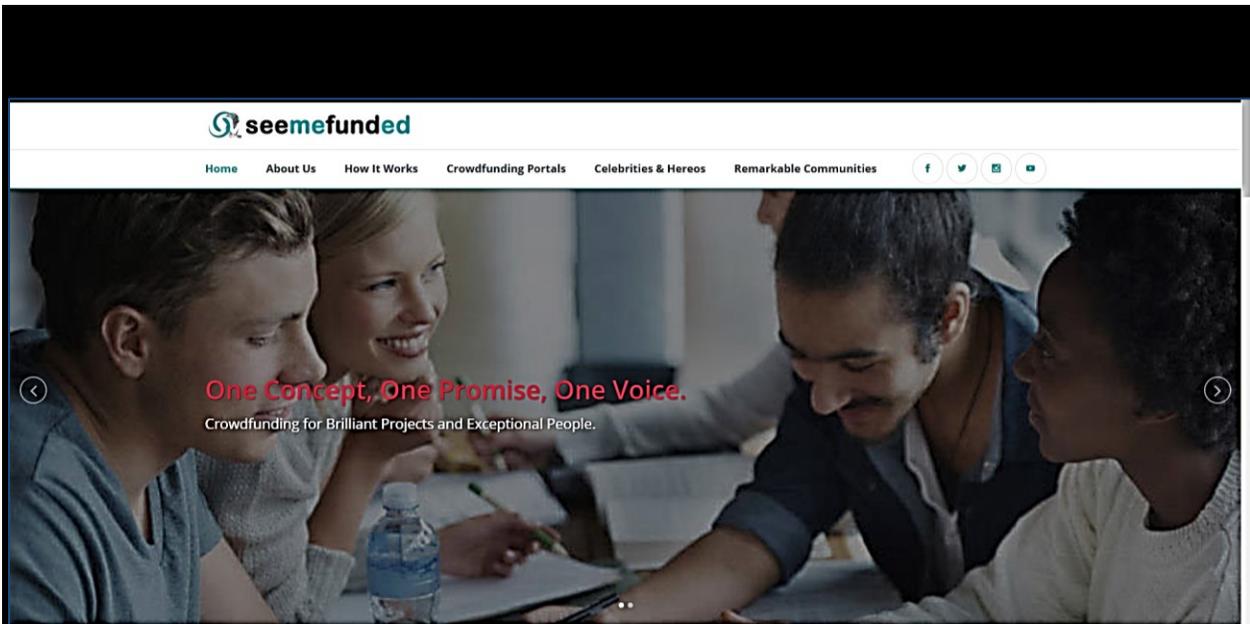




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We help enhance the service you provide to the charities and nonprofit causes you already support!

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The funding squeeze is a serious problem for the nonprofits & charities you care about. If we don't resolve this issue they will struggle with the following:

- **Diminishing returns** from traditional fundraising
- **Grant reductions** by governments & foundations
- **Increased competition** for online donors
- **Majority of revenue lost** to large charities

It's a challenging environment:

- **Competition for corporate sponsors** threatens old relationships
- **Changing demographics** & donor expectations
- **Limited skills** in social media marketing & technology
- **Restricted funding for overhead** limits team expansion

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Crowdfunding is a successful fundraising method which allows you to spread the word about your cause and raise money from a broad audience. Sharing a link to your crowdfunding campaign page spreads your organization's fundraiser far and wide which, in turn, also spreads the name of your cause to a wider audience.

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While there are many crowdfunding platforms available, some are geared toward particular types of causes including nonprofits, the arts, personal needs and more. You can be sure we have the right portal for your organization and have all the features you need to connect with supporters.

Why Crowdfunding?

1. Crowdfunding surpassed venture capital in 2016;
2. Capital raised by crowd funding increased by 300% in the past 3 years: and
3. Crowdfunding revenues are projected to reach \$1 trillion (USD) by 2025.

[Click here](#) to learn more about the phenomenal growth of the crowdfunding market!

When we set up your SeeMeFunded crowdfunding page, you will have the ability to collect funding from a large audience base.

- Attracts new donors
- Raises more money per campaign
- More campaigns with less work
- Increases donor lifetime value
- Engages supporters in fundraising
- Retains/enhances sponsorships

We're Moving at the Speed of Culture with 3 New Ways to Empower the Moment.

1. **BeSensitive.com:** Humanitarian Causes & Environmental Projects
2. **GiftedandFunded.com:** Professional Causes & Mentoring Projects
3. **KeepOnBeingRemarkable.com:** Social Innovation & Global Development Projects

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Our Partner: The Be Remarkable Marketing & Media Team will Employ:

- **Emotional visuals** to capture your audience. This personifies your cause and invokes empathy in your donors.
- **Plenty of background information** for the donors explaining the purpose of your cause.
- **A reasonable financial goal.** We take into consideration the capacity of your supporters and your fundraising track record when setting fundraising goals.

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Our campaign strategies empower your nonprofits to spread the news of your SeeMeFunded campaign on social media! Encouraging people to donate and repost your online fundraising campaign will spread the word across the internet, inspiring more and more people to give.

Spread the Word About Matching Gifts.

Your donors could be doubling their donations to your nonprofit! We ensure donors know about your matching gifts programs to drastically increase your fundraising.

