

The Premise- Why a No Go Gala?:

After years of hosting very successful physical galas, the ‘All that Glitters Gala’ committee was tired and wanted to take a year off. Typically their galas for the Crohn’s and Colitis Foundation of Canada (CCFC) net between \$350,000-\$580,000 annually.

The attention to detail and the level of care spent organizing and executing the galas annually kept a group of 20-25 affluent women very busy. These volunteers, brought together by a cause and social strata, had become relied upon to raise money for research. hjc recommended a virtual gala to alleviate strain on the volunteer gala committee whilst still providing an opportunity to raise needed money for Crohn’s and Colitis research.

What was required:

- A way to include previous corporate supporters, people who traditionally bought tables (\$4000-\$15,000) or tickets (\$300/per) as well new supporters who might not have given in the past due to the high cost level.

The Solution:

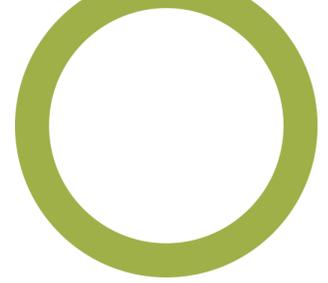
- A two-pronged fundraising event, one to garner corporate support and the second a social network/peer to peer fundraiser.

What was needed:

- Involvement of the key players in the creative process: Getting buy in from the gala committee members so that they would call on their contacts for support
- Meetings to get gala committee members on board: 2 high-level meetings to get key member buy in for this new innovative idea; 2 meetings with entire gala committee to get approval on creative and lay-out as well as general support for the ‘No-Go Gala’ format; 4 more targeted meetings were held for sign-up and demonstration of tool functionality.
- A user friendly online fundraising tool
- High level of customer care, the customer service rep physically meeting the key players

What we did:

- 2 presentations to the gala committee to give overview of project, field questions and incorporate feedback (important to have them involved in the process)
- Had a photographer take photos of the gala committee members
- Made house visits to set up personal pages for committee members needing extra help either technically or psychologically



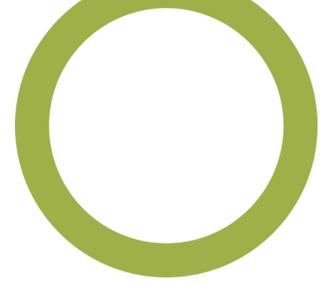
- High level of customer service tailored depending on their level of technological proficiency. (eg. Some of the gala committee members did not use computers or email at all, and others, treated email addresses much like a commodity, acquiring addresses from their spouse, family members and business contacts.)
- Telephoned participants to ask them to raise their goals when they were at 80%
- Congratulated participants for their great fundraising skills and encourage them to continue/send follow-up emails asking for support.
- Administered a number of personal fundraising pages on behalf of committee members
- Monitored fundraising totals daily to see if donations were made to the general event that should have been assigned to a personal fundraising page

Important Elements:

- Competition played a key role in having committee members raise their fundraising goals. A scoreboard listing top fundraiser helped to ensure a friendly level of competition. Initially, the scoreboard listed the top 5 and as more members started to fundraise this number was increased to 10, 15 and then ultimately to 20 to show the funds raised by committee members
- High level of friendly, patient customer service- some members required walking through the technology several times.
- 1 strong point person within the gala committee to help ensure that the language and messaging of the tool reflect the voice of the general committee.
- A strong point person within the non-profit organization who knows the committee well and able to navigate and understand the nuances/psychology of the group.
- The ability to donate ‘anonymously’ many gala members donated large sums to their own pages to ‘kick-start’ them
- The ability to see if ‘sponsor me’ emails were opened. This helps participants to feel confident about sending up follow-up asks. As we know, emails are often left unopened, this made members feel like they were safe to send follow-up asks.

The Campaign Results:

- Event launched November 30th 2007
- Initial fundraising goals for each individual gala committee member ranged between \$5000 and \$10,000
- As the ‘early adopters’ 3 well known fundraisers in the group raised money they quickly upped their goal. 3 weeks into the event, the 2 top fundraisers had goals of \$40,000 each and combined monies raised of \$76,886



- Less than 2 months after launch, January 15th 2008, the No Go Gala has raised \$202,000, \$172,000 of which has come from peer to peer, personal fundraising pages and \$30,000 from corporate sponsorship.

