



Empowering Change:

Strategies for Successful Giving Campaigns and Building Enduring Partnerships.

oncologyandkids.org





Vision

To provide a voice, community, and sense of normalcy for children with cancer and their families who need to recover from the emotional toll of diagnoses and treatment.

Mission

Whether patient, sibling, daughter, or son, no child will be alone when dealing with childhood cancer.



Understanding the Landscape

Nonprofits are the backbone of meaningful change, with giving campaigns as our lifeblood. In recent years, we've seen a shift towards monthly giving, providing a steady flow of support. Corporate partnerships also offer a platform for amplifying our impact. Together, these strategies create a sustainable model for growth and impact.

- As of 2022, the average monthly donor retention rate was reported to be around 90%, significantly higher than the retention rate for one-time donors, which often hovers around 45-50%.
- The average monthly donation is approximately \$24 per month. This translates to an annual contribution of \$288 per donor.
- Corporate giving, including sponsorships, matching gifts, and grants, constituted about 5% of total charitable giving in the US in 2021. It often brings additional non-monetary benefits, including increased visibility, credibility, and access to resources or expertise that can significantly aid a nonprofit's mission.
- Companies with active employee engagement programs and matched giving policies report higher levels of employee satisfaction and retention.



Case Study: Monthly Giving Campaign The Roots



Brand



Plan



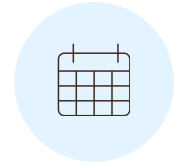
Growth

Designing a Successful Giving Campaign



Clear Goals

Define what success looks like.



Storytelling

Share compelling stories that connect donors to your cause.



Donor Engagement

Create interactive and personal experiences for your donors.



Monthly Giving Focus

Offer simple, flexible options for donors to contribute regularly.

Key Components of a Thriving Giving Campaign

Case Study: Corporate Partnership Mike Hess Brewing



Brand



Plan



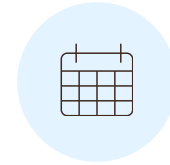
Growth

Corporate Partnerships and Cause Branding



Aligning Values

Choose partners with similar values and goals.



Customized Proposals

Tailor your pitch to highlight mutual benefits.

