



How Edmonds College Foundation Transitioned to an Online Gala And Beat Its Fundraising Goal

During an online week of giving campaign, Edmonds College Foundation raises \$278,000 with Butterflyly and their event development team.



Week Of Giving



Online Format



Donor Outreach

FEATURES: Communication & Donor Strategy

Challenge

Edmonds College Foundation (ECF) wanted to transform their traditionally in-person annual Gala with auction and dinner to an online format and continue to meet or beat fundraising goals.

Solutions

- The core fundraising team selected a Week of Giving campaign format, then planned video and online events into the week to engage donors, students, and the college community.
- ECF's Development Director worked with Butterflyly to create a donor, sponsor, and bidder strategy, as well as the end to end communication plan across all channels.
- The fundraising team lined up sponsors, and large donors ahead of the feature week and then drove home their message through video, email, and social media.

Primary Business Outcome

With a strong fundraising team, campaign format based on best practices, and revenue focused end to end donor and communication strategy, Edmonds College Foundation beat prior-year (in-person) net profit.

Edmonds College By The Numbers



1967 College Founded



10,320 Enrolled Students



1340 Total Employees



A Sponsor & Donor Focused Campaign

Using Butterflyly expertise and strategy development practices, the Edmonds College Foundation (ECF) development team was able to capitalize on donors, sponsors, and the college community for its annual fundraiser. ECF was facing a significant and unexpected challenge in converting from an in-person Gala to an online Week of Giving, and working together the core event team successfully beat prior year net profit. Two key elements were the Donor & Sponsor Outreach Strategy and Campaign Communication Plan.

Donor & Sponsor Outreach Strategy is central to any online, hybrid, or in-person fundraising event. By clearly identifying target donors and target sponsors and designing the campaign to specifically activate them, nonprofit fundraising is more successful at generating revenue.

Campaign Communication Plan is the funnel that brings donors, sponsors, spectators, benefactors, and the college community together for online fundraising events. Spanning social, print, online, phone outreach, website, email, and other channels, the Butterflyly team build the cross-channel plan for the ECF Development team to execute.

Edmonds College Foundation beat its in-person Gala net profit from the prior year and exceeded its fundraising goal by 20% in the first online year using Butterflyly's expertise.

"I wanted to let you know that our Virtual Gala demonstrated great success... With our goal of \$230,000 - we raised \$278,000 this evening! It could not have happened without our shared vision and collaboration. We are so grateful and celebrate this success with you!"



Elaine Hall
Development Manager &
Special Events