



# **RECENT CUTTING-EDGE NONPROFIT FUNDRAISING CAMPAIGNS**

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2019 EDITION



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## Introduction

The last few months have seen a number of innovative nonprofits launch groundbreaking, digital fundraising campaigns. We have been honored to work with these and many other customers who are pushing the boundaries of how fundraising takes place online. This whitepaper looks at ten of the most interesting/innovative fundraising campaigns that have recently launched, including fundraising drives by Sesame Workshop and Cystic Fibrosis Foundation. Read below to see what separates these Rallybound-powered campaigns.



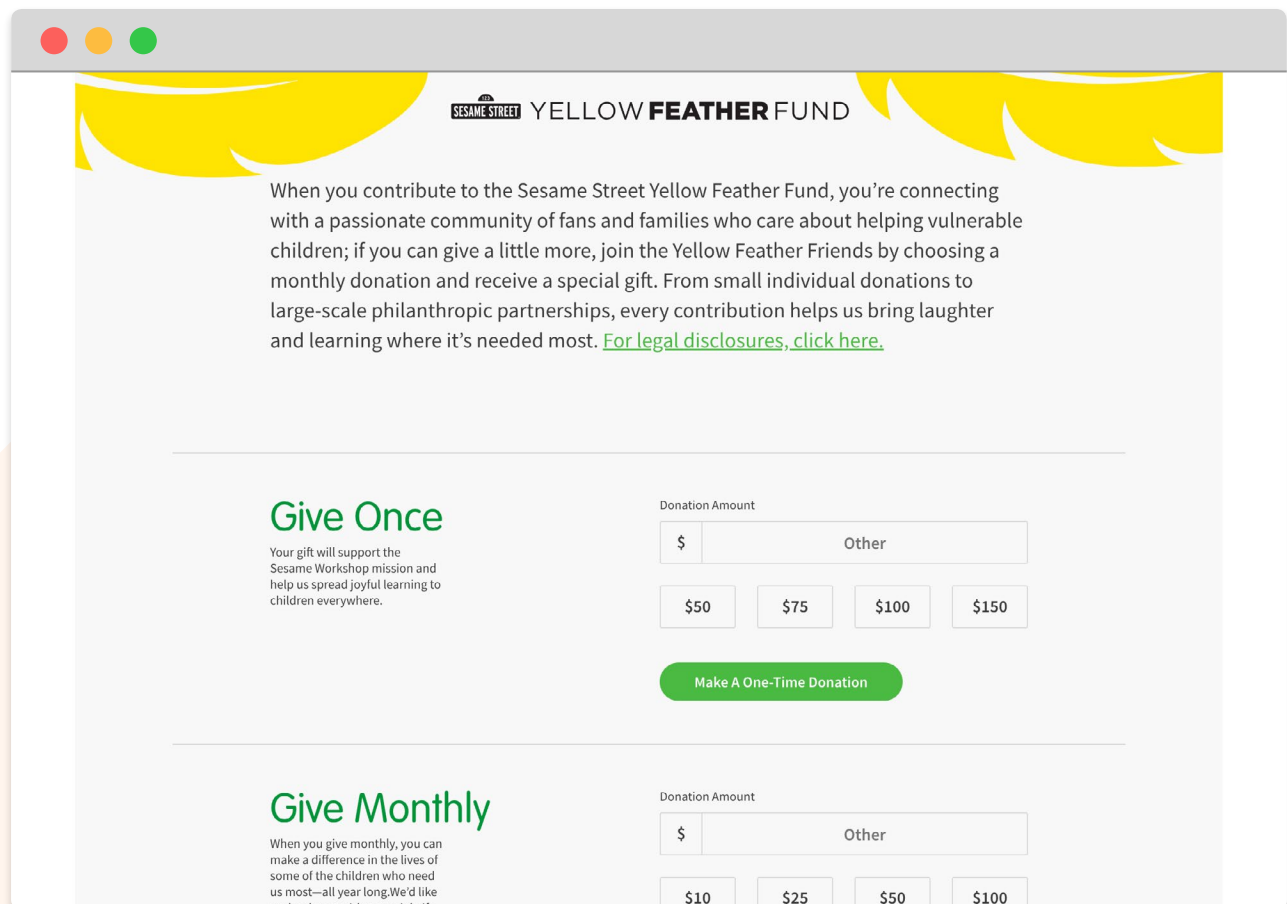
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## Tell me how to get... donations

- Custom CSS to personalize our embedded donation form
- Javascript file in header enables additional nuanced personalization of our embedded form
- Tracking gift frequency with Google Tag Manager
- Uses editable area on ticketing form to show image of ticketing options



The screenshot shows a web browser window displaying the Sesame Street Yellow Feather Fund donation page. The page has a yellow header with the Sesame Street logo and the text "YELLOW FEATHER FUND". Below the header, there is a paragraph of text explaining the fund's mission. The page is divided into two main sections: "Give Once" and "Give Monthly". Each section has a description of the donation type and a form for selecting the donation amount. The "Give Once" section includes a "Make A One-Time Donation" button. The "Give Monthly" section includes a "Make A Monthly Donation" button. The forms for both sections have a "Donation Amount" label and a dropdown menu with options for \$, \$50, \$75, \$100, and \$150, as well as an "Other" option.

