walk

Ice Cream Social

Car Wash

Arbor Day Plant Sale

Summer BBQ



Givsum Features

Fundraiser Themes





Planning Your Fundraiser: Setting SMART Goals

Setting your fundraiser up for success means setting SMART goals.
Let's define SMART....

What does SMART stand for?

SMART is an acronym for...

Specific

Measurable

Attainable

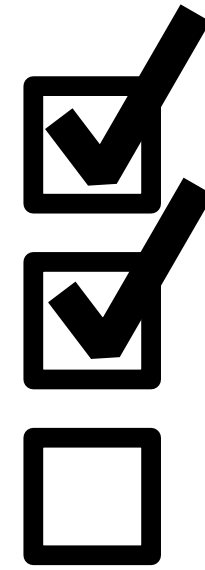
Relevant

Time-bound



Start checking off your list.

You have a path, you know your fundraising methods, and you've set goals: let's start checking off your list.



- Images
- Location
- Dates
- Times
- Ticket types
- Merchandise
- Food items
- Sponsorships
- Videos
- Volunteer shifts
- Event description





How are you going to lead your organization's members and supporters to your fundraiser?

Make it easy for people to learn about your fundraiser.
Create your opportunity page on Givsum

Create your fundraising opportunity page on Givsum.

- 1. Basics
- 2. Details
- 3. Volunteers
- 4. Tickets
- 5. Items
- 6. Packages
- 7. Additional Details
- 8. Admin Controls



Build out your fundraising page in a matter of minutes with a variety of fundraising methods.

Share your fundraising opportunity and encourage others to do the same

- Email all of your supporters from Givsum
- Text your supporters from Givsum
- Share your fundraising page on your organization's own social media outlets
- Encourage your organization's members and/or supporters to share your fundraising page on their social media outlets.



Online fundraising pages will increase revenue and engagement through easy social interactions.

Online giving increased 42%

Online giving has increased 42% over the past three years.

*According to Blackbaud Institute

43% of millennial donors

are inspired to give to charities because of social media.

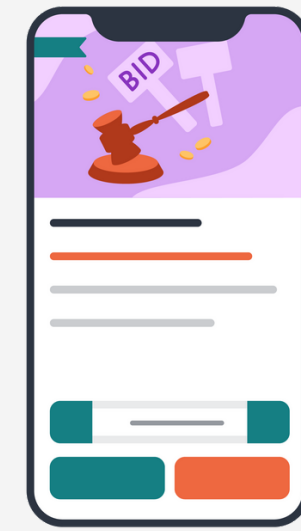
72% of millennial donors

prefer to donate to nonprofits through an online giving platform,





Use the power of social fundraising to your advantage.



Keep track of your goals

Your supporter reports and data hold valuable insights to your organization's success and growth.

From the Givsum's Summary page, you can review things like total donor transactions, logged contributions, fees covered, tickets/sponsorships purchased, items purchased, packages purchased, and total supporter engagement.





Feel free to have fun!

Enjoy the fruit of your labor.





Q&A

10 minutes to ask away!



Thank you!



GIVSUM®

If you have more questions, feel free to email us at
shawn@givsum.com
cailyn@givsum.com