

# 5 SUMMER FUNDRAISING IDEAS

## Don't wait until year-end to rake in fundraising dollars.

The summertime can be a great opportunity to raise money and engage donors with just as much impact. Look to these 5 new ways to inspire donors to give this summer.



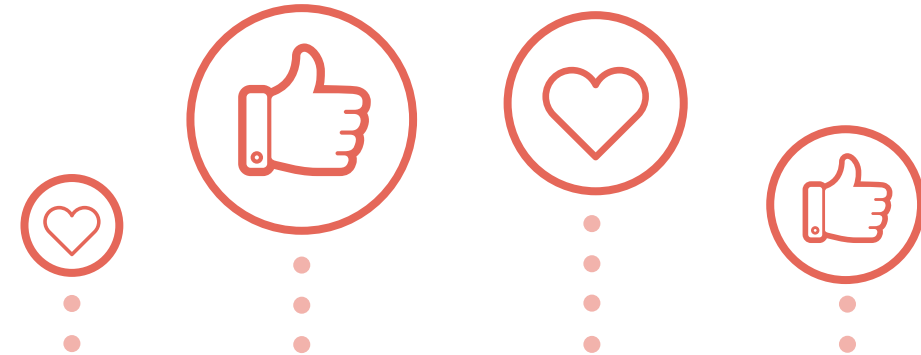
### 1. Take fundraising outside

The summer months are great opportunities to host events that take advantage of sunny days and warm nights. Get your supporters involved with active events – from the traditional run/walks, community clean ups to American Ninja Warrior obstacle courses – all offer ways to connect your cause with local events that create a sense of connectedness and community.

**35%** ... **65%**

Of Americans planning on summer travel

Which means 65% are seeking an altruistic summer experience



**TIP:** Viral fundraising ideas like the Ice Bucket Challenge or #marchforourlives offer creative ways to add social media promotion to your outdoor fundraising activities.

### 2. Launch peer-to-peer fundraising with your next event

It's no secret that peer-to-peer fundraising is one of the most powerful forms of fundraising for nonprofits. When you couple a peer-to-peer campaign with an event, you allow those planning to attend your event, and those who can't attend, the chance to contribute to your overall event fundraising impact or goal.



... **25%** ...

Peer-to-peer campaigns can expand your donor base by 25%



**TIP:** Sharing results from your peer-to-peer campaign during the event inspires more 'in the moment' giving.

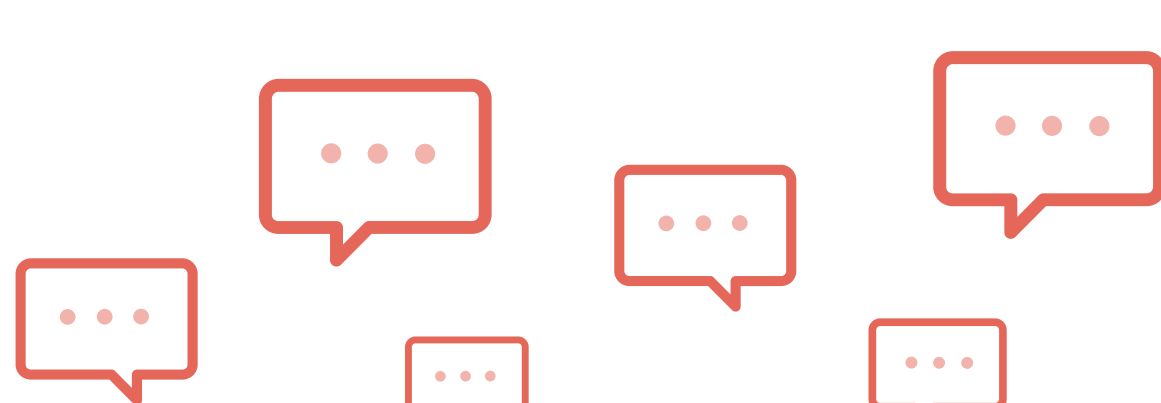


### 3. Partner with your community's summer concert in the park series

Community benefit concerts in the park bring together friends, family and community service members to support local organizations while enjoying the sounds of the summer season. With summer calendars now posted online, it's even easier to connect with local event planners and offer attendees a way to give back to your organization.

**80%**

Of Americans believe it's essential for people to come together in person to promote positive change



**TIP:** Make it easy for concert go-ers to give or sign up via their mobile phones by texting a keyword, 'GIVENOW' to a shortcode '41444'.

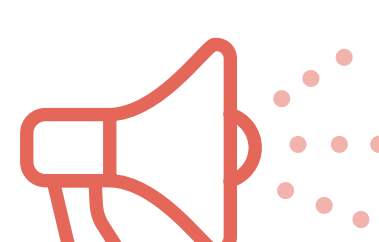
### 4. Inspire donor generated content with a traveling social media movement

Encourage donors to take your cause on the road during the busiest travel season. Create a campaign that encourages donors to post pictures, videos and stories about how they support your organization during their vacation. Create a snappy hashtag so you can track and repost all of the ways that your supporters take your cause with them.

