Engage supporters, attract new donors, generate revenue, embrace social media, stand out from the crowd. When it comes to fundraising, I’m sure at times it seems to all of us in the ever-evolving not-for-profit world that we are treading water – or at best, being pulled along by the current.

Long gone are the days when we just sent out a mailing, hoped some cheques would appear and our work was done. Today, we can meet over coffee, send an email, post on YouTube or Instagram, stream on Facebook Live, Tweet, or all of the above. We can also still host an event, make a call, buy an ad and yes...even send out a mailing.

We are often asked about the most innovative and creative ways that funds are being raised and stakeholders are being engaged today. And so, we have searched the world for 30 of what we feel are the most original, creative, successful ideas in fundraising and constituency engagement. We are delighted to share the first 15 ideas in this Edition and watch out for the remainder in our Fall Edition, which will be out in early September. Some of them will be familiar to you, but I’m betting one of them could inspire your next big idea.

My Top 5 Thoughts about our Top 30:
1. 24-hour news and the internet have brought the problems of the world to our doorstep. Donors can – and do – text financial support the minute they hear of a disaster or crisis, even if it’s thousands of kilometres away.
2. Thanks to social media, someone, somewhere is raising money for something. 24/7.
3. Today’s donors know what they care about.
4. Size doesn’t always matter.
5. In many instances, it’s not the charities doing the campaigning. It’s us, our families and friends.

The common thread woven through each one of our Top 30 is inspiration. If you inspire, they will come!

Have a spectacular summer.

Marnie Spears
President and CEO
**TOP 30 Most Creative, Cutting-Edge Ideas in Fundraising/Awareness Campaigns from Around the World**

### Idea 1: 25 Metres of Syria Campaign
**Organizations:** IKEA and Red Cross Norway  
**Type of Initiative:** NFP/Corporate Partnership Campaign

**Details:** IKEA’s ad agency designed a unique campaign initiative for Red Cross Norway, called 25m2Syria (25 Metres of Syria) to draw attention to the shattered lives of everyday people in this war-torn part of the world and raise funds for relief. In their flagship Oslo store, IKEA built a 25m square replica of the nearly destroyed home of Rana, a Syrian woman. She and her four children were forced to flee their home after heavy shelling attacks. Though VIMEO and other social media, images of the shell-shocked home were posted. Over 40,000 people visited the Oslo store to view the replica, in which IKEA price tags were placed on various objects throughout. Each tag contained information about the war in Syria and ways to help by donating. Raising over 19 M Nkr for Syrian relief, this campaign “hit home” because it illustrated in a very tangible way the ravages of war; how it can destroy everything we take for granted, like a roof over our heads and a safe place to sleep at night.

To see the replica, visit https://vimeo.com/190261411

### Idea 2: April the Giraffe
**Organization:** Animal Adventure Park USA (AAP USA)  
**Type of Initiatives:** GoFundMe Campaign, Corporate Sponsorship

**Details:** It began as a live-streaming of April the giraffe’s pregnancy in February 2016 and morphed into a very successful monetization initiative, culminating in more than $100,000 US (to upgrade AAP USA facilities) raised through a GoFundMe campaign and a sponsorship with Toys R Us. The toy behemoth launched a line of “April” merchandise and a paid service for subscribers to receive real-time text message alerts during the countdown to April’s delivery. With one of the longest gestation periods of any animal on the planet, giraffes are pregnant for 14-15 months. Millions became enthralled with April in February 2017, reposting live streaming video and commenting on social media as excitement about the birth escalated. When her male calf was born on April 15, AAP USA launched a $1-a-chance campaign to name him. This campaign not only captured the hearts of animal lovers around the world, it offered a novel, conversation-worthy experience in homes, offices, and media outlets.

**Relevant Link:** http://www.aprilthegiraffe.com/

### Idea 3: Tiffany Circle
**Organization:** American Red Cross (US)  
**Type of Initiative:** Global humanitarian network

**Details:** Launched in 2006 by the American Red Cross, the Tiffany Circle is a growing movement of women philanthropic leaders making a difference by advancing the Red Cross mission. With worldwide reach, it has close to 1,000 members in Canada, the UK, France and Australia. The name Tiffany Circle might seem incongruous with “boots on the ground” disaster relief work, but it evokes a key element of the Red Cross – the caring and hard work of women. At American Red Cross National Headquarters in Washington, D.C., three historic Louis Tiffany stained glass window panels – jointly commissioned and purchased by the Women’s Relief Corps of the North and the United Daughters of Confederacy of the South for $10,000 US – were installed in 1917 as an act of reconciliation and hope. This history not only explains the name, it also explains why being a Tiffany Circle member requires a $10,000 US investment in the Red Cross. Tiffany Circle resonates as an opportunity for women who care about philanthropy to network, raise money and roll up their sleeves for the Red Cross in their own communities and around the world.