**SESAME STREET YELLOW FEATHER FUND**

When you contribute to the Sesame Street Yellow Feather Fund, you're connecting with a passionate community of fans and families who care about helping vulnerable children; if you can give a little more, join the Yellow Feather Friends by choosing a monthly donation and receive a special gift. From small individual donations to large-scale philanthropic partnerships, every contribution helps us bring laughter and learning where it's needed most. [For legal disclosures, click here.](#)

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**Give Once**

Your gift will support the Sesame Workshop mission and help us spread joyful learning to children everywhere.

Donation Amount

\$

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**Give Monthly**

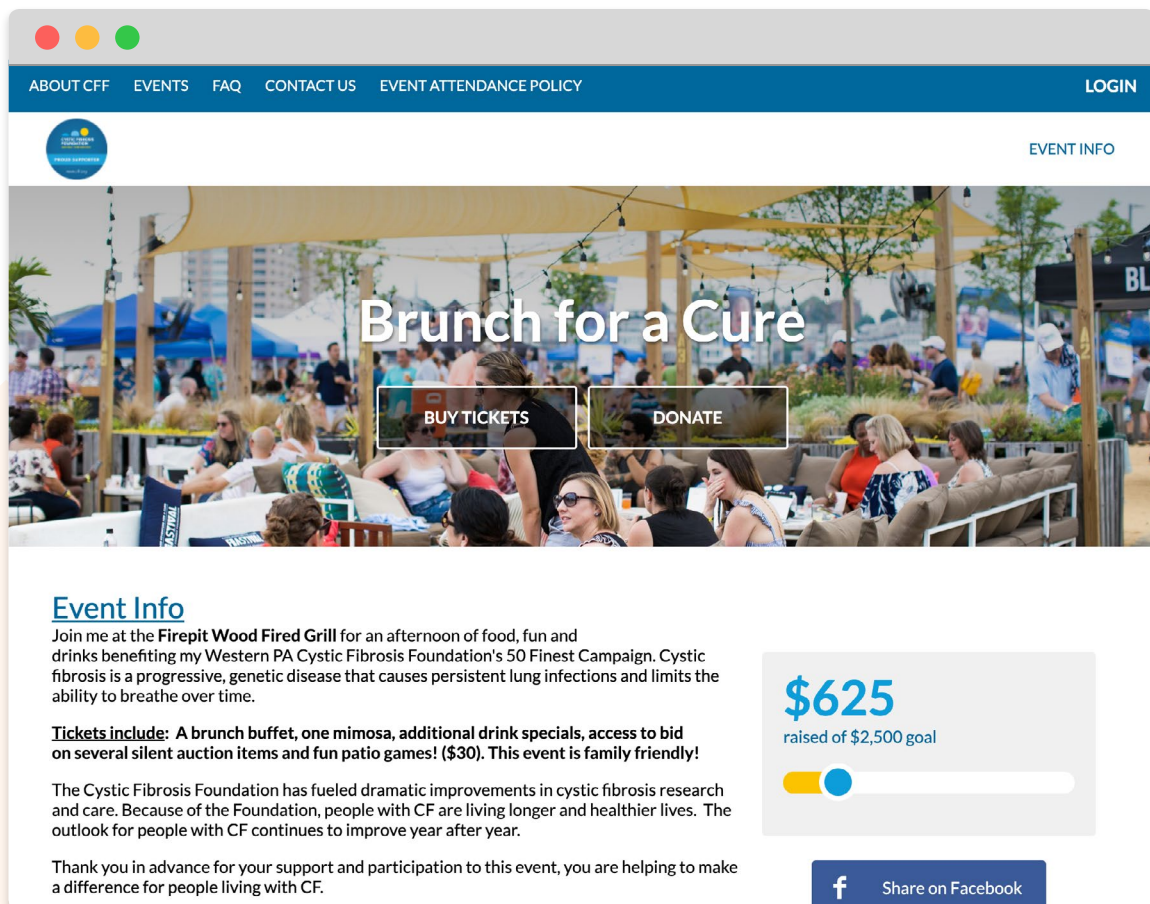
When you give monthly, you can make a difference in the lives of some of the children who need us most—all year long. We'd like to thank you with a special gift.

