



# JUST 1 THING

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Flash Campaigns



# What is a Flash Campaign?

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## DEFINITIONS - CHARACTERISTICS

- *Response to an event that is out of your control but connected to your cause*
- *Needs to happen quickly*
- *Chaos - Emotional - Passion*
- *Significant PR around the issue or Easy to generate earned PR*

# Examples

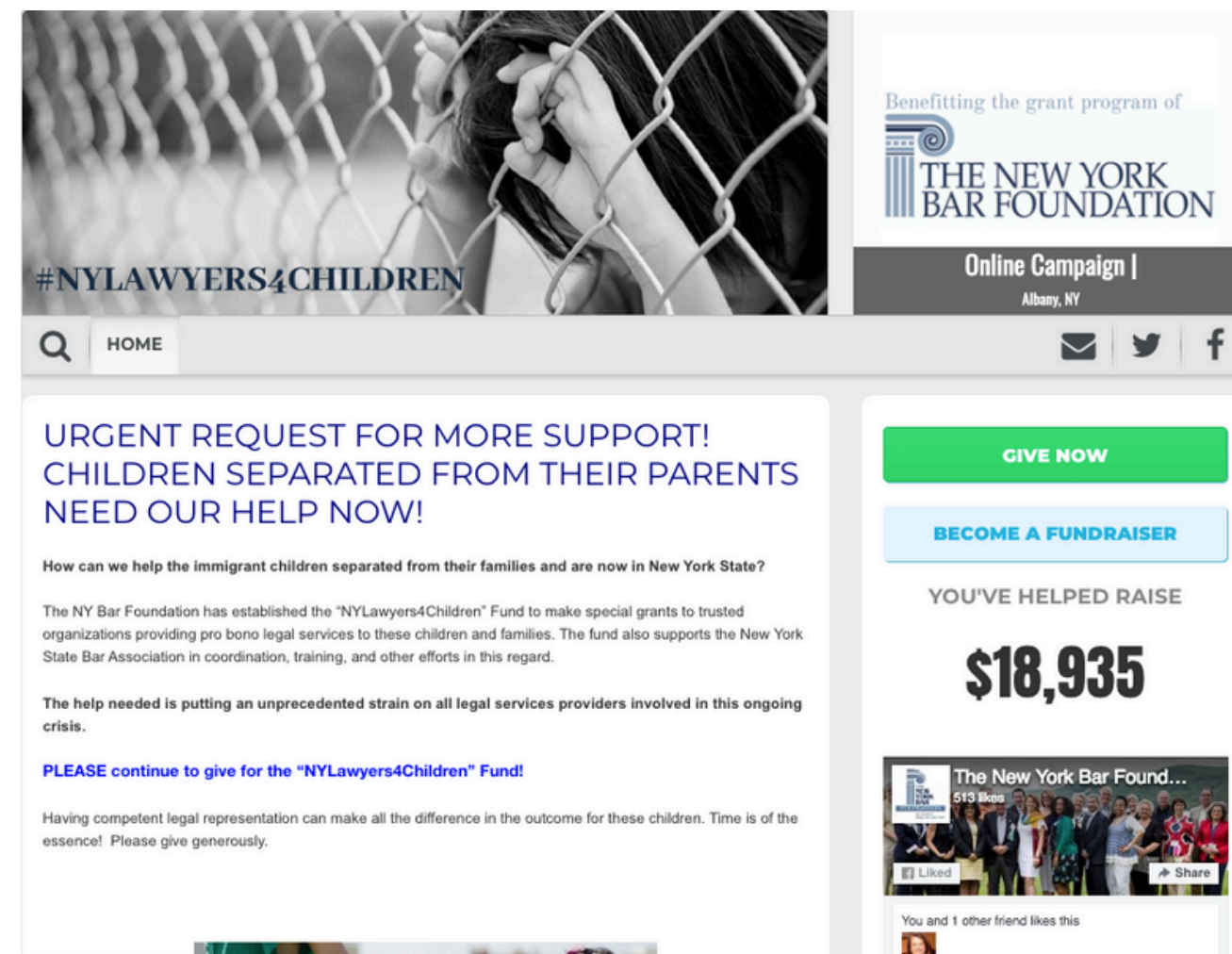
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# New York Bar Foundation

Immigrant children displaced by border policy in June 2018 housed in New York and in need of pro bono legal representation.