**Relevant Link:** http://www.redcross.ca/donate/other-ways-to-donate/join-the-tiffany-circle
**“Tap” Dogs**
**Organization:** Blue Cross (UK)
**Type of Initiatives:** Innovative donation technology, corporate partnership

DETAILS: Until recently, Blue Cross – a charity that helps injured, sick and homeless rescue animals—used specially trained “event dogs” wearing collection tins on their collars to fundraise. Now, thanks to a partnership with PayPal, a “world first” in fundraising technology has gone nationwide. A contactless card reader inserted in each dog’s specially designed blue cape is linked to PayPal’s smartphone app via Bluetooth. The card accepts payments by debit card, credit card and smart devices (phone or watch). People can donate £2 by “patting and tapping”, or give larger amounts with assistance from each dog’s Blue Cross volunteer handler. Instant receipts are issued by email or text message. Friendly, four-legged fundraisers are wonderful brand ambassadors in their blue capes and “tap technology” makes it easy and convenient to make a donation wherever the dogs are.

**Relevant Links:**
https://www.bluecross.org.uk/team-fundraising-tap-dogs-goes-nationwide
https://www.youtube.com/watch?v=BvyQ00D9rY

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**Seeds of Change**
**Organization:** McGill University (Canada)
**Type of Initiative:** Designated giving

DETAILS: McGill’s “Seeds of Change” campaign seeks financial support for small, grassroots initiatives – often run by McGill students – designed to directly improve lives. Potential supporters visiting the rich, colourful campaign website are invited to “pick a cause (or three), give a little (your time your voice, your money!), change a life (and pat yourself on the back for helping)!”. Studded with photos and descriptions of some of the “smartest, coolest and most innovative projects around,” each project posted on the site indicates whether it is “active” (still seeking funding), how much money has been raised to date, how much more is needed and how many weeks are left to support it. Completed projects appear as “Success Stories”. Links to learn more about each project appear in each description. The cleverly worded website is clearly targeting a student/millennial demographic, but the diversity of initiatives and their enthusiastic descriptions make it almost impossible for anyone visiting the site to leave without taking action.

**Relevant Link:**
https://www.mcgill.ca/seedsofchange/

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**“Put-Pockets”**
**Organizations:** Crimestoppers, OgilvyOne (UK)
**Type of Initiatives:** Social experiment, awareness, best practices

DETAILS: Every day in the UK, 1,700 people are victims of pickpocketing, the practice of having something stolen from their bags or clothing without their knowledge. While warning posters are displayed in areas where thieves most commonly strike, there’s a theory that these reminders can exacerbate the problem because when people see the posters, they touch the places where their valuables are, giving pick-pockets a clear signal. Smartphones are one of the most commonly stolen items. The “#putpockets” campaign involved the secret filming of pedestrians being targeted by a team of sleight-of-hand experts and reformed pick-pockets. Flyers designed to look like smartphones, iPads and wallets were placed directly into pockets and bags of passersby by the “put-pocket” team. The flyers stated “if someone can put something into your pocket or bag, they can also take something out.” Directions to the #putpockets website for more information were also on the flyer, where, visitors could view the #putpocket team in action and read simple tips to protect themselves from future thefts. For every 100 flyers dropped into pockets and bags, there were 93 visits to the site, generating £7.5m of free PR. Within a mere 24 hours of #putpockets being featured on Sky News, Crimestoppers had been contacted by another police force interested in implementing the initiative. Not only did Crimestoppers achieve their awareness/prevention objectives, they also succeeded in garnering nationwide interest from other crime prevention groups and police. Which only goes to prove that “seeing is believing”.