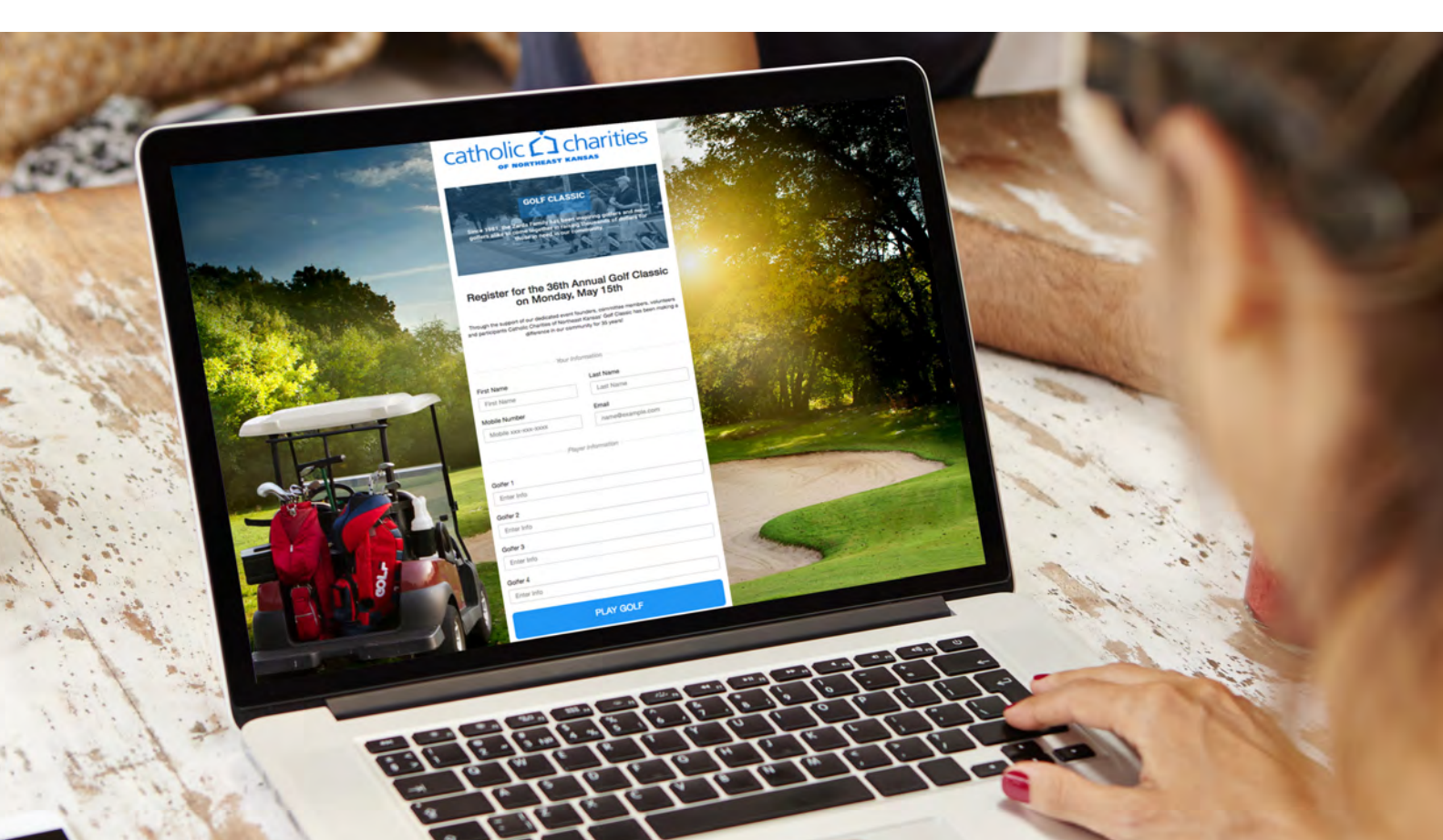


**35%**

Millennials believe donor generated content is 35% more memorable than other content



**TIP:** Promote a giveaway for those who participate in your movement to be entered to win a unique experience with your cause.

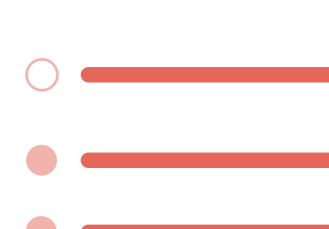


### 5. Work fundraising into golf vacations

Golf is one of the most popular games played during the summer, and many golf enthusiasts even plan their summer vacations around a golf destination. As one of the most lucrative fundraising events, golf tournaments help raise money through sponsorships, tickets, contests, auctions and much more.

**15,000** ...

There are more than 15,000 golf courses across the country, giving you vast partnership opportunities to host benefit tournaments



**TIP:** Golf Digest Planner has a step-by-step checklist on how to set-up a successful golf event.

#### SOURCES

1. <https://www.eventbrite.com/l/millennialsreport-2017/>
2. <https://crowdriff.com/user-generated-content-stats/>