



# ANEW Celebrates 40th Anniversary With New Online Fundraiser And Awards

For the 40th Anniversary celebration ANEW worked with Butterflyly to launch a new annual online fundraiser and industry awards event, and raised over \$200,000 in new net profit



Industry Awards



Online Campaign



Press Outreach



Live Stream

**FEATURES:** Fundraising Strategy, Press Outreach, Communication Plan, Live Stream Production

## Challenge

Apprenticeship and Non-Traditional Employment for Women (ANEW) improves people's lives by providing quality training, employment navigation and supportive services leading to successful family wage careers. As part of the organizations' 40th Anniversary the leadership team wanted to launch a new annual online fundraising campaign to grow a new revenue source.

## Solutions

- ANEW hired Butterflyly to build the strategy for a new funding model and annual fundraising campaign considering the industry, economy, partners, donors, and existing organization funders
- The ANEW development team executed the online fundraising campaign strategy and communication plan while Butterflyly pursued earned press coverage, and produced the culminating live stream
- With strong focus on donor, industry, and union outreach the ANEW development team built an awards program, launch the new funding model, and hosted a Week of Giving that exceeded expectations and revenue goals

## Primary Business Outcome

Working with best practice online fundraising and campaign strategy ANEW successfully began shifting how it is funded and built a new annual fundraising event as part of its 40th anniversary celebration. Creating a new engagement and activation in partners, funders, and supporters positions the organization strongly for a strong future.

### ANEW By The Annual Numbers



**2000+**  
graduates



**25**  
partnering apprenticeship programs



**96%**  
apprenticeship retention rate



**\$2.5 Million**  
annual budget



## A New Six-Figure Campaign

Working with the Butterflyly team, ANEW was able to build an online and hybrid fundraising campaign strategy based on best practices and current fundraising trends. ANEW wanted to activate their partners, funders, past donors, and graduates in a new way and raise six-figures in funding. The campaign included outreach, a Week of Giving, culminating awards and recognition live stream, and exceeded expectations.

**Phase One: Online Fundraising Strategy** development was central to the success of the campaign and included in-person and online elements, as well as calculated donor and partner outreach ahead of the main Week of Giving and culminating live stream.

**Phase Two: Communication Planning & Press Outreach** built regional awareness for the organization, it's 40th birthday, and activated the nonprofit's audience to get involved in awards, an online auction, student scholarships, and a new program funding model.

**Phase Three: Live Stream Production** was critical to the financial success of the campaign by providing a public platform to thank donors, funders, government and industry partners, and award winners. With the Butterflyly team handling production and technology the ANEW team was able to focus on content and talent.

"You have been such a great consultant through this and offered a ton of helpful advice, we really appreciate your services."



**Megan Clark**

Development Director at  
ANEW

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**ANEW launched a new annual fundraiser, a new funding strategy, and an industry awards program coinciding with its 40th birthday that generated over \$250,000 in profit**

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## Keys To Success

The fundraising strategy activated the entire organization community and regional press to build its new funding model and launch a new annual event that raised hundreds of thousands in net profit. The strategy development phase laid the groundwork and milestones for execution by the ANEW team. The execution, communication, and press outreach phase resulted in the various campaign components coming together and generating early donations and partnerships. During the final Week of Giving phase the general public and past graduates were activated to raise awareness, participation, and complete recognition for everyone involved.

ANEW's development and executive team were able to successfully execute the strategy to generate revenue, activate partners, and build organizational awareness. The hard work started as soon as the strategy was forged and continued through the end of the campaign.

## Outcomes

In addition to reaching the \$245,000+ net profit mark, this fundraising campaign established the new funding model to be used in future years and grew new partnerships with industry and government partners.



48 donors



101 press  
engagements



8 on-site tour  
sessions



24 auction items