**Relevant Links:**
https://www.youtube.com/watch?v=OpshHht9M6E
https://crimestoppers-uk.org/get-involved/our-campaigns/national-campaigns/pickpocketing
**idea 7**

**Curate Your Own Membership**

**Organization:** Whitney Museum of American Art (USA)

**Type of Initiative:** Effective donor segmentation

**DETAILS:** “Curate Your Own Membership” is a new way for members to customize their experience to their interests and preferences by choosing from a selection of five membership packages: “Social/Learning/Family/Insider/Philanthropy”. The Social membership comprises exclusive launch invitations in addition to exhibition previews; the Insider series includes special members-only presentations by curatorial staff. $85 US buys a core benefits package (express entry, private views, free admission); for $40 US more, the package can be upgraded with one of the five series. This is a rare example of segmenting donors by interests and identity, rather than by demographics. Not risk averse to increasing their membership to $85 US from $75 US, The Whitney understood the value of personal preference and priced accordingly. In its inaugural year, this thoughtful approach exceeded expectations, securing 171 new members over the 2,000 member goal. A 4% increase in renewals and upgrades among existing members also resulted. “Curate Your Own Membership”, in existence since 2010, is successful because it recognizes that when it comes to art and culture, one size most definitely does not fit all. By offering options and choice, this initiative demonstrates that The Whitney understands, respects and values its members.

**Relevant Link:** [http://whitney.org/Support/Membership](http://whitney.org/Support/Membership)

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**idea 8**

**“Big Clothes Throw”**

**Organizations:** Slimming World (SW) and Cancer Research UK

**Type of Initiatives:** Brand awareness, corporate partnership, in-kind giving

**DETAILS:** Since 2013, Slimming World and Cancer Research UK have partnered annually to collect clothes, shoes and accessories that SW members have successfully “slimmed out of”. The simple act of donating “big clothes” to local Cancer Research UK shops across the country has been successful in raising awareness of the links between cancer and obesity, raising funds and reinforcing the key message that maintaining a healthy weight can reduce the risk of developing ten different types of cancer. Slimming World groups receive special branded donation bags, which they fill with clothes (worth £25 when full) and deliver to a local Cancer Research UK shop. Known as the “Big Clothes Throw”, this partnership has generated £5.8 million since its launch; in 2016 alone, £2.1 million was raised through more than 80,000 bags of “big clothes”. For people who have slimmed down, throwing out clothes that no longer fit and buying new ones in a smaller size is one of the major joys of their accomplishment, but it can be costly. The feeling that they are helping cancer research as well as helping people in need is a double win.

**Relevant Link:** [https://fundraising.co.uk/2016/06/02/slimming-world-aims-2m-big-clothes-throw-2016/#.WSNQDZU6m6u](https://fundraising.co.uk/2016/06/02/slimming-world-aims-2m-big-clothes-throw-2016/#.WSNQDZU6m6u)

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**idea 9**

**“BHAG” (Jim Collins-inspired Big Hairy Audacious Goal)**

**Organizations:** United Way of Southeast Michigan (USEM), Fundraising Transformed, General Motors Corporation (USA)

**Type of Initiatives:** Transformational giving, corporate partnership

**DETAILS:** This United Way chapter is shifting from a traditional fundraising model (raising and granting funds to various non-profit agencies) to becoming an organization with its own targeted impact. By creating a “Big Hairy Audacious Goal” to become one of the “Top 5 Cities to Live and Work In by 2030”, USEM took aim at four community pain points (low kindergarten readiness scores, low high school graduation rates, high levels of hunger and high prevalence of “negative net worth” scores) and brainstormed specific fundraising, awareness and communication strategies to tackle each issue. With assistance from Fundraising Transformed, USEM secured a transformational $27.1 M US million gift from General Motors Corporation to support their educational initiatives – the largest gift to a single United Way initiative in its worldwide history. General Motors is also going through a transitional time in Southeast Michigan, as the region fights to rekindle its socio-economic prosperity. By focusing on social determinants of health, USEM successfully garnered major support from a major employer to invest in the renaissance of this charity…and the communities it serves.

**Relevant Link:** [https://unitedwaysem.org/why-live-united/](https://unitedwaysem.org/why-live-united/)
“Buy a LEGO Brick”
Organization: Durham Cathedral (UK)
Type of Initiative: Creative, interactive integrated fundraising campaign

DETAILS: Durham Cathedral is a World Heritage site comprising one the most intact surviving sets of medieval monastic buildings in the UK. A distinctive fundraising initiative was devised to support the cathedral’s £10.9m Open Treasure Exhibit. A scale model in LEGO of the Cathedral was built after television presenter Jonathan Foyle “laid the first brick” in 2013. Individuals, local community groups and businesses purchased subsequent bricks for £1 each. This activity bolstered sales of t-shirts, mugs and limited edition mini LEGO models. Over 40,000 people tuned in on Facebook Live to witness the last brick being laid by a 7-year-old who had won a prize draw for the honour. Videos chronicling the story of Durham Cathedral in LEGO were viewed over 50,000 times in 5 weeks, engaging new audiences and promoting the world class Open Treasure Exhibit. The LEGO build took 3 years to complete and raised more than one third of the required funds to complete Open Treasure. The finished LEGO model continues to be photographed and shared on social media to this day, attracting new audiences and interest. By creating a fun, memorable, affordable activity that anyone could contribute to/participate in, Durham Cathedral won the 2017 National Fundraising Award in the UK.

