

Parrott Creek Expands To Hybrid Campaign And Beats Revenue Goal By 18%

For the ___th annual fundraising luncheon, under restrictions for in-person gatherings, Parrott Creek decided to grow the event in to a full hybrid fundraising campaign.



Hybrid Campaign



Private Events



Board Engagement



In Person Event

FEATURES: Fundraising Strategy, In Person Event, Private Fundraising

Challenge

Facing a second year of a cancelled annual luncheon, due to health department regulations, the leadership and development team at Parrott Creek decided to seek alternatives to maintain revenue and maintain relationships with sponsors and donors.

Solutions

- Parrott Creek hired Butterflyly to build the strategy for a new fundraising campaign incorporating the best practices of online fundraising, donor and sponsor outreach, and small in person events
- The Parrott Creek development team executed the fundraising campaign strategy while Butterflyly provided ongoing support and expertise and pursued earned press coverage
- With a strong focus on the exclusive in-person event and new sponsor relationship building the team was able to beat acquisition goals for sponsors and first time donors

Primary Business Outcome

Working with best practices in online and in-person fundraising campaign strategy, the Parrott Creek team beat their revenue goal for the campaign by 18%, exceeded new donor and new sponsor acquisition goal, and has a strong foundation for developing donor and sponsor relationships throughout the year.

Parrott Creek By The Annual Numbers



>556

Families and youth served with housing and services



4

Primary youth housing and human services programs



92%

Success rate in housing shelter care program



\$2.5 Million

Annual budget



A Flexible Hybrid Campaign

Working with the Butterflyly team, the Parrott Creek leadership team built an online and **hybrid fundraising campaign strategy** for what had previously been the annual Luncheon. The plan took into account the significant uncertainty health department regulations, which at the time of the strategy did not allow for an in-person event.

The Parrott Creek team wanted fundraising revenue, awareness, and new **donor/sponsor acquisition** even if they could not hold an in-person event.

The campaign included outreach, a Week of Giving communication format, private fundraising event opportunities, and the option for an in-person event if health department regulations allowed.

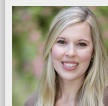
From the beginning it was also critical to build in options and flexibility since the campaign was to be executed during the COVID-19 Pandemic and health department regulations for the Week of Giving were an unknown.

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.

“We really enjoyed working with you and having access to your professional insights... We exceeded our fundraising and acquisition goals”.



Simon Fulford
Executive Director
@ Parrott Creek



Justina Johnson
Development Director
@ Parrott Creek

Parrott Creek launched a new annual fundraiser strategy during a time of rapid change in events and donor expectations and exceeded their revenue and net revenue goals by over 18%



Keys To Success

The fundraising strategy was designed to expand the previous one time luncheon held annually into a hybrid campaign spread over a one week period. From the beginning the strategy was designed to be achievable based on the donors, sponsors, and resources available to Parrott Creek with the looming uncertainty of health department regulations.

This flexible strategy with full approach and budget development for various options available allowed the campaign to move and flex with the realities of the Pandemic during which it was executed.

Parrott Creek's development and executive team were able to execute the campaign exceeding all goals listed as during strategy development. The hard work started as soon as the strategy was drafted and realized in the additional funding available to further the mission.

Outcomes

In addition to exceeding the campaign revenue and net profit goals by nearly 20%, the campaign established a new pattern for acquiring donors, adding new sponsors, and engaging board members year round, regardless of whether an in-person event is held.



5% Donor Growth



Video Storytelling Generated \$\$



Lucrative Raise The Paddle



Week of Giving Campaign