Donation Amount

\$

## Expanding Fundraiser Options with Champion Campaigns

- Champion Campaigns allow fundraisers to set up their own walk/run/ride campaigns
- Fundraisers can create ticketing items
- Revenue counts towards parent event fundraising minimums/totals
- Nonprofit administrators can run reports on each Champion Campaign



The screenshot shows a web browser window displaying a Rallybound event page. The header includes navigation links: ABOUT CFF, EVENTS, FAQ, CONTACT US, EVENT ATTENDANCE POLICY, and a LOGIN button. The event title is "Brunch for a Cure" with "BUY TICKETS" and "DONATE" buttons. The event description states: "Join me at the Firepit Wood Fired Grill for an afternoon of food, fun and drinks benefiting my Western PA Cystic Fibrosis Foundation's 50 Finest Campaign. Cystic fibrosis is a progressive, genetic disease that causes persistent lung infections and limits the ability to breathe over time." It includes ticket details: "A brunch buffet, one mimosa, additional drink specials, access to bid on several silent auction items and fun patio games! (\$30). This event is family friendly!" and a fundraising progress bar showing \$625 raised of a \$2,500 goal. A Facebook share button is at the bottom right.

ABOUT CFF EVENTS FAQ CONTACT US EVENT ATTENDANCE POLICY LOGIN

EVENT INFO

### Brunch for a Cure

BUY TICKETS DONATE

#### Event Info

Join me at the **Firepit Wood Fired Grill** for an afternoon of food, fun and drinks benefiting my Western PA Cystic Fibrosis Foundation's 50 Finest Campaign. Cystic fibrosis is a progressive, genetic disease that causes persistent lung infections and limits the ability to breathe over time.

**Tickets include:** A brunch buffet, one mimosa, additional drink specials, access to bid on several silent auction items and fun patio games! (\$30). This event is family friendly!

The Cystic Fibrosis Foundation has fueled dramatic improvements in cystic fibrosis research and care. Because of the Foundation, people with CF are living longer and healthier lives. The outlook for people with CF continues to improve year after year.

Thank you in advance for your support and participation to this event, you are helping to make a difference for people living with CF.