Related Link: https://www.durhamcathedral.co.uk/visit/what-to-visit/durham-cathedral-lego-build

“Would you give your jacket to Johannes?”
Organization: SOS Children’s Villages (Norway)
Type of Initiatives: Social experiment, integrated awareness campaign

DETAILS: This campaign sought to help Syrian children and families survive the cold winter in their war-torn homeland. A video social experiment featured an 11-year-old Norwegian boy sitting alone at a bus stop, shivering in the freezing cold with no coat on. He tells passersby that his coat has been stolen. Throughout the day, the vast majority of people encountering Johannes offered him their gloves, even the coat off their own backs. The video quickly went viral and was seen by 13 million viewers. As the biggest viral campaign ever to originate in Norway, it generated over 800 articles and was picked up by TV and radio stations around the world. Johannes, the boy who volunteered for the experiment, said only three of the dozens of people who saw him at the bus stop made no effort to help him. The video concludes by asking, “Are you a person who acts when someone needs help?” and then appeals for aid to Syrian children. Bridging the gap between home and a crisis happening far, far way evoked common humanity and proved that when there are children in need, geographical distance is irrelevant.

Relevant Link: https://www.youtube.com/watch?v=L908j9QPZcB

“Give Child Marriage the Finger”
Organization: Plan International (Canada)
Type of Initiative: Provocative fundraising/awareness campaign

DETAILS: “Every 2 seconds a girl under 18 is forced into marriage.” Plan International believed that such an alarming statistic demanded strong messaging to capture attention and garner support. Phase 1 of the “Give Child Marriage the Finger” fundraising/awareness campaign launched in Fall 2016. Posters bearing the head-turning tag line were rolled out in select markets; the campaign went national in Phase 2 with integrated creative that finds different ways to illustrate the statistic, such as digital ads on social media, television spots and print ads that play off the image of “flipping someone off” using the ring finger instead of the middle index finger. After donating, supporters receive a ring like the one displayed in the creative. By speaking to emotion, Plan International is asking people to donate to something where the tangible value to them is emotional. The campaign is also resonating with a younger demographic than the one targeted. They may not be donating yet, but they are an important part of the campaign’s advocacy.

Relevant Link: http://strategyonline.ca/2017/04/19/plan-gives-child-marriage-the-finger/
Giving Blueday

Organisation: University of Michigan (U-M) (USA)

Type of Initiative: Alumni and Donor Engagement

**DETAILS:** In 2012, the Tuesday after American Thanksgiving became known as Giving Tuesday, a day when people around the world are encouraged to join the movement by donating online to their favourite charitable causes. In 2014, U-M seized this opportunity to launch its own Giving Blueday. By piggybacking on well-established global day of giving, Giving Blueday not only emphasises the importance of giving to meaningful causes, but it has also mobilized its alumni base of 500,000 worldwide. It has also engaged friends and rallied students across U-M’s three campuses. In 2014, Giving Blueday exceeded all expectations by raising $3.2 M US from more than 5,000 donors. Last year, this initiative surpassed the $5 M US mark, with donations from over 7,300 donors around the world supporting over 4,000 areas at U-M. Participation from student organizations has continued to rise, growing from 80 organizations in 2014 to more than 100 in 2016. New donors continue to step up too – more than 2,000 each year. As U-M marks its 200th birthday in 2017, the institution is anticipating an even more monumental Giving Blueday!

Relevant Links:
- [https://givingblueday.org](https://givingblueday.org)
- [http://givingblueday.org/impact](http://givingblueday.org/impact)

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**Soliciting feedback from donors and supporters through focus groups and surveys, it became crystal clear that BHF needed a new web platform for In Memory and In Tribute giving, both to enhance their users’ experience and tailor it to fulfill their needs and expectations. Users were struggling to navigate the existing site, which they found cumbersome, frustrating and unclear. In response, Gift of Hope (for in memory donations) and Give in Celebration (for tribute gifts) were created, prototyped and user tested to ensure a streamlined, responsive and easy experience on desktops, mobiles or tablets. Since launching the revamped website and applications in 2016, a 54% increase in new funds for Gift of Hope has resulted. Average donation size has also increased well over 50%; total donations are up close to 15%. Gift of Hope event creation is up a whopping 750% and Give in Celebration donations are up 361%, culminating in a 63% income increase to the same period in the previous year on the old site. By listening to users and taking their feedback into account, BHF has made great inroads in online giving and improved their bottom line.**

