

Multi-Service Center Luncheon Moves Online & Has Its Best Fundraising Year Ever

Moving the annual Luncheon online with Butterflyly contributed to a boost in net profit by 45% and surpassed the revenue goal by 78% in the first year as an online fundraiser



Week Of Giving



Online Format



Live Stream

FEATURES: Campaign Strategy, Live Stream Production

Challenge

Multi-Service Center (MSC) offers a variety of programs and services to those in need including housing stability, nutrition stability, education, and employment services. The development team needed to move their annual Luncheon to an online format and increase revenue to meet their increased financial need.

Solutions

- In phase one, the MSC Development Director leveraged Butterflyly expertise to create a strategy for transforming the annual Luncheon to an online fundraiser focused on engaging past large donors and sponsors.
- Multi-Service Centers' team executed the strategy with regular strategy check-ins to address tactical needs such as sponsor benefits, donation tool selection, and email marketing approach.
- Together, the Butterflyly team and the MSC team produced a culminating live stream "Luncheon" with special guests, awards, and recognition on YouTube and Facebook.

Primary Business Outcome

With a new online approach and focused outreach to past large donors and sponsors, Multi-Service Center generated more revenue and net profit than any previous year, during a time of critical need. In addition to beating the revenue goal by 75%, net profit grew 45% from the prior year.

Multi-Service Center By The Annual Numbers



40,000+

people helped annually



1 Million

pounds of food distributed



\$6 Million

energy assistance payouts



\$16 Million

annual budget



A Sponsor & Donor Focused Campaign

Working with a Butterflyly Nonprofit Fundraising Advisor the Multi-Service Center Development Director was able to successfully transition a critical fundraiser to an online format while significantly increasing revenue and net profit. Donors and sponsors remain engaged and actively giving, and virtual luncheon participants enjoyed special guests, featured speakers, and community awards. Two key elements were the overall fundraising strategy and live stream production.

Online Fundraising Strategy was critical to the success of the event. In prior years, the Luncheon was a 2 hour, in-person event and a copy of the event online would have poorly performed. With a detailed analysis of donors and sponsors and Butterflyly online fundraising best practices, an event strategy and components came together to activate large donors, past sponsors and engage participants.

Live Stream Production was key to creating a culminating event to recognize donors and sponsors and activate supporters and fans with entertainment, educational components, and clear asks for financial support. The Butterflyly team coordinated production, scheduling, and handled the entire day-of technical production. Over 240 participants viewed the live event, 3x the reach of previous in-person events.

"Pivoting sponsorship benefits to online worked really well and this was our most successful financial year ever."



Sarah McNiesh

Development Director
for Multi-Service Center

Multi-Service Center beat revenue and profit goals and raised more money than any prior year by working with Butterflyly to transition to an online fundraiser.