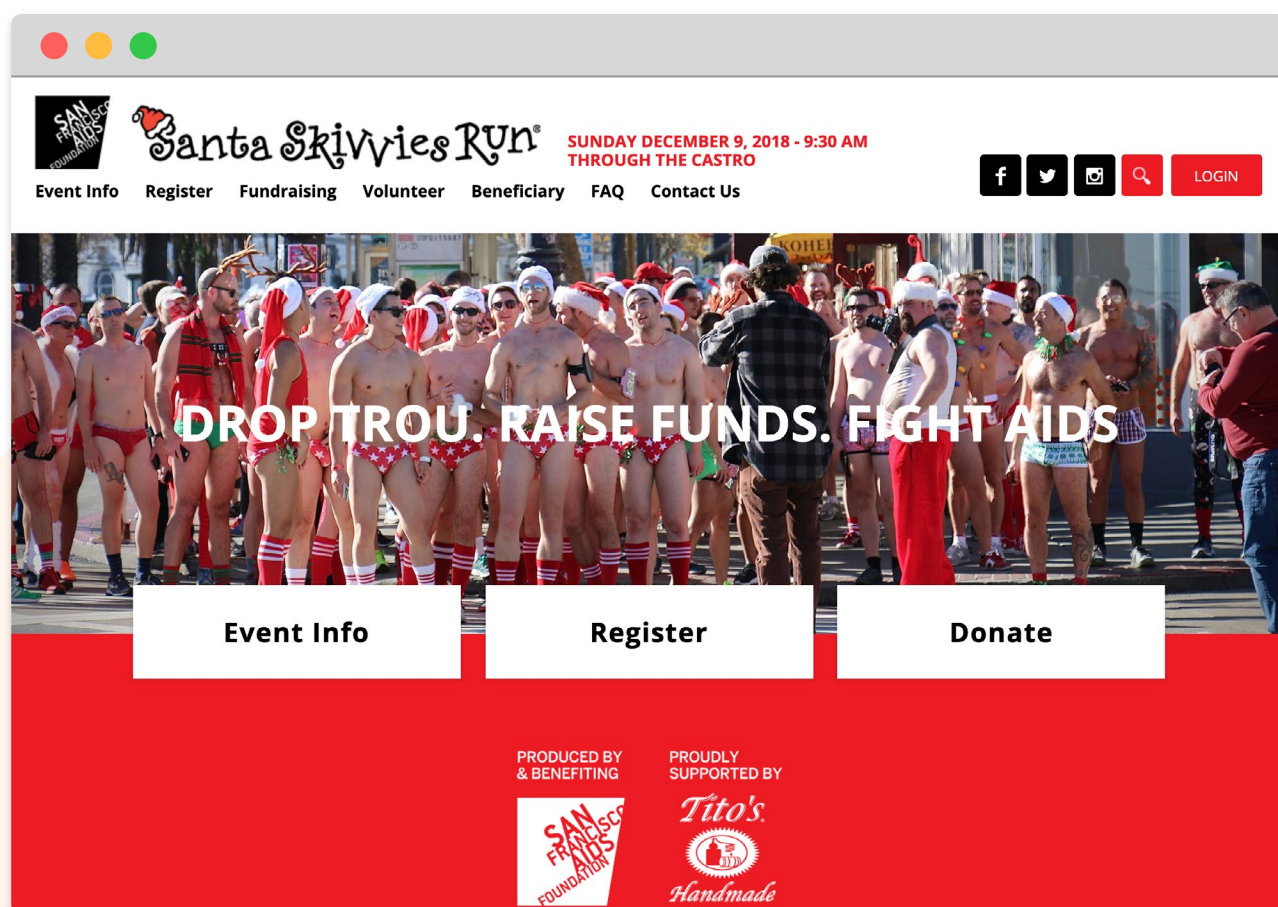
**\$625**  
raised of \$2,500 goal

Share on Facebook



## Helping Santa with Fundraiser Dashboard

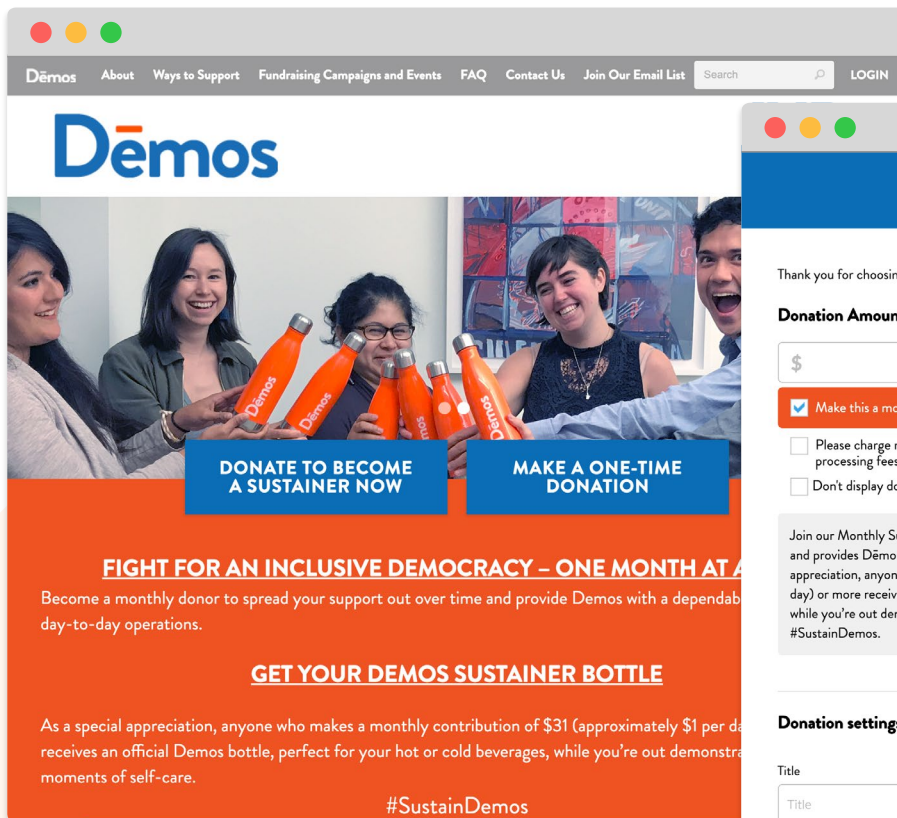
- Exceeded goal in campaign launch first year on Rallybound
- Positive feedback from returning registrants on user interface and design
- Robust email functionality available to nonprofit administrators to increase fundraising totals
- Provided a forum for the organization to test Rallybound for larger events





## Innovative Recurring Donation Program

- Custom embedded area on donation form to highlight incentive for recurring donors
- Utilizes recurring donations and comments
- Migrated recurring donors from old platform to Rallybound, without interruption of recurring donations
- All recurring campaigns flow into one larger campaign for easy tracking and Salesforce sync



Donate

Thank you for choosing to become a Sustainer! Please enter your information below.

**Donation Amount**

\$ /mo

☒ Make this a monthly gift

☐ Please charge me \$0 to cover processing fees.

☐ Don't display donation amount

Join our Monthly Sustainer Fund, which allows you to spread your support over time and provides Demos with a dependable base for our day-to-day operations. As a special appreciation, anyone who makes a monthly contribution of \$31 (approximately \$1 per day) or more receives an official Demos Bottle, perfect for your hot or cold beverages, while you're out demonstrating or enjoying moments of self-care. Thank you. #SustainDemos.