NYBF provides support for immigrant legal services.

Instant, significant passion from board leadership to expand services to children.



Benefitting the grant program of  
**THE NEW YORK BAR FOUNDATION**  
Albany, NY

Online Campaign |  
Albany, NY

#NYLAWYERS4CHILDREN

URGENT REQUEST FOR MORE SUPPORT!  
CHILDREN SEPARATED FROM THEIR PARENTS  
NEED OUR HELP NOW!

How can we help the immigrant children separated from their families and are now in New York State?

The NY Bar Foundation has established the "NYLawyers4Children" Fund to make special grants to trusted organizations providing pro bono legal services to these children and families. The fund also supports the New York State Bar Association in coordination, training, and other efforts in this regard.

The help needed is putting an unprecedented strain on all legal services providers involved in this ongoing crisis.

**PLEASE continue to give for the "NYLawyers4Children" Fund!**

Having competent legal representation can make all the difference in the outcome for these children. Time is of the essence! Please give generously.

**GIVE NOW**

**BECOME A FUNDRAISER**

YOU'VE HELPED RAISE  
**\$18,935**

The New York Bar Found...  
513 likes

You and 1 other friend likes this

- Two-week campaign
- Email database
- Board/Volunteer Sharing
- Social media



# Increase in Crisis Funding

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# NATIONAL CRISIS FUNDRAISING



## **ACLU**

Trump signs immigration ban on Friday, January 27, 2017

ACLU receives over \$24 million online over the weekend from 356,306 donors

ACLU brought in \$4million online in the previous year

## **JJ Watt Foundation**

Hurricane Harvey hit on August 25, 2017

JJ Watt Foundation setup online fundraiser

Raised over \$37million in two weeks (eventually ending at \$41.6million)

## **We Build the Wall**

Setup online campaign in December

Raised \$20 million (GoFundMe returned the donations)

Organizer setup a 501c4 and \$7million of the returned donations came back into org.

What this means for  
you?

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## Create a Plan

- Identify what types of actions, events etc could create a crisis moment for your nonprofit
- What is your internal process to launch a fundraiser? (Who builds the messaging, who puts together the online tool, who gains board approval - if needed)
- Do you need board approval before launch? If so, discuss crisis fundraising plan in advance and create a small approval committee with control (include a PR person on this committee).

## Articulate the Goal of Crisis Fundraising

- When PR is generated around your cause, people want to help.
- You are an experienced nonprofit in this cause area; it is important that you are involved.
- Increased funding will allow your organization to respond to the increased need or support change.
- Awareness of your role in the cause is beneficial for the future

# DRAFT PLAN - TABLE OF CONTENTS



- What is crisis fundraising?
- Examples of what a crisis might be for your cause
- Dynamics of crisis fundraising (and why you need board approval now)
- Proposed committee to quickly approve of an online campaign
- Staff roles and responsibilities
- Are there other organizations that need to be part of your plan?
- Any restrictions?
  - Fundraising limitations (is there a limit on what you can deploy)
  - Source

How?

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## HOW TO LAUNCH A CRISIS FUNDRAISER

Define your role in the crisis clearly (with your support we will \_\_\_\_\_)

Why your organization? Describe your history and experience

Prepare to redirect donors to other organizations that better meet the donor intent

Strong imagery and a clear message

Do not establish a goal (unless it is a defined project)

Do not overthink or over design your campaign - time matters

Communicate with your board before launch & provide example social media posts.

Consider creating a campaign site in advance

IF NO ONE GIVES -- SO WHAT?



## WHY?

Your organization needs to be viewed as a part of the solution.

If a crisis occurs within your cause, your community needs you to be there.



IT'S NOT ABOUT MONEY

@SWELLFUNDS



**Catch Your Share**