



Special Olympics Pennsylvania

Leadership Conference

Fundraising Q & A



Shared Revenue Update and Opportunities

I. Results and Reminder: New Revenue Share in 2017-18

II. Polar Plunges

- Nov. 18 - Erie
- Nov. 30 - Philly
- Jan. 12 – Beaver
- Jan. 26 – Eastern and Capitol Area
- Feb. 2 – Winter Games and York
- Feb. 16 – Lehigh
- Feb. 23 – Pittsburgh

III. Beaver Stadium Run and Virtual BSR

- Sunday, April 14



Facebook Fundraising

- ✓ **As the 501c3 tax id organization of record, funds automatically go to state office.**

- ✓ **General Donate button**
 1. If on a local program FB page this must be linked to SONA/SOPA IDMP partnership link – funds shared with SOI

- ✓ **Peer to Peer fundraisers like birthdays are permissible as local program fundraisers.**
 1. Funds will come to state office
 2. Inform Eric; When funds arrive we'll send \$\$ to you.



Online Fundraising

- ✓ **Contract with SONA – IDMP Partnership (online, direct mail, telemarketing)**
 - ✓ **If any of your donors (or your personally) get mail/calls/emails unwanted – send me info and I’ll get you removed asap**

- ✓ **Event fundraising online is not part of IDMP; General ‘Donate Now’ is a violation of our IDMP agreement**

- ✓ **Crowdrise? GoFundMe? – Can local programs utilize these tools?**



Open Group Forum **Questions, Answers, Ideas, Brainstorming, Sharing**

Possible Question Areas:

Direct Mail Questions, Additional Online Giving
Clarifications, Corporate Sponsorships, 3rd Party Events,
Stewardship and Cultivation, 50th Anniversary

**Examples of new local program
fundraising successes**