



CASA of Orange County  
**100 IN 100**  
100 Days Devoted to Raising \$100,000  
for Abused and Neglected Children

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## Using the “Friends Asking Friends” Model to Raise Funds Online

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# The Challenge


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 Children waiting for a CASA  
volunteer

# The Challenge

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 Children waiting for a CASA  
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 Available resources to support  
children in the system

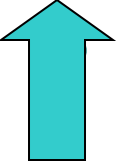



# The Challenge

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- ↑ Children waiting for a CASA volunteer
- ↓ Available resources to support children in the system
- ↓ CASA's revenue due to economic downturn

# The Challenge

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-  Children waiting for a CASA volunteer
-  Available resources to support children in the system
-  CASA's revenue due to economic downturn
-  Need to raise funds to recruit, train and support additional volunteers



# The Opportunity

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- “Friends Asking Friends” online tool



# The Opportunity

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- “Friends Asking Friends” online tool
- Create custom event website



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- Recruit participants



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- Leverage supporters’ social networks



# The Opportunity

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- “Friends Asking Friends” online tool
- Create custom event website
- Recruit participants
- Leverage supporters’ social networks
- Attract new donors



# The Concept

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- Raise \$100,000 in 100 days
- NOT tied to an event



# The Concept

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“We’re not asking you to walk,  
we’re not asking you to run...  
we’re just asking you to stand  
up for foster kids.”



# Our Concerns

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- Would anyone participate?
- Was our goal too ambitious?
- ...not ambitious **ENOUGH?**

# The Process

## Setting up the website...

The screenshot shows the homepage of the CASA of Orange County website. At the top, there is a banner with the CASA logo on the left, which includes a stylized figure with arms raised inside a heart shape, and the text "CASA Court Appointed Special Advocates FOR CHILDREN". The banner also features a photograph of a person holding a sign that reads "Foster Children Should be seen and heard." To the right of the sign, there is text: "We're not asking you to run. We're not asking you to walk. We're just asking you to stand up for foster kids." Further right, there is a row of small human icons and the text "ForgottenChildren".

Below the banner, the main heading reads "CASA of Orange County 100 IN 100" in large, bold letters, followed by the sub-heading "100 Days Devoted to Raising \$100,000 for Abused and Neglected Children".

On the left side, there is a vertical navigation menu with a red header "Information" and a blue background. The menu items are: Home, About CASA of Orange County, View Our Sponsors, A Message from Dr. Phil and Robin McGraw, Double Your \$\$, Fundraising Tips, Volunteer Voices, and Become a CASA Volunteer. Below this is a red header "Visitors" with a blue background, containing: Participant Registration, Find a Participant, Tell a Friend, and Make a General Donation. At the bottom of the menu is a red header "My HQ".

In the center, under the heading "National Sponsors:", there are three logos: "Dr. Phil Foundation", "JEWELERS FOR CHILDREN A GIFT OF LOVE FOR CHILDREN IN NEED", and "American Legion Child Welfare Foundation". Below the logos, it says "Total Donations : \$59,883". At the bottom of the center section are three blue buttons: "Register Here", "Donate Here", and "Login". Below the buttons is the text "Stand up for Foster Kids".

On the right side, there is a "Help" icon, an "Email this site to a friend" button, and a "Friends Asking Friends" button. Below these is a red header "Top Fundraisers" with a list of five names: 1. Dennis & Susan Leibel, 2. Brianna Newsome, 3. Frank BOWER, 4. Richard Alarcon, and 5. Rosie Bancroft. At the bottom of the list is a ">> search" link.

www.casaoc.kintera.org

# The Process

## Setting up the website...

The screenshot shows a web browser window with the address bar displaying "2009 Reach the Beach - Home". The website layout includes a blue sidebar on the left with a navigation menu. The main content area features three large images: a person holding a bicycle on a beach, a person riding a bicycle on a path, and a person celebrating on a rocky shore. Below these images are two buttons: "Learn more about Reach The Bridge" and "Learn more about Reach The Summit". To the right of the images is a circular award seal that reads "Voted Best Ride of 2007!" and "Voted Best Ride of 2007!".