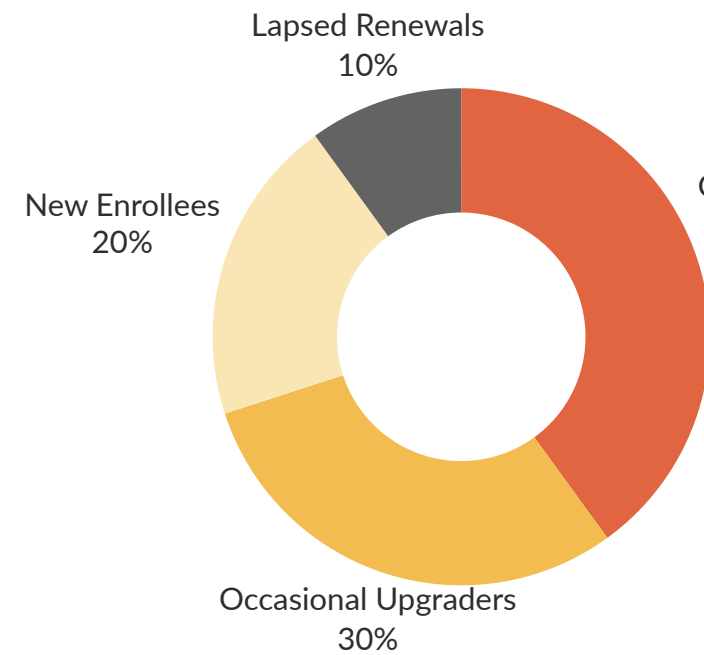


Visibility

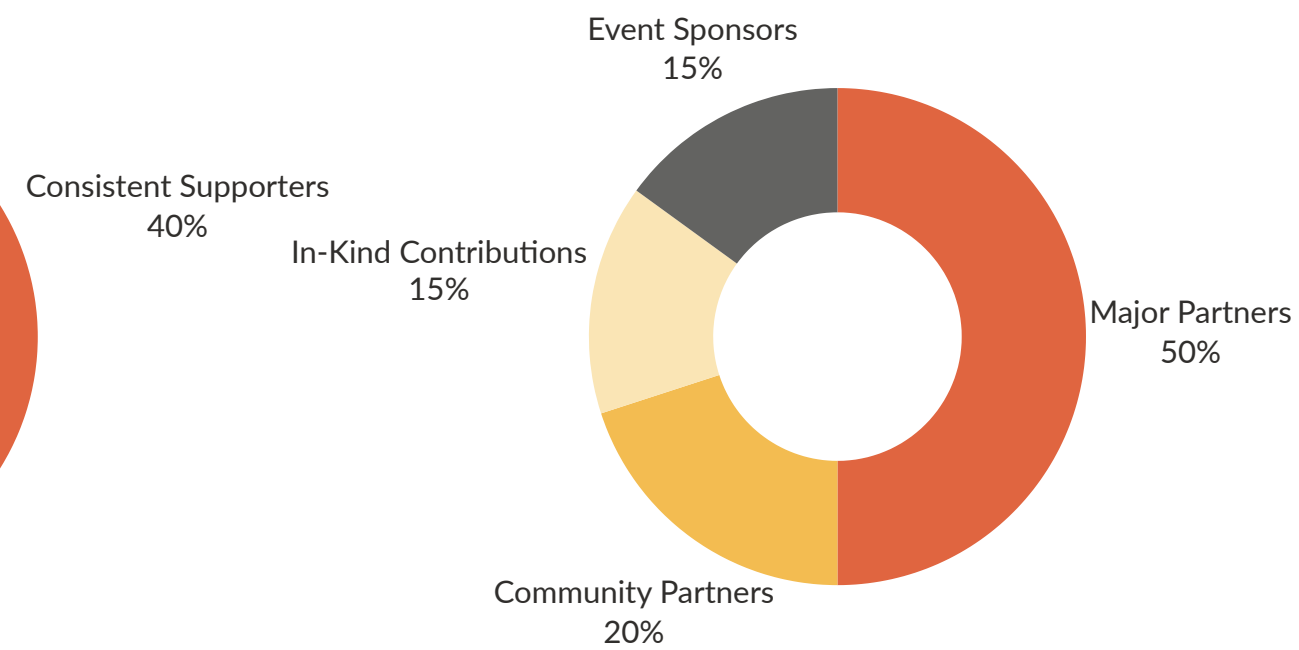
Offer partners meaningful visibility in your campaigns.

Cause Branding merges our mission with a corporate partner's brand, creating a synergy that benefits both.

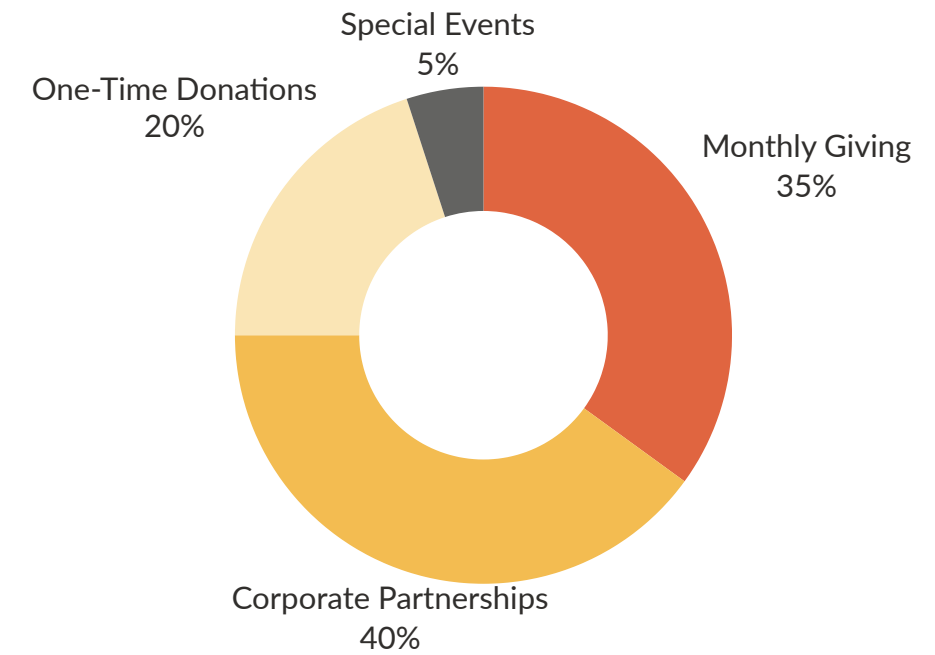
Data



Monthly Giving



Corporate Partnership



Overall Giving

Action Plan for the Next 12 Months



Short-Term (3 months)

Launch your monthly giving campaign with targeted outreach.



Medium-Term (6 months)

Strengthen your corporate partnerships with joint events and co-branded initiatives.



Long-Term (12 months)

Evaluate the success of these strategies, using data to refine and expand your efforts.



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