For the Fund$ of It:
Product Development

MAKING FUNDRAISING FUN AND EASY

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Thesis Committee

Lara Hobson

John Mueller
(Thesis Chair)

Laurel Ofstein

Thank you!
Just An Idea

- The one-stop shop for creating successful fundraising events
Milestones

- **Idea**: Summer 2014
- **Starting Gate/ MVP/Website Development**: Fall 2014
- **Pitched to Investors**: Fall 2014
- **Understanding Startup Communities**: Spring 2015
- **Research of Non-profits and Schools**: Summer 2015
- **MVP/Website Development**: Fall 2015
- **FOCUS Kalamazoo Event**: Fall 2015
- **Research of Schools**: Fall 2015
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- **Creative Event/Demographic Research**: Winter 2016
- **Web Developer: FunSultant**: Winter 2016
**Agenda**

- Create and iterate minimal viable product (MVP)
- Pitch deck
- Update business model canvas
  - Customer discovery activities

**These are my deliverables for my thesis!**
CREATE AN EVENT

RUN!
Interested in organizing a 5k, 10k or longer run or walk? This event will be easy as you follow the Run For the FuNd$ of It structure.

BAKE!
Baking is fun as a hobby, and it can also create great profits. Organize your event, and you'll bake your way to your monetary goal.

LET'S BAKE

SPORTS!
Your favorite sport can be used for fundraising with a basic design. Follow the link to start your project today.

LET'S PLAY

OTHER!
This event site is for YOU and your event. What do you want it to be? Whatever you choose, we'll guide you through it.
WHAT IS FOR THE FUNDS OF IT?

**What we do**
We are the ultimate fundraiser help. Your event is important to us, and we want to see you accomplish your financial goals. Explore our website to create the event of your dreams!

**Mission**
To provide a unique and simple way for successful fundraising events to come forth.

**Vision**
To serve clients in a way that makes fundraising so easy, that they will be addicted to creating events.

Run

Health and money--what's better than that? Organize a run that encourages fitness, and helps you raise the funds you need!

READ MORE
Use “For the FuNd$ of It”

**Our Services**
- What we take care of:
  - Example: Run for the FuNd$ of It
    - Committees: race, medical, refreshments, awards
    - Legal requirements: trail, music
    - Marketing
    - Vendors/Sponsors: refreshments, apparel, timing company

**Competition?**
- **Eventbrite**
  - Create website for event

- **Smartcrowdz**
  - Setup, market, manage, monetize
  - Focus on events (business, charity, sports)
  - Not specifically fundraising
For the FuNd$ of It is your one-stop shop for creating successful fundraising events. We classify ourselves as the event coordinators for event coordinators because we make it easy for you to do your job. So, what do we provide?

- Personalized Assistance—marketing, venues, sponsors, etc.

- Access to Vendors

- Event Web Page

- Direct Fund Deposit

- High Percentage Return

We are here to help your event be more successful than you can imagine. It is an event; an experience that you’re creating, and we know that what you’re doing means the world and more to you. Don’t worry, we’ll help you reach your financial goals in a fun and easy manner.
Making Fundraising Fun and Easy

Welcome! How can we assist you in fundraising?

- Finding volunteers
- Creative Event Ideas
- Contacting Sponsors
- Organization and Communication Skills
- Finding Vendors
- Everything
Making Fundraising Fun and Easy

Sounds a little skeptical, right? You know how much work putting a fundraiser together can be. There's so many factors to consider, and when you don't have the staff, everything falls on your plate. We understand, and that's why we're here to help!

Let's get started!
Making Fundraising Fun and Easy

Creating a fundraiser is a lot of work, that’s why we’re here to ease the process. Do you need help with any of the following?


We have templates and more to help you raise funds in a stress-free manner!

Let’s get started!
Let's get started!

Fundraising can be taxing, and we want to help you with the areas you struggle in. Please fill out the form below so we know how to assist you.

How can we help make your fundraiser all that you dream? *Please check all that apply

- Creative event idea(s)
- Event coordination/organization/delegation
- Web page creation
- Vendor directory
- Volunteer sign up
- Attendee feedback

Name: ____________________________

Phone Number: ____________________

Email: ____________________________

What's the best way to reach you?