2009 Reach the Beach - Home

AMERICAN LUNG ASSOCIATION. IN OREGON

# REACH THE BEACH

**RIDE INFO**

- Main
- About Us
- Event Information
- Dream of the Beach
- Fundraising Tips
- Top Fundraiser Award
- Sponsors
- FAQ
- Photo Gallery
- RTB Store
- Fundraising Prizes
- Contact Us

REACH THE BEACH

Learn more about Reach The Bridge

Learn more about Reach The Summit

Voted Best Ride of 2007!

Voted Best Ride of 2007!

Mark your calendars for the next ride: **May 15, 2010**

You choose the distance: **100, 80, 55 or 26 miles**

Thanks to the 2,975 riders who participated in Reach the Beach 2009.  
You raised over \$380,000 for the American Lung Association in Oregon!  
We truly appreciate your support and look forward to seeing you next year.

[www.rtb.kintera.org](http://www.rtb.kintera.org)


# The Process


## Setting up the website...

**Information**

- Home
- Event Info
- Sponsors
- Volunteer
- Boston Bikes Events

**Register!**





**RIDE INTO WORK WITH AN EXPERIENCED CYCLING GUIDE!**


**June 19, July 31, and August 28**

Talk about a grand entrance—you and a convoy of your fellow bikers all escorted into the city by experienced cycling guides. Really, how could you pass that up?

What's more, at City Hall Plaza you can enjoy a **free breakfast burrito and yogurt parfait** courtesy of Boloco, tour the **Bike Expo** featuring tons of great gear from local bike shops all while listening to WZLX live. And still get to work on time.

That's the deal on Bike Fridays.

Convoys leave at 6:45AM from various locations in and around Boston including Newton, Brookline, Belmont, Cambridge, Lexington, Arlington, Somerville, Dorchester, Jamaica Plain,



[www.bikefridays.kintera.org](http://www.bikefridays.kintera.org)



# Engaging Supporters

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- Targeted email outreach to ALL constituencies
  - Board of Directors, Advisory Board
  - CASA Mentor-Advocates – current, past and trainees
  - Auxiliaries
  - Donors
  - “Interest callers”
- Follow-up emails to participants



# Engaging Supporters

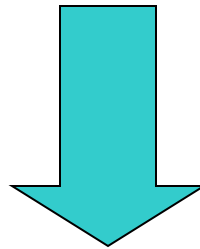
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- Facebook
  - Through CASA's "Cause" page
  - 361 members
  - Announcements, "wall" postings
- Live Presentations
  - Board meetings
  - CASA Conference
  - Committee meetings

# Return on Investment

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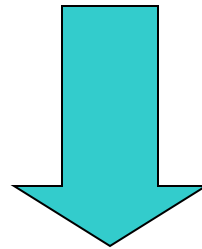
Emails to 3,100 stakeholders



# Return on Investment

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Emails to 3,100 stakeholders

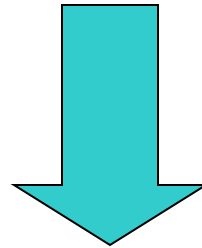


83 participants

# Return on Investment

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Emails to 3,100 stakeholders



83 participants

CAST A WIDE NET!



# Return on Investment

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- Click-through rate highest in our closest circles, those who had the most knowledge of campaign
  - Board Members = 87%
  - Mentor-Advocates = 15%
  - Donors = 7%
  - Interest callers = 5%
- No response from Facebook!

# Results

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- \$60,408 raised to date
- 78/100 days into campaign
- 534 donors – 82% first time givers
- Largest gift = \$10,000
- Smallest gift = \$8
- Median gift = \$50



# Lessons Learned

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- Best response from closest supporters, but...
- Top fundraisers are not always who you would expect!
- Momentum is easily lost without new participants
- Follow-up is KEY!
- Great donor acquisition campaign