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**Substantially increase stagnant online giving**

Organisations: British Heart Foundation UK (BHF), Addition Agency

Type of Initiative: User-generated enhancements

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**Transforming Event-based Giving**

Organisations: Salvation Army Boise, Mobile Cause (USA)

Type of Initiative: Digitized Red Kettle Campaign

**DETAILS:** The well-known Salvation Army Red Kettle Campaign started boiling in Boise, Idaho when Board members filled the venue with friends they hoped to cultivate into promising donors. A competition to kickstart financial support in the weeks leading up to the event ensured that the digital thermometer at the venue already showed some activity. Following some compelling impact stories, guests were encouraged to make mobile pledges. All offline gifts (checks, cash and pledge cards) collected at the event were placed in a red kettle on each and also displayed onscreen. Visualizing the fundraising thermometer in real-time catalyzed the atmosphere, resulting in close to $60,000 US raised and 99% of pledges were fulfilled within 24 hours.

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*Stay tuned for the final 15 ideas that made our list of the “Top 30 Most Creative, Cutting-Edge Ideas in Fundraising/Awareness Campaigns from Around the World” in our Fall Edition of Philanthropic Trends Quarterly, out in early September!*
Internationally renowned fundraising author and consultant Ken Burnett said, “The two “i’s” in fundraising should stand for inspiration and innovation.”

Original ideas are essential if we want to capture the attention of today’s younger generation of donors, who won’t be persuaded by more traditional ask methods like phone and direct mail. They want to be personally engaged.

As we saw in our Summer Edition, which was Part 1 of our list of the Top 30 most innovative fundraising and constituent engagement ideas from around the world, all kinds of different platforms and channels are creating opportunities to reach and connect with new audiences. Savvy non-profits are beefing up their social media presence; many are recruiting users as online ambassadors. They’re not afraid to take risks and experiment.

We are delighted to complete our “world tour” by sharing the final 15 ideas that made our list. And, whether it’s engaging people in novel experiences like Misereor Germany’s Social Swipe Campaign or The National Autistic Society UK’s “Too Much Information,” innovation is out there.

Going forward, our challenge is to generate new ways to connect with our audiences.

What’s your next big idea?

Here’s to a fabulous fall season.

Marnie Spears
President and CEO
Most Creative, Cutting-Edge Ideas in Fundraising/Awareness Campaigns from Around the World

Part 2 (To see the first 15 ideas please click here to access our Summer 2017 edition)

Social Swipe Campaign
Organization: Misereor (Germany)
Type of Initiative: Interactive display-and-donate “with a sustainable twist”

DETAILS: To advance its mission to fight poverty and social injustice in Latin America, Africa and Asia, this relief organization devised an interactive billboard. Installed in numerous international airports, passersby were intrigued. By vertically swiping a credit card down the centre of an animated image simulating “slicing” a piece of bread from a loaf to feed a family in Peru, or “cutting” rope binding small wrists to free a Filipino child from imprisonment, a €2 donation was activated. When donors saw the transaction on their statements, they also saw an invitation to turn their small, one-time transaction into a monthly contribution. Raising over €3,000 in a single month and sparking a 23% year-on-year increase in subsequent donations, this clever campaign combined convenience (everyone always has their credit card with them), instant gratification and sustainability… all with a single swipe.

Relevant Link: https://www.youtube.com/watch?v=ZcqsRhMHo8o

Interactive Data Wall/Wayfinding Kiosk
Organization: UBC Alumni Centre (Canada)
Type of Initiative: Alumni engagement

DETAILS: UBC’s impressive Robert H. Lee Alumni Centre features a massive multi-touch, digital user wall for visitors to search and view information from the UBC database. Up to 5 people at a time can touch the screen and interact with a Kinect sensor to find fellow alumni, read about research projects and current events or access social media, composite grad photos and a UBC historic timeline. Users can also take photos, update their UBC profiles and share with their own networks to enhance their alumni experience. A donor recognition wall also plays off the “Points of Light” campaign that garnered $16 million toward the creation of this state-of-the-art facility. In addition to generating positive reviews on social media and favourable press coverage, this user friendly, fun and visually impressive installation – in fact, the entire Centre itself – will be completely funded by the generosity of UBC alumni and friends.