**Donation settings**

Title

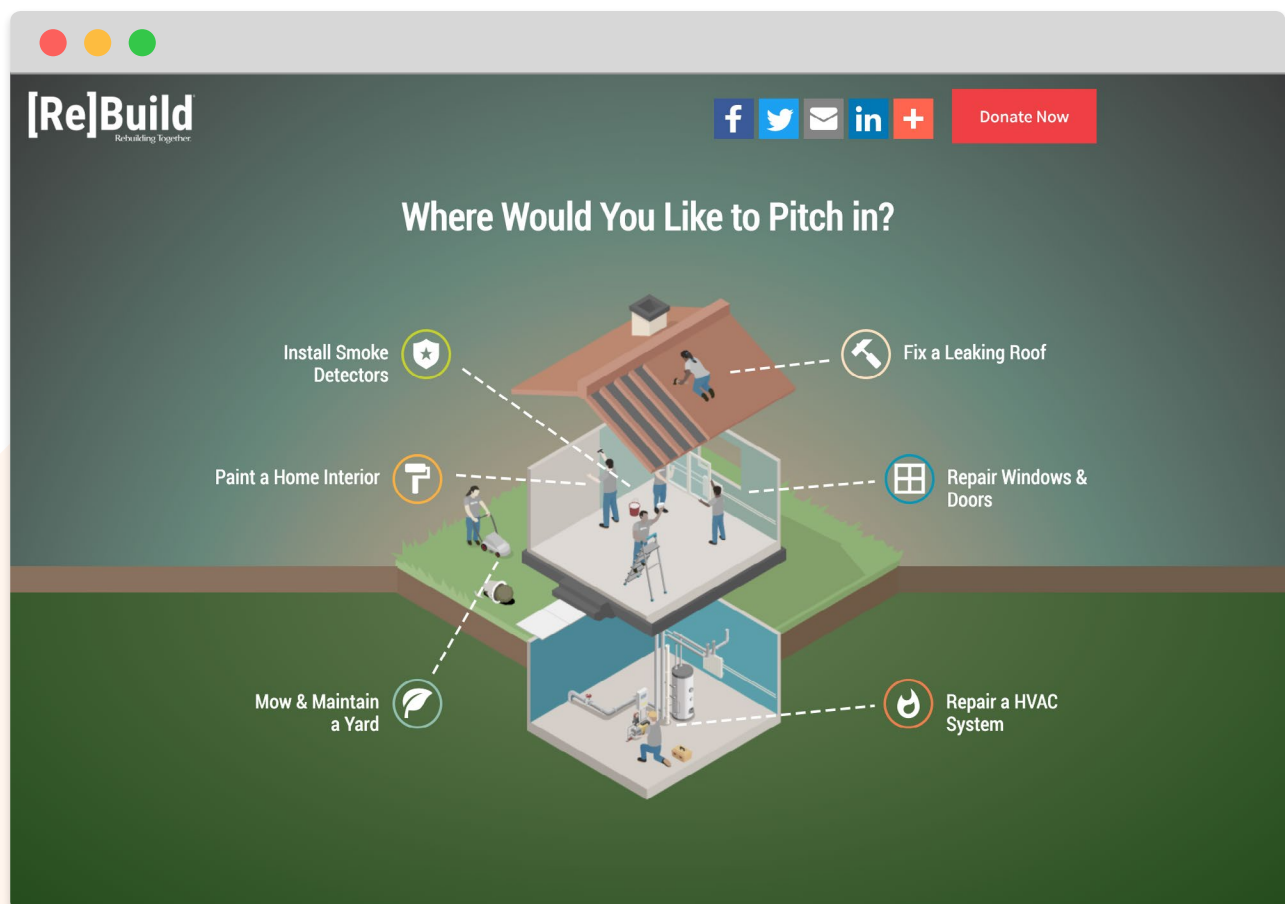
First Name Last Name





## Picking a Room to Sponsor

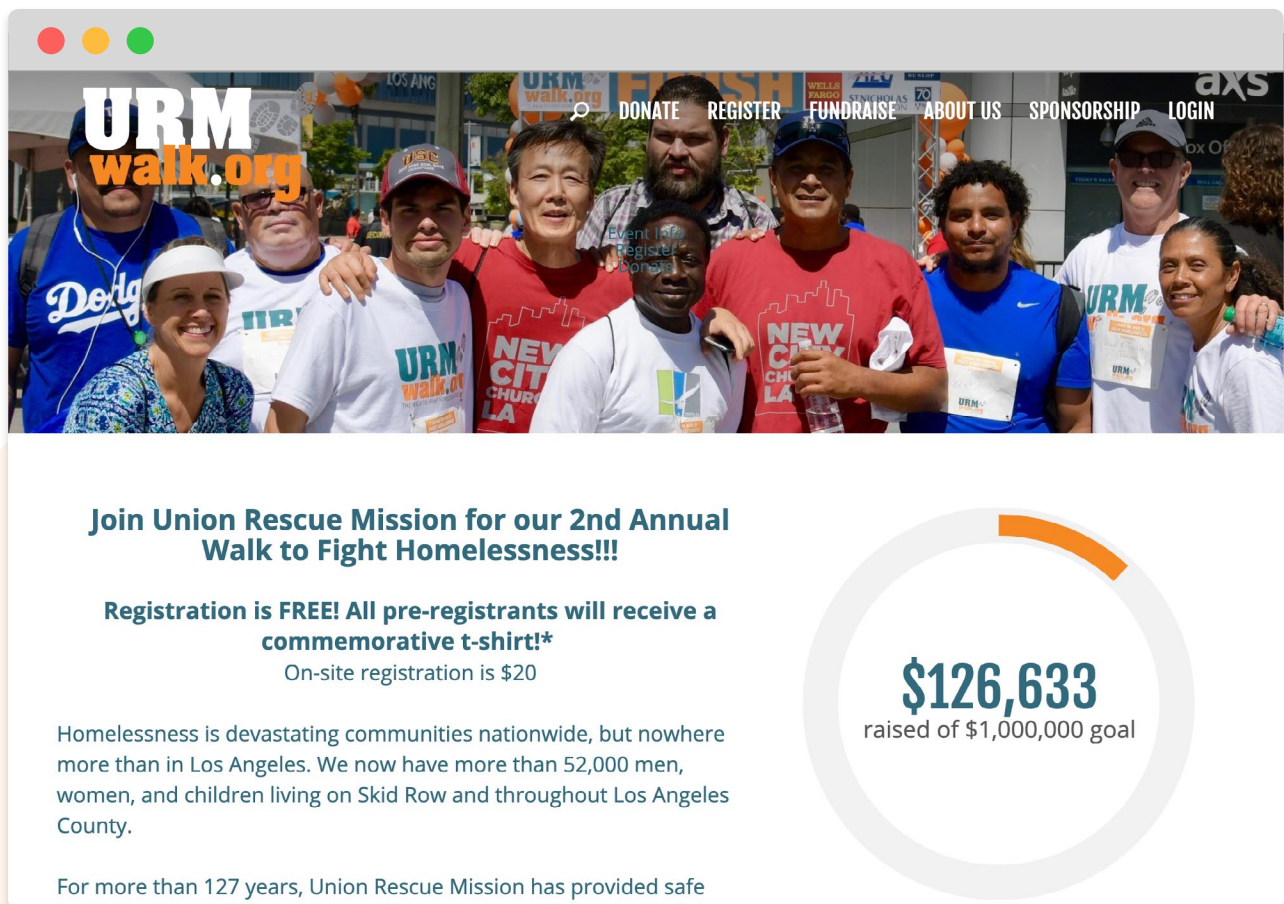
- Leverages API to “build” a custom house through a custom field selection on an embedded donation form
- The national organization developed the site for use by its chapters
- Custom fields integrated with Salesforce for easy reporting
- Affiliate Rebuilding Together San Francisco joined the Rallybound platform following the successful implementation of the national organization’s site





## A New Look for 2019

- Has taken advantage of annual template refreshes to keep fundraisers excited and engaged
- Deep social media integration
- Leveraged our standard Salesforce integration, limiting the need for custom work



The screenshot shows the URM walk.org website. At the top is a navigation bar with links: DONATE, REGISTER, FUNDRAISE, ABOUT US, SPONSORSHIP, and LOGIN. Below the navigation bar is a large photo of a diverse group of people, many wearing URM t-shirts, posing for a group photo. Below the photo is a call to action: "Join Union Rescue Mission for our 2nd Annual Walk to Fight Homelessness!!!". Below this is a registration notice: "Registration is FREE! All pre-registrants will receive a commemorative t-shirt!\*" and "On-site registration is \$20". To the right of the text is a circular progress bar showing the fundraising goal. The goal is \$1,266,333, and the amount raised is \$1,000,000. Below the progress bar is a paragraph about homelessness in Los Angeles and a sentence about the organization's history.

