

CHARITYVILLAGE WEBINAR

Fundraisers as Cause Influencers

Presented by Nicole Beatty CFRE
Chief Community Builder @ NicBea & Co.
Associate @ The Fundraising Lab

Nicole Beatty CFRE

COMMUNITY BUILDER | ADVOCATE | ENTREPRENEUR

Chief Community Builder @ NicBea & Co.

Associate @ The Fundraising Lab

City Councillor @ Town of Cobourg

CAUSES

Shared Community Platform | Food Access |
Music Education | Cancer Research | Cultural
Celebrations | Girls Leadership | Women's
Philanthropy | Homelessness & Housing

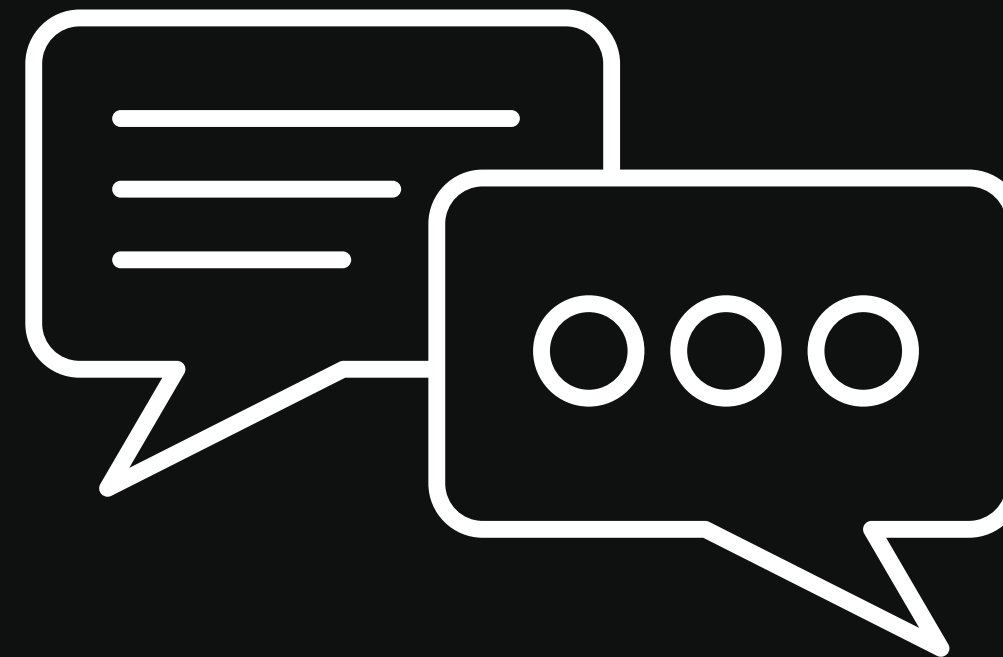


You're an
influencer with a
cause.

**COVID-19 IS DEMONSTRATING
THAT YOUR
EFFORTS AND PASSION HAVE
NEVER BEEN MORE IMPORTANT.**

Our Conversation
COVID Confessionals
Influencer Trends
Change Agent 007
Your Engagement, Elevated
Community for the Win
Go On, Raise That Money

Our Conversation





**IT MIGHT BE STORMY RIGHT
NOW, BUT RAIN DOESN'T LAST
FOREVER.**

SOURCE: KIDS HELP PHONELINE 30
INSPIRATIONAL QUOTES

**COVID
Confessionals**



SECTOR SHOCKWAVES

What does this mean for me and my cause?
Do we have a contingency plan?

MISSION RELEVANCY

The Great Realization
The Pandemic Pivot

RESILIENCY

Government emergency aid
Navigating the climate

FINANCIAL STRESS

Spring revenue wipeout
"I don't even want to ask"