Relevant Link: https://intergalactic.com/content/ubc-alumni-centre

“TMI” (Too Much Information)
Type of Initiative: Creative use of social media, corporate partnership

DETAILS: Demonstrating a powerful lesson in acceptance and understanding, virtual reality technology offered mall visitors to see, hear and feel like an 11-year-old autistic boy once he enters a mall with his mom. Light, noise and movement affect the boy in harrowing ways, which frighten and alarm him, causing him to appear to be having a terrible temper tantrum while others stare and judge. A YouTube video simulating that same experience appeared on the Society’s website and was also posted by online news outlet The Guardian. 8,000 shoppers tried the virtual reality experience; the YouTube video garnered over 56 million views and more than 1 million shares. The Guardian received 400,000 visits; the initiative resulted in a 26% rise in autism awareness and 29,000 people signing a petition to the MP for Disabilities advocating to close the autism employment gap.

Relevant Link: https://www.youtube.com/watch?v=Lr4_dOorquQ
FALL 2017

TRANSFORMATIONAL EVENT GIVING

ORGANIZATIONS: The Aleph Institute, Mobile Cause (USA)

TYPE OF INITIATIVE: Real-time text-based pledging

DETAILS: Aleph provides social services to families in crisis, often using faith-based rehabilitation and prevention initiatives. At their “Heroes of Hope” benefit gala to support Jewish men and women serving in the U.S. Armed Forces, guests were given a text contact and code to make a pledge. A large screen in the event venue displayed donor names and pledge amounts, generating inspiration and excitement as the amount escalated closer and closer to goal. After pledging, donors received an instant reply containing a link to fulfill their gift. Those who did not immediately click the link received 3 reminder texts over the next 8 days; there was also the option to fulfill pledges by cash or cheque. $191,240 US in pledges was collected. The real-time display of pledges by name – right at the event – fuelled momentum for other pledges and the mobile donation form with minimal, customized fields facilitated a fast, easy transaction. The text-message reminders and alternative options to fulfill pledges made this event a win-win.

DETAILS: This partnership achieved a world first – integrating a fundraising appeal into a live, televised Commonwealth Games Opening Ceremony, demonstrating that it’s possible not only to fundraise at an international sporting event, but to also generate lasting and powerful change connecting athletes and audiences. Scottish-born celebrities Ewan McGregor and James McAvoy took the stage to inspire the “people of the most generous city” to “pick up their phones and Put Children First.” During the first 40 minutes, donations soared to £2.5 million across 50 Commonwealth countries; at the end of the appeal, over £5 million was raised. Continuing related fundraising activities after the Games generated another £2 million. UNICEF was the most mentioned partner at the Games; 97% of online mentions relating to Games sponsors/partners highlighted the appeal. 8.9 million people watched the Opening Ceremony and 10% of them donated to “Put Children First.” An additional 1.2 million event spectators were reached by UNICEF videos being shown in common areas throughout the stadium. As well, UNICEF secured an additional announcement during the Closing Ceremonies. When the public was surveyed about the campaign, half of them recognized “Put Children First” as a key message. The broad reach and impact of this initiative demonstrates the powerful potential of uniting a country by appealing to the national pride and collective generosity of its people.

RELEVANT LINK: https://www.youtube.com/watch?v=hHNfRDGTxMM

“SMART” RECYCLING DROP BOXES

ORGANIZATION: Pugedon (Turkey)

TYPE OF INITIATIVE: Social return on investment

DETAILS: In Istanbul, Turkey, where over 150,000 stray dogs roam the streets, a 2012 city proposal to relocate them in “natural habitat parks” met with impassioned objections from the majority of people who live there. Enter the Pugedon Smart Recycling Box, invented by local corporation Pugedon. Not only is this invention keeping Istanbul’s beloved feral population fed and watered, it’s also having a positive environmental impact to boot! Here’s how: when recyclable water bottles are deposited, dry food is instantly dispensed into a dog and cat-accessible feeding trough. The food in the machines is fully funded by proceeds from the recycled bottles, and there’s also a receptacle that can be filled with any remaining water in bottles before they are deposited. These boxes have been a big hit on many levels – positively reinforcing recycling by making it fun, minimizing street litter and feeding into residents’ concern and affection for their feral population.

**Easily accessible, easy-to-read/understand financial information**

**Details:** With an objective of creating an annual report that would not only tell their financial story, but also raise awareness and funds for their cause, CSPD engaged WAX (the agency that produced their award-winning annual report, which was written by hand on vehicles, wheelchairs, appliances and other objects purchased to help the disabled, then photographed and printed on its pages). Working from the premise that most people find annual reports difficult to read and understand, the approach was to demonstrate how people with disabilities have difficulty doing things that most of us take for granted. By designing the report with a large, solitary staple punched through the centre of all the pages (making it impossible to leaf through them in the customary way), the “hard to read” concept was taken to the extreme. The staple created a simple, yet powerful metaphor for the struggles that disabled people face in every aspect of their day to day lives.