**Join Union Rescue Mission for our 2nd Annual Walk to Fight Homelessness!!!**

**Registration is FREE! All pre-registrants will receive a commemorative t-shirt!\***  
On-site registration is \$20

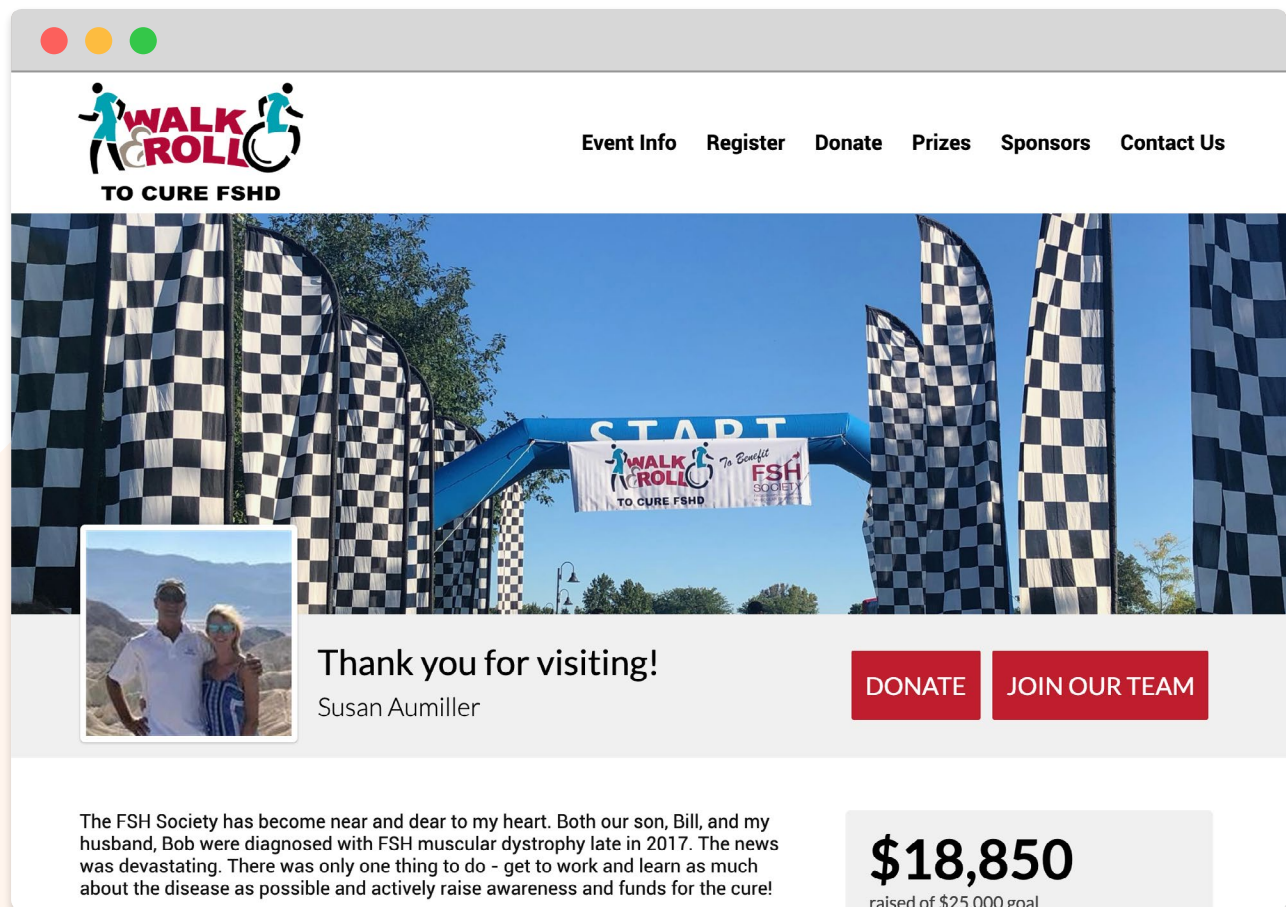
Homelessness is devastating communities nationwide, but nowhere more than in Los Angeles. We now have more than 52,000 men, women, and children living on Skid Row and throughout Los Angeles County.

For more than 127 years, Union Rescue Mission has provided safe

**\$126,633**  
raised of \$1,000,000 goal

## Pushing Custom Donation Data

- Using Rallybound for its first ever nationwide peer to peer fundraising series
- Advanced Salesforce integration to accurately sync contact and company data into Salesforce
- Sponsorship packages available on fundraising pages, which are tied to events.



**WALK & ROLL**  
TO CURE FSHD

Event Info Register Donate Prizes Sponsors Contact Us

**START**  
WALK & ROLL TO CURE FSHD

**Thank you for visiting!**  
Susan Aumiller

**DONATE** **JOIN OUR TEAM**

The FSH Society has become near and dear to my heart. Both our son, Bill, and my husband, Bob were diagnosed with FSH muscular dystrophy late in 2017. The news was devastating. There was only one thing to do - get to work and learn as much about the disease as possible and actively raise awareness and funds for the cure!

**\$18,850**  
raised of \$25,000 goal



## Make Birdie, Get Donation

- Custom widgets on Fundraiser Dashboard calculate pledge per donor against number of achievements golfer reaches throughout season
- Custom report is run at the end of the season to generate an automated email sent out through Salesforce to donors
- Pledges are integrated and tracked concurrently in Salesforce and marked as fulfilled

A screenshot of the AJGA website homepage. The header features the AJGA logo on the left, social media icons (Facebook, Twitter, Instagram, Search) and a "LOGIN" button on the right. Below the header is a large photo of a group of young men and one older man holding a large ceremonial check. The check is from "LEADERSHIP LINKS USA" dated February 25, 2015, payable to "Nichlaus Children's Health Care Foundation" for \$60,000.00. Below the photo are two red buttons: "GET STARTED" and "FIND A JUNIOR". At the bottom, there are logos for "TaylorMade" and "adidas", both labeled as "NATIONAL SPONSOR".

**AJGA**  
Developing Golf's  
Next Generation

Donate

**GET STARTED** **FIND A JUNIOR**

**TaylorMade**  
NATIONAL SPONSOR

**adidas**  
NATIONAL SPONSOR

## Sibling Registration Made Easy

- Ability to solve the primary challenge for parents with school fundraising by allowing parents to register multiple children in different grades with a single email address
- 14% increase in fundraising from previous year due to increased adoption of product

The screenshot displays the Los Feliz Charter School website interface, which is organized into three main columns: Top Fundraisers, Top Classes, and Sponsors.