- [ ] Phone
- [ ] Email
Making Fundraising Fun and Easy

PITCH DECK

forthefundsofit.com

December 2015
Is Fundraising Fun?

- Research:
  - Visited 42 schools
  - Interviewed 19 people
  - Created 2 surveys
  - Organized a fundraiser

- 9 of 12 say “no”!
- Necessary evil
- Less fundraisers
- Alternative fundraisers
How Can Fundraising Be Fun?

- Less work
- Less stress
- More involvement with kids
The Problem For The Fundraiser

• Lack of volunteers
  o Most fun runs need 30-50 volunteers
  o Parents aren’t involved with schools
    ▫ Working
    ▫ Core volunteers getting worn out
    ▫ Not aware/not asked to volunteer
    ▫ Can only volunteer for so much

• Lack of connections/sponsors

• Lack of PTO/organization
We’re a gap filler. What do you need help with?

<table>
<thead>
<tr>
<th>Needs</th>
<th>Interview Responses</th>
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<tbody>
<tr>
<td>Finding volunteers</td>
<td>14</td>
</tr>
<tr>
<td>Growing sponsorships/connections</td>
<td>12</td>
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<tr>
<td>Lack of PTO/Organization</td>
<td>12</td>
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<tr>
<td>Parent Involvement and kid incentives</td>
<td>6</td>
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<tr>
<td>Awareness of event</td>
<td>6</td>
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<tr>
<td>Creative event ideas</td>
<td>5</td>
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</tbody>
</table>
MVP, Version 7

- Volunteer sign up
- Sponsor/donor templates
- Event coordination/organization
- Creative event ideas
- Event marketing
- Web page creation
- Vendor directory
- Attendee feedback
- Customer on boarding
- Volunteer sign up
- Sponsor/donor templates
- Event coordination/organization
- Creative event ideas
- Event marketing
- Web page creation
- Vendor directory
- Attendee feedback
MVP, Version 7

- Volunteer sign up
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MVP, Version 7

- Volunteer sign up
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- Creative event ideas
- Event marketing
- Web page creation
- Vendor directory
- Attendee feedback
Target Market

- Public elementary and middle schools
- PTO is present and/or lacking
- Lower income demographic
  - Lack of parent involvement
  - Not always access to internet

**Examples:** Woods Lake, King Westwood, Woodward
Market Size

- **Kalamazoo County**
  - 39 public elementary schools
  - 15 public middle schools

- **Michigan (2013-2014)**
  - Over 1,000 public elementary schools
  - Roughly 491 public middle schools

- **United States (2011)**
  - 66,689 public elementary schools
  - Roughly 30,000 public middle schools
Go-To Market Strategy

- PTO members’ information; follow up with them
  - Many were interested in hearing my progress later on
- Do events to get our name out there
  - FOCUS Kalamazoo
  - Woods Lake said we could test our program on them!
- Social Media
- Word of mouth

- Price: 20% of ticket sales
Traction

• Interested schools:
  o King Westwood Elementary
  o Portage Central Elementary
  o Woods Lake Elementary
Competition/Substitutes

- Other fundraising options (catalogs, cookie dough)
- Great PTO teams doing the work
The Team

Josie Marshall—Founder

Experience:
• Starting Gate
• Pitching the business
• Entrepreneurship classes
• Connections/Meetings
• Event coordination
• Sales and marketing
• Fundraising