**Relevant Links:**

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**Handwritten Thank You Notes**

**Details:** To mark the 10th anniversary of their Happy Meal donation program (where 10 cents from every Happy Meal purchased from McDonalds restaurants on “McHappy Day” goes to support Ronald McDonald Houses), the organization providing comfortable, homelike places for families to stay while their children undergo treatment at nearby hospitals wanted to thank their ultimate supporters in a memorable way. Handwritten thank you notes penned by grateful families, parents and children who had spent time in RMHC’s 14 Ronald McDonald Houses across Canada were inserted into Happy Meal boxes on McHappy Day. Cathy Loblaw, RMHC’s President and CEO explained, “Families are always thanking us… with them thanking us, and us thinking, well, it’s not just us who we need to thank, it’s Canadians, it’s McDonald’s customers. They’re the ones who have really enabled this so we decided to pay it forward.” A video of surprised diners’ reactions and RMHC families writing the notes was released on YouTube and other social media pages. A Twitter page was created to share the video and additional online thank you notes (#RMHCThankYou); a microsite (RMHCThankYou.ca) displays all 75+ thank you notes received and invites visitors to view more detailed stories of RMHC families. In 2016, more than 23,000 Canadian families spent time in RMHC houses. This initiative surprised and delighted people because RMHC “made it personal.”

**Relevant Link:**
- http://marketingmag.ca/advertising/ronald-mcdonald-house-serves-up-a-surprise-thank-you-156924

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**“Likes Don’t Save Lives”**

**Details:** Targeting “slacktivists” on Facebook (users who passively “like” a post but do not comment, share or otherwise engage), this hard-hitting campaign with the slogan “Likes Don’t Save Lives” launched by UNICEF sought cash donations for polio vaccinations. While “social media solidarity” (“liking” a post) was once thought to be an essential first step (raising awareness) to eventually engage younger donors, this was the first campaign to openly deride passive support. One video post features an impoverished orphan boy in a third world country worrying aloud how he will care for his brother if he gets sick. At the end of the post, the words, “Like us on Facebook and we will vaccinate ZERO children against polio” appears. This campaign garnered over 750,000 views, over 8,000 Tweets and raised money for over 600,000 vaccinations.

**Relevant Links:**
- https://www.youtube.com/watch?v=2_M0SDk3ZaM
- https://www.youtube.com/watch?v=DpBbOY2amnE
DETAILS: In 2013, the “random acts of kindness” trend inspired Electric Ireland to launch Powering Kindness Week in support of three Irish charities: ISPCC Childline (a 24/7 telephone support service operated by Ireland’s national child protection charity), Irish Heart Foundation (research, support and services for heart health) and the Marie Keating Foundation (cancer information and support). People were invited to do simple good deeds, such as giving up a seat on a train, offering an umbrella in the rain, calling a relative, or holding a door open for someone. The next step was logging the deed on the Electric Ireland website or social media channels (using the hashtag #poweringkindness) and tagging one of the selected charities. At the close of Powering Kindness Week, the charity with the greatest number of good deeds performed in their name received a donation of €60,000, with €40,000 and €30,000 going to the other two. There was no limit on the number of deeds a person could do, so the charities benefited from every act of kindness. Over 45,000 deeds were logged, reaching 18.3 million people from around the world in the process. This initiative was a win on many levels: it was fun and easy to participate, it made people feel good about themselves – doing a good deed, giving themselves a little pat on the back by sharing what they did and helping to support a worthy cause. Obviously the three chosen charities benefitted, the recipients of the 45,000 acts of kindness benefitted… and Electric Ireland garnered itself a staggering amount of goodwill.

Related Link: https://poweringkindness.ie/

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**100% of every donation funds clean water projects**

**Organization:** Charity:Water (USA)

**Type of Initiative:** Corporate social responsibility

DETAILS: Relying on the generosity of a small group of donors, funders and angel investors to fund 100% of staff salaries, operating expenses, rent, systems and supplies, this charity can channel 100% of general, broad-based donation revenue to clean water projects. They have also created a membership program called The Well, where donors who become a part of this program agree to allocate a set amount of their giving to fund the charity’s operating costs each year. In addition, Charity:Water’s fundraising model tracks every dollar raised. After a donor’s funds are allocated to a project, Charity:Water emails a custom project report with pictures and metrics. The goal is to be able to show supporters how they have affected one person – or a whole village – with their generosity not only today, but 10, 15 and 20 years down the road.

