

# EMERGENCY FUNDRAISING

We know that many organizations have been especially hit hard by the pandemic, possibly including your own chapter. We are aware of many house corporations that have depleted their cash reserves, budgeted for a 10-20% decrease in enrollment and are working to budget for the additional cleaning supplies to meet CDC guidelines. In response, Pennington & Company has created an Emergency Fundraising Campaign service to help raise the funds that will make an immediate impact where needed most.

## FIVE-STEP FUNDRAISING



### Crowdfunding Platform

Easily make gift to chapter while leveraging peer-to-peer tactics



### Broadcast Call

Call recorded by chapter/alumni leader to broadly communicate need and promote campaign



### Email

Consistent and compelling content to drive participation



### Social Media

Pennington & Company design team to develop graphics and collateral for distribution via social media channels



### Major Gift Solicitors

Experienced staff calling major donor prospects and insiders to secure early support

## FOUR-WEEK CAMPAIGN

### Week

1

**Email one** will announce the need, fundraising goal and how to make a gift.

Our experienced major gift officers will make **phone calls** to key insiders and alumni to solicit early support.

**Social media** distribution begins.

### Week

2

**Email two** will give update on campaign and how to make a gift.

A campaign update will be provided through a **broadcast call** allowing us to broadly communicate the financial need and promote giving online. A script will be provided.

### Week

3

**Email three** will give update on campaign and how to make a gift.

**Social media** will be used to provide campaign updates and drive donors to crowdfunding platform.

### Week

4

**Email four** will give update on campaign and how to make a gift.

**Social media** will be used to provide campaign updates and drive donors to crowdfunding platform.



Due to the unique nature of this fundraising service, fees will not be collected on a monthly or flat rate. Instead, Pennington & Company will only be compensated with a percentage of the dollars that are raised. That percentage is 19% (plus credit card transaction fees), which is the current average for sororities and below average for fraternities, and will be collected before funds are transferred to your account. Pennington & Company will bear all associated costs and expenses with the crowdfunding platform, the design and distribution of the email campaigns, the personal phone solicitations and broadcast calls, and the graphics and content for the social media distribution. Fraternity five-year fundraising efficiency is 23%; Sorority five-year fundraising efficiency is 21%.