The Results:

Average Gift:	\$ 255.00
Personal Fundraising Page Totals:	\$ 288,197.00
Event Total (including corporate):	\$ 357,160.51

Top Fundraisers:

#1	\$45,015.00
#2	\$41,857.00
#3	\$24,190.00
#4	\$22,860.00
#5	\$18,610.00
#6	\$14,260.80
#7	\$11,401.00
#8	\$10,213.00
#9	\$10,138.00
#10	\$10,096.00

Total Monies raised by top 5 Fundraisers:	\$152,532.00 or 53%
Total Monies raised by top 10 Fundraisers:	\$208,640.80 or 72%

Additional Outcomes:

- Gave a forum for gala committee members to tell their personal stories of how these diseases had impacted their lives and those of their loved ones. The sharing of their stories was a way for them to reach out on a personal level to their friends and family asking for support.
- The personal stories also revealed a common concern: the genetic factor of the disease and the risk to future generations.



Here is the personal fundraising page of the #2 fundraiser: a husband and wife team, notice that the focus is their daughter who is suffering from Crohn's Disease:



Welcome to Ronda & Michael Taylor's Personal Page

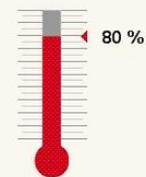


SPONSOR ME!



MY GOAL

Ronda & Michael Taylor



Goal \$45,000.00
Achieved \$36,277.00

MY HONOUR ROLL

- Debby and Isaac Benitah \$500.00
 - Gene & Silvia \$500.00
 - Charitable Foundation \$500.00
 - Michael and Lea-Anne Wekerle \$500.00
- Start | Pause

Michael and I are raising money for Crohn's and Colitis

Welcome, you are cordially invited to the 2007 All That Glitters No-Go Gala!

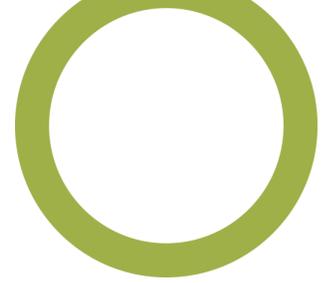
As you are probably aware, our daughter Jessica was diagnosed with Crohn's Colitis in 2003. Thankfully, due to Jessica's incredibly strong character, determination, strength and wonderful medical attention, Jessica is a thriving university student. However, flare ups do happen all too often and it is painful to see!

There is more to accomplish - we want to help by raising as much money as possible to find a cure for this debilitating illness. It is with this hope, that soon, none of our children will have to suffer!

This year there are no tickets, no tables, and no dress codes. Instead, you can help make a difference by donating generously to our cause online. Together, with your support, we will raise the much needed funds and help end the suffering.

Thank you very much,

Ronda & Michael



Here is a close-up of the text from that same page:

- This committee that had worked so closely together was now learning more about one another and their personal ties to the cause. This getting to know each other has helped, along with the break from actual gala planning, to get committee commitment for a 2009 gala.

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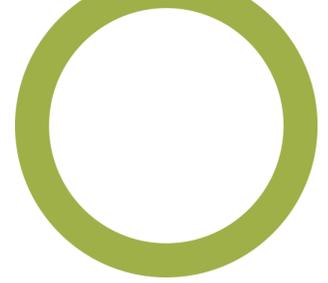
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Additional Learnings:

- Give social networking fundraising capability to the socially and financially connected. So many high income people support their friends' runs/walks/tributes but never ask their friends and contacts to donate to 'their' cause.



- An online version of a previous gala gives people strongly tied to a cause a simple and effective means to raise both awareness and funds.
- Even long standing corporate supporters were not quick to support a no-go gala. The newness of the no-go gala concept, coupled with the fact that the no-go gala corporate sponsorship packages were sent out later than in previous years, meant that corporate support was less than was hoped. Many corporations ended up supporting personal pages, with their names listed on the honour roll rather than make a more traditional 'corporate donation'.

Conclusion:

This committee that had worked so closely together, through the 'No-Go Gala' process with the personal fundraising pages, was now learning more about one another and their personal ties to the cause. This getting to know each other has helped, along with the break from actual gala planning, to get committee commitment for a 2009 gala.

For 2009, the 'All that Glitters Gala' will have both an online and an offline component. Personal fundraising pages and the ability to donate to the cause online will be coupled with more traditional fundraising methods (ie. Ticket sales and programme book ads). The decision to integration online with offline will help to ensure continued support from those in the network who would like to support but for whom, a \$300 gala ticket is out of reach.

The 'no-go' gala was a leap of faith for a committee that needed a break from the hours and hours of organizing their longstanding event. Committee members were touch and honoured to see the level of funds they were able to raise by sending out a fundraising email to their contact list.

The 'No-Go Gala' personal fundraising pages were an absolute success.