Relevant Link: https://blog.hubspot.com/marketing/how-charity-water-reinvented-world-nonprofit-fundraising

https://my.charitywater.org/p/myprojectsview?project_id=ET.GOH.Q4.09.048.213

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**“Celebrate Impact, Impact Success”**

**Organization:** Canadian Athletes Now Fund (CANFund)

**Type of Initiative:** Donor centred giving

DETAILS: CANFund, the organization that raises money to help Canadian Olympic athletes fund their travel, training and equipment expenses, has raised over $20 million with this heartfelt, unique campaign. CANFund founder Jane Roos is also a talented artist. For a minimum donation of $500, Jane asks the donor to think of three words that express what a special person in their lives means to them; she then creates an original art piece featuring those three words. The piece arrives in the mail as a complete surprise to the person being honoured. There are also other commemorative “surprise gifts”, including silver cufflinks ($250 donation) or the CANFund Book of Inspirational Quotes ($150 donation). Both the donor and gift recipient learn the name and sport of the athlete who benefits from the donation. Roos knew the campaign was a winner when one donor said, “You’ve taken the ‘charity’ out of this. It’s just such a nice thing on its own.”

Relevant Link: http://canadianathletesnow.ca/impact-gifts/
Beyond Miles, Give and Earn
Organizations: Aeroplan, various Canadian charities
Type of Initiative: Donation matching, “Give and Get”, corporate partnership

DETAILS: Just about everyone – from millennials to retirees – loves to travel. By partnering with Aeroplan, one of Canada’s largest and most well-known loyalty programs, The Heart and Stroke Foundation is rewarding donors with Aeroplan miles. For every $1 donated to their General Fund or towards an In Honour/In Memory Tribute, HSF offers 5 Aeroplan Miles. Aeroplan’s long-running Beyond Miles program allows members to donate their accumulated reward miles to help 300 charities of their choice offset travel costs including flights, hotel accommodations and car rentals. In 2010, Aeroplan launched “Match Weeks” in support of its 10 Canadian charitable partners. During specific weeks throughout the year, Aeroplan will match donated miles one-for-one up to 500,000 Aeroplan Miles for each partner organization. To donate miles, members simply visit Aeroplan’s website and click on “Donate”. Since the inception of “Match Weeks”, Aeroplan and its members have donated an incredible 91 million miles to Doctors Without Borders, WE, War Child Canada, MusiCounts, The David Suzuki Foundation, The Stephen Lewis Foundation, Enactus, Engineers Without Borders, Veterinarians Without Borders and the Air Canada Foundation (which helps sick children obtain medical treatment not available close to home).

Relevant Links:
https://beyondmiles.aeroplan.com/

The Tiger Experience UK
Organization: World Wildlife Foundation UK
Type of Initiative: Pop Up “Rain Forest” featuring virtual reality experience

DETAILS: As of 2016, only 3,890 wild tigers exist worldwide. The World Wildlife Foundation UK has a goal to double the population by 2020, the next “Year of the Tiger” in Chinese culture. They found a striking, impactful way to raise awareness of the threats these majestic creatures face, bringing potential supporters face-to-face with them in the wild…through virtual reality. The Tiger Experience drew an average of 16 new donors a day – a 50% increase. 5,000 shoppers visited the mall exhibit and 12,000 participant photos were captured. This campaign most definitely stood out – with stronger touch points and longer engagement times than traditional mall-based fundraising activities.

Relevant Links:
https://www.youtube.com/watch?v=o4C39ql2GPI

“Puppy Love”
Organization: Humane Society US
Type of Initiative: Online contest and fundraising campaign

DETAILS: People love to show off their pets. The Humane Society US leveraged this known fact to raise $680,000 in a little over three years through pet photo contests. One contest involves a minimum $5 US donation to enter, post their pet’s photo and compete for a prize package. Contestants were asked to solicit votes for their pet – each vote results in $1 for the society. The first year of the contest, the society raised $72,000 from 31,000 entrants. When they decided to use a Facebook application to connect with more supporters, they raised $600,000 from 40,000 entrants. As Facebook changed, this charity evolved to Facebook Connect, a platform that connects their donation site directly to users’ Facebook pages. Proof positive that even simple ideas can still resonate and get results!

Relevant Links:
https://www.facebook.com/humanesociety

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Aussi disponible en français. Illustration by Rocco Baviera.