**Top Fundraisers:**

| Image | Name                        | Amount  |
|-------|-----------------------------|---------|
|       | Jimmy and the Brebes Family | \$2,500 |
|       | Tatum Frisbey               | \$1,700 |
|       | Run Elvis Run!              | \$1,250 |
|       | LFCSA Jogathon              | \$1,191 |
|       | Maxfield Fisher             | \$1,175 |
|       | Orion                       | \$1,120 |
|       | Jog a thon                  | \$1,060 |
|       | Evan Strongoni              | \$1,000 |
|       | Averi Brittain              |         |

**Top Classes:**

| Grade     | Teacher            | Amount  |
|-----------|--------------------|---------|
| 1st Grade | Harwell            | \$6,791 |
| 2nd Grade | Kazama             | \$6,445 |
| 5th Grade | Tott               | \$5,145 |
| 0-Kinder  | Mellinger          | \$5,085 |
| 2nd Grade | Rashid (Hernandez) | \$4,205 |
| 1st Grade | Litz               | \$3,810 |
| 3rd Grade | Courter            | \$3,715 |
| 0-Kinder  | Bosley             | \$3,535 |
| 3rd Grade | Goldberg           | \$3,044 |

**Sponsors:**

Los Feliz Charter Scho...  
Like Page 2K likes

Be the first of your friends to like this

Los Feliz Charter School for the Arts  
on Monday

Go on a bike ride, take a hike, start a new book, play a board game! LFCSA is participating in Screen-Free Week! April 29th - May 5th.



## Donations Directly Support Specific Children

- Custom widget to showcase sponsorships of individual children
- Custom Javascript used to match sponsored children with other actions within the system
- Children sponsorships are configured as fundraising teams for native reporting
- Additional fundraising pages for a specific child are limited to ensure all funds are going to the “team”

|                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Adopted by</b><br/><i>David Berger</i></p> <p><b>Zahava</b></p> <p>Age City<br/>2 Jerusalem</p> <p>I am developmentally behind many of my peers. I have not been diagnosed with autism, but I indicate many of the signs of autism. ... <a href="#">Read More</a></p> <p><b>\$5,000.00 raised</b> of \$5,000</p> <p><a href="#">SPONSOR THIS RUNNER</a></p> | <p><b>Adopted by</b><br/><i>Pery Gros</i></p> <p><b>Yossi</b></p> <p>Age City<br/>8 Bet Shemesh</p> <p>I have low functioning autism a complex sensory profile and systemic hyperactivity. At first it was hard for me to express myself... <a href="#">Read More</a></p> <p><b>\$48.76 raised</b> of \$5,000</p> <p><a href="#">SPONSOR THIS RUNNER</a></p> | <p><b>Adopted by</b><br/><i>Siwar Elias</i></p> <p><b>Yosef</b></p> <p>Age City<br/>4 Jerusalem</p> <p>I have a very hard time speaking and I often mispronounce words. Sometimes other children laugh when I say a word wrongly – this ... <a href="#">Read More</a></p> <p><b>\$150.00 raised</b> of \$5,000</p> <p><a href="#">SPONSOR THIS RUNNER</a></p> |
| <p><b>Adopted by</b><br/><i>Menuchi Ackerman</i></p> <p><b>Yoni</b></p> <p>Age City<br/>3 Jerusalem</p> <p>At 5 months old I began to have seizures and was diagnosed with epilepsy. This was very hard for my family and it took a long tim... <a href="#">Read More</a></p>                                                                                     | <p><b>Adopted by</b><br/><i>Dave Greber</i></p> <p><b>Yisroel</b></p> <p>Age City<br/>12 Bet Shemesh</p> <p>I have been diagnosed with ASD. I came to Sulam at 8 years old after having been expelled from a mainstream school. After years o... <a href="#">Read More</a></p>                                                                               | <p><b>Adopted by</b><br/><i>Yeela Amittai</i></p> <p><b>Tzippy</b></p> <p>Age City<br/>12 Gush Etzion</p> <p>I am extremely sensitive, probably because I was raped when I was younger. Afikim are helping to make me stronger, to understand ... <a href="#">Read More</a></p>                                                                               |

## Appendix

Sesame Workshop  
[www.sesameworkshop.org/donate](http://www.sesameworkshop.org/donate)

Cystic Fibrosis Foundation  
[finest.cff.org](http://finest.cff.org)

San Francisco AIDS Foundation  
[santaskivvies.rallybound.org](http://santaskivvies.rallybound.org)

Demos  
[demos.rallybound.org](http://demos.rallybound.org)

Rebuilding Together  
[rebuild.rebuildingtogether.org](http://rebuild.rebuildingtogether.org)

Union Rescue Mission  
[urmwalk.rallybound.org](http://urmwalk.rallybound.org)

FSH Society  
[teamfshd.fshsociety.org](http://teamfshd.fshsociety.org)

American Junior Golf Association  
[ajga.rallybound.org](http://ajga.rallybound.org)

Los Feliz Charter School for the Arts  
[lfcsa-jogathon.rallybound.org](http://lfcsa-jogathon.rallybound.org)

Sulam Israel  
[run4sulam.rallybound.org](http://run4sulam.rallybound.org)