ADAPTABILITY

Cultivation communication
Engaging with empathy

SUSTAINABILITY

Strategizing for relief and recovery
Following the tide in funding shifts

Influencer Trends



TRUST & VALUE

Ambassadors + ask culture

Engaging endorsements

Mission mojo

Authenticity

NICHE NARRATIVE

Your virtual voice

Real life people in real life

Micro vs macro influencers

Ethics and messages

DIGITAL COMMUNITY

Accessible and active platforms

Quality over quantity

Community over competition

Sharing is caring

SOCIAL PERSONALITIES

Personal and sincere


Compassionate content

Human storytelling

Set your own trend

**Change Agent
007**





we can be
HEROES
JUST FOR
one day.
DAVID
BOWIE

How to create real, ever-lasting change after COVID-19

Obsolete activity

Paused activity

Temporary measures

Innovative measures

**Your
Engagement,
Elevated**





AUDIENCE

Connecting with content
Virtual community building
Digital networking



AWARENESS

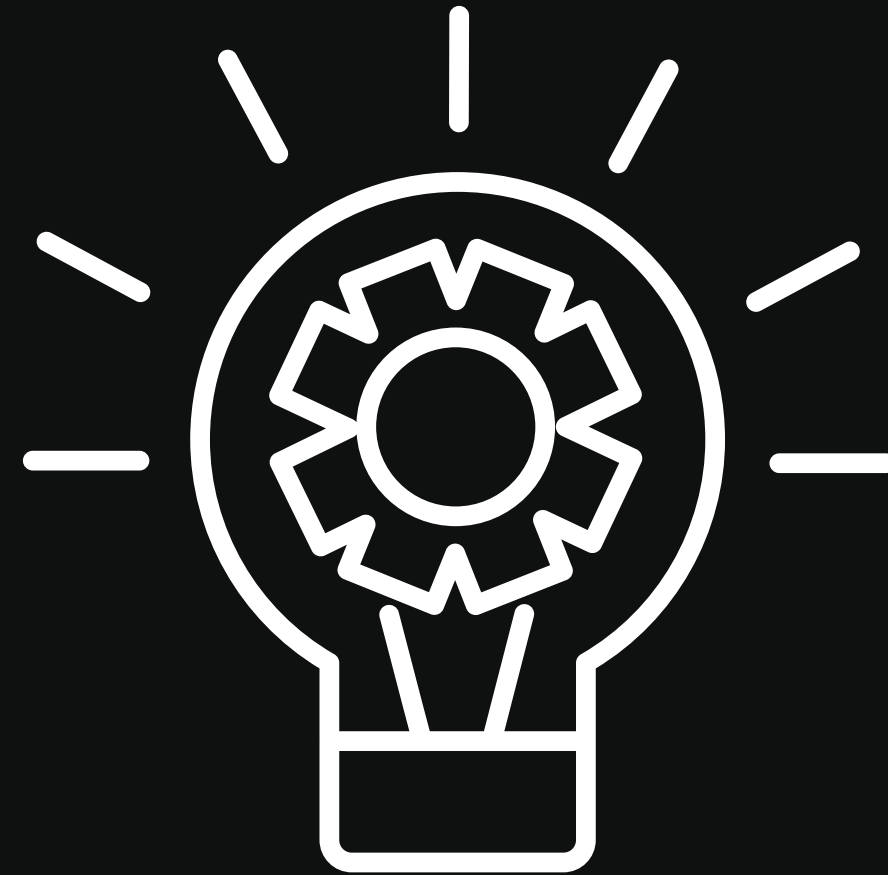
Dynamic campaign
Brand power
Story, steward, solicit



ACTION

Digital experiences
Phone call revival
#covidkindness

**Community for
the Win**





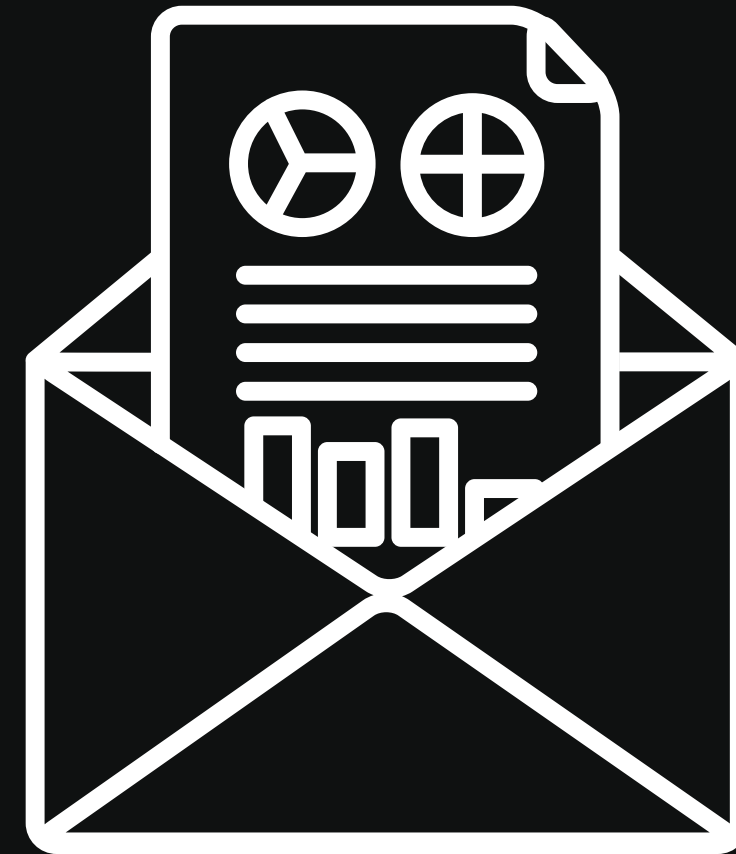
THAT VILLAGE OF YOURS

Neighbourhood philanthropy
Network influencers

YOUR COMMUNITY IS YOUR CAUSE

Pandemic philanthropy
Donations v. demand

**Go On, Raise
That Money**



You're my HERO

Philanthropy is a result of passionate
perseverance.



CHARITY VILLAGE PROMO CODE

WEBINAR20 - FOR \$20 OFF COURSES!

EMAIL ADDRESS

IMPACT@CAPACITYFORCOMMUNITY.COM

PHONE NUMBER

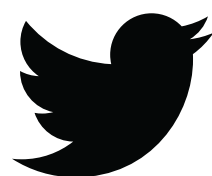
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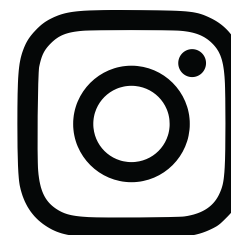
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