FunSultant—?
### Financial Forecasts Summary for Year 1

<p>| | |</p>
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<tr>
<td><strong>Revenue</strong></td>
<td>$70,000</td>
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<tr>
<td><strong># of Unique Schools</strong></td>
<td>18</td>
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<tr>
<td><strong># of Campaigns</strong></td>
<td>20</td>
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<tr>
<td><strong>Total # of Donors</strong></td>
<td>18,150</td>
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<tr>
<td><strong>Average # of Donors per Campaign</strong></td>
<td>908</td>
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<tr>
<td><strong>Total Amount Raised</strong></td>
<td>$350,000</td>
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<tr>
<td><strong>Average Donation per Person</strong></td>
<td>$19.28</td>
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<td><strong>Expenses</strong></td>
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<td>Web Site / App / Internet / Telecom</td>
<td>$42,520 (53%)</td>
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<tr>
<td>Payroll *</td>
<td>$29,760 (37%)</td>
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<tr>
<td>Travel</td>
<td>$4,825 (6%)</td>
</tr>
<tr>
<td>Marketing</td>
<td>$3,000 (4%)</td>
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<tr>
<td><strong>Profit / Loss</strong></td>
<td>-$10,105</td>
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</tbody>
</table>

* Founder and 1 FunSultant
Milestones

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**Web Developer/FunSultant**
- Winter 2016
The Ask

- Individuals interested in event coordinating...

FunSultants!
Thank you!

Contact Person:

Josie Marshall
269-216-1298
josie@forthefundsofit.com
Business Model Canvas 2014

The Business Model Canvas

Key Partners
- Apparel vendor/designer
- Website maintenance/payment method
- Marketer?

Key Activities
- How the website works
- Communicating with clients

Value Propositions
- Easy-to-use fundraising planning
- Use my name for event company
- Work with them to create best event

Customer Relationships
- Non-profit organizations
- Businesses
- Individuals aged 18-35

Customer Segments

Key Resources
- Patent
- Website

Channels
- Website

Revenue Streams
- Pay online with credit/debit

Cost Structure
- Website building
- Vendors
- Marketer

Design for Forth Funds of It
Designed by Josie Marshall
Date: 10/11/14
Version 1

Strategyzer
strategyzer.com
Key Partners
- Focus Kalamazoo
- Volunteer Kalamazoo

Web developer

Researcher--demographics of the school

Key Activities
- Connecting volunteers
  - Fundraiser to volunteers, and volunteers to fundraisers
- Creative events
- Marketing techniques
- Templates:
  - asking for money
  - surveys
  - databases
  - event structure
- Do some people need me on site for the event?
  - FOCUS did
- Connecting clients with vendors

Value Proposition
- Making fundraising fun and easy
  - Event coordinator for event coordinators

Customer Relationships
- Personal/Specialized Relationships
  - Specific to one’s event
- Middleman
  - I’m the middle man for a fundraiser
  - Am I? What does this mean?
  - Do I need to be a fundraiser coordinator? That depends on the type of event and the group coordinating it

Customer Segments
- School Fundraiser Boards-PTO
  - Elementary: is online the best system for all schools? The different demographics
  - Middle: Some PTO, clubs, sports, others don’t fundraise (parents just give money)
- Non-profit Fundraiser Boards
  - Charities
  - Clubs--Girl Scouts/Boy Scouts, Eagles
  - Churches: not churches, but ministries within a church
- Businesses
  - United Way events
- Sports Clubs
  - Cheerleading
  - Football
  - Baseball, etc.

Key Resources
- Website
  - Team members?

Channels
- In person
- Events
- Internet
- Over the phone

Cost Structure
- Website building/maintenance

Revenue Streams
- Marketing
- Fee
- 20% of final sales
- Vendor fees?
  - Affiliation with vendors, I could get them business and have them pay me 10% of whatever they make.
Conclusion

- MVP
  - Customer discovery activities

- Pitch Deck
  - FunSultants

- Business Model Canvas
  - Customer discovery activities
Thank you!

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Appendix
FOCUS Kalamazoo

First Annual Benefit Dinner
Fall 2015

“Empowering individuals, connecting communities”

Organized by:
Research

- 42 schools
- Meetings with 19 people
  - Julie Boender
  - Rachel Kaiser
  - Karen Strobel
  - Meghan Cook
  - Toby Ward
  - Valarie Bader
  - Deb Wild
  - Geanice Miller
  - Desiree LaDuke
  - Erica Dodde
  - Julia Kaemming
  - Lucia MacLeod
  - Katie Hansen
  - POPS Meeting
  - Kate Willard
  - Mary Daoust
  - Cori Downey
  - Julie VandeGiessen
  - Lisa Bliss
Business Model Canvas Changes

- **Key Partners:**
  - Volunteer supplier
  - Researcher/FunSultant

- **Key Activities:**
  - Connecting volunteers
  - Creative events
  - Marketing techniques
  - Templates

- **Value Proposition:**
  - Making fundraising fun and easy
Business Model Canvas Changes

- **Customer Relationships:**
  - Personalized assistance
  - We are the middle man

- **Customer Segments**
  - Public elementary and middle schools
  - Individuals are no longer a segment

- **Channels**
  - Events
  - Word of mouth
Starting Gate Meetings 2014

- Alan Rea, WMU
- Bonnie Sexton, KAR
- Kalamazoo Area Runners
- Deb Droppers
- Nino Garofola
- Allison Downey
- BNI meeting

- Workshops:
  - Customer discovery
  - Writing your business plan
  - Building your team
  - Marketing
  - Business Story Telling
  - Financials
<table>
<thead>
<tr>
<th>Renee Smith, PNMS</th>
<th>Chris Praedel, WMU</th>
</tr>
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<tbody>
<tr>
<td>Deb Droppers</td>
<td>Denise King, Goodwill</td>
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<tr>
<td>FOCUS Kalamazoo</td>
<td>Sasha Kellogg, The Arc</td>
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<tr>
<td>Alexa Devos</td>
<td>Cathy Weirick, Boys and Girls Club</td>
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<tr>
<td>Jason Horan, United Way</td>
<td>Tom Dowdall, Portage Community Center</td>
</tr>
<tr>
<td>Jane Baas, LHC</td>
<td>Simon, Kalamazoo Food Co-Op</td>
</tr>
<tr>
<td>Brian Lam, Portage Soccer Club</td>
<td>Brian Nelson, Tour de Taylor</td>
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<td>Blane Lam, Borgess Run</td>
<td>Bryan Birch, Zero Hero</td>
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<td>Muadth Baslouh, Glober</td>
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<tr>
<td>Andy Eaton</td>
<td></td>
</tr>
<tr>
<td>Julia Kuntz, WMU</td>
<td></td>
</tr>
</tbody>
</table>
Links

- Website
  - http://forthefundsofit.com

- Fundraising Survey
  - https://www.surveymonkey.com/summary/3vzfrXSS1wruKyl4idgthfMj_2Bo_2FGiSuZqGRwgt2hLoo_3D

- Volunteering Survey
  - https://www.surveymonkey.com/summary/orDgizGUhdcSortgZRtMEEmgw4Lc1s99iaMbkC4gogM_3D

- School Fundraising Survey
  - https://www.surveymonkey.com/summary/AexP_2BmQZ3OyToTWGEM6n0eOHcVJUlytazWjp8D4dkHc_3D
Time and Money

- **Time:**
  - Fall 2014: 112 hours
  - Summer 2015: 40 hours
  - Fall 2015: 91 hours
  - **Total:** 243 hours (10 full 24hr days)

- **Money:**
  - Business Registration: $50
  - Domain name/renewal: $30
  - Email: $88
  - Fuel: $120
  - **Total:** $288
Interview Questions

- My tagline: What does this mean to you?—“Making Fundraising Fun and Easy”?
- Reaction to logo
- Do you ever fundraise? What do you do?
- Do you like fundraising?
- What would make fundraising fun?
- Is it hard to find volunteers? Approximately how many volunteers do you need for your events?
- Do you think volunteers/staff/students get bored with events? Why?
- How do you get volunteers?
- What are you good at in fundraising?
- What’s one of the biggest challenges of fundraising?
- What’s something you need help with in fundraising?
- Do you need?:
  - Web page
  - Direct deposit
  - Vendor access
  - Personalized assistance
  - Volunteers
  - Attendee feedback
Interview Questions

• Do you usually have a budget for your fundraisers?
• Would you use a system like this?
  • How much would you pay for it? (A certain percentage?)
• What specific features would you need access to with this system?
• Do you want someone on site running the event? (event coordinator)
• