

CHEA of California
Rebecca Kocsis

We did this at the suggestion of a director of resource development for a ministry that holds large scale evangelistic outreaches.

The Goal - Relationship

- The goal was to foster relationships with our premium members and regular supporters and to cast the vision for the ministry.

Investment

- Served nice dessert
- Gave a CHEA branded gift

Where and When

- Held on Friday night of our Annual Convention, since we already had the facility and we knew many of them would be attending.
- Yes, only those who were already planning to attend the convention attended. Still that was probably more than if it were a stand alone event in California.

Invitations

- Sent a "Save the Date" - eVite
- Mailed custom invitations

The Program

- Board members and regional advisory board members were on hand to mix with guests while having dessert.
- Presentation - carefully explained CHEA's mission and how we execute it - more than one guest told me they had never heard the mission and execution carefully explained before. They weren't exactly sure what we did!
 - What we had done previous year
 - What we planned to do the next

Ask or Thank?

We did not ask for money. Rather we thanked everyone for their support.

The Outcome

Our donations grew 7 fold the next month.

Primarily from two high dollar donations from two new premium members who had attended - these two families continue to be premium members and major donors today.

Investment about \$3,500.00

Return was \$17,000.00

The Observation

Relationship is key.

People will give when they can sign onto the vision.

Matching Donation Campaign

This one “fell in our lap.” Someone close to the organization was led to donate \$40,000.00 in honor of CHEA’s 40th Anniversary for a matching donation campaign. We didn’t solicit it.

Then another regular CHEA supporter heard about the plan and added another \$5,000.00

I asked a friend, a professional fundraiser, what do you do next?! He said, “Congratulations! The hard part has already been done - finding someone to give you \$40,000!”

We let our constituents know about the campaign. It helped that we had a pressing financial need at the moment.

We received gifts of all sizes, but the majority of the gifts were more than \$100. The average gift was \$313.00

The Outcome

We exceeded our goal by \$20,000.00

Observation

People will give more if they know their gift will be matched.