- Matching gifts are a part of many corporate philanthropy programs where businesses will match donations their employees make to nonprofit organizations. Many donors are unaware of these options, so telling them can drastically increase your gifts.
- Even if you have a small donor base, current donations can be maxed out using existing matching gifts programs. By using these options, your contributions can skyrocket *without* asking for additional funds!

You can spread the word about matching gifts by:

- **Posting on social media.** In your regular fundraising communications, tell potential donors how they can maximize their donations to your company through matching gifts programs that may already be available to them.
- **Emphasizing matching gifts on your Ways to Give page.** In addition to social media, explaining matching gifts on your website's "Ways to Give" page will ensure site visitors will be aware of ways to increase their donation impact.
- **We include a matching gifts database on your fundraising forms.** A matching gifts database allows donors to type in the name of their company to see available matching gifts programs and the details for the submission process.

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No matter the size of your donor base, ensuring your current donors know about matching gifts will boost your causes' fundraising progress.

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Social fundraising is basically the act of getting people (supporters, donors, fundraisers, etc.) to post to their personal networks about the actions that they take related to your cause.

While social fundraising is a critical concept to understand, it can also be a complicated one. But when you can embrace the idea and layer it onto everything your nonprofit is doing, it can be a powerful force that can help take your fundraising and awareness goals to the next level.

And the key to social fundraising is that it's not about having to do more, it's more about maximizing what you're already doing. It's a layered approach—adding more value to things, like ticket purchases, donations and your personal philanthropic narratives. Even during a time when your nonprofits aren't just having trouble growing, but having trouble staying solvent, the power and value of social fundraising could create immense benefits to so many nonprofits.

Do Shares Have Real Value?

Many organizations don't think a share will benefit their cause or its mission, and that a share is just a passive way to do something without doing anything. However, tremendous value can be created, cultivated and sustained for your organization when your supporters share the actions they take with your cause.

This requires a bit of a mind shift, but, like many things, when we change our perspective, we can see a lot clearer and the opportunities can become undeniably exciting. So, if you can think holistically, shares have the power to provide real value to your mission awareness programs, marketing programs, fundraising programs, recruitment programs and more.

Yes! Shares Do Create Value

When your supporters tap into their own personal networks on social media, they are reaching out to a large group of people that would be very difficult for a nonprofit, to reach on their own. Why? First, they don't have access to multiple communities. Second, growing a list is expensive and hard.

Growing a list takes not only monetary resources, but manpower—and a huge amount of time. Say you wanted to grow your list by 10,000. How many dinners, events, direct mailings, print ads, boosted Facebook ads, etc., would you have to do? Would these efforts all be effective? Would they be reaching an engaged community with a high likelihood of having your message resonate with them? What about the budget to make all of this happen? The staff?

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However, when you encourage your supporters to share the actions they've taken with your organization (a donation, a ticket purchase to an event, a personal experience, etc.), you are tapping into an otherwise impossible to reach network. The share is authentic and can create intrigue by the audience to take some sort of action themselves, whether it's taking a look at the campaign page (awareness) making a donation or even sharing the original share with their network, thus expanding your reach even further.

A social share also has the power to create increased issue awareness for your organization that need to let the world know a problem exists. Allow you to can increase general awareness connecting your organization's work with people who may need your help or want to learn more. Social shares can bring in new donors from grassroots to high wealth and can also lead to new volunteers, new peer-to-peer fundraisers, new corporate partners and even new grantors.

Shares in Action has Benefits

The average user on Facebook has 155 friends. Based on this number, how many "average" Facebook supporters would you need to share an action with your cause in order to reach 10,000 new people?

Sixty-five. Having just 65 supporters share with their Facebook community leads to over 10,000 connections that you otherwise wouldn't have had. Those acts of social fundraising sound much more effective than trying to gain 10,000 new connections by organizing more galas, sending more direct mail or pounding the pavement.

Another word problem: Say you had 300 donors who each donated \$100 on average to your campaign. In a perfect world, they all share their donation. Based on the numbers, that could add another \$6,900 to your campaign (300 donors sharing x \$23 average share value). And just like that, your campaign raises 23 percent more.

And, depending on what's going on in the lifecycle of a supporter, sometimes they can't give monetarily at a given moment. But they could still lend their voice and share, and when donors share their donation, it results in a new donation about 20 percent of the time.

Let's look at some numbers regarding the average donation value by type of share:

- \$13 when a supporter shares an online campaign page
- \$23 when a donation is shared
- \$63 when a campaign organizer shares their campaign



There is no reason to rethink or alter your current events, campaigns or budget.

Your SeeMeFunded fundraising campaigns can be layered onto everything you're already doing.

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- It's a powerful strategy that can add tremendous value to all of your fundraising campaigns.
- When you tap into the power of social fundraising and encourage supporters to share each action they take with your cause, those shares will spread in an authentic way leading to more awareness, supporters and donors.

New Heroes Are On The Rise.



Sandra McMullen, Director, Be Sensitive Art Gifting Project

We cordially invite you to participate in the [Be Sensitive Art Gifting Program](#) and join our prestigious list of [art collectors](#).

Powered by: **ActBlue**

Alternatively, we also invite you to make a contribution to the [Be Sensitive Giving Circle](#).

Powered by:  **Growfund**
Invest. Grow. Change everything.

For additional information regarding donations, partnering, backing our mission or providing other resources, please use our [contact form](#) or email me directly at : sandra.mcmullen@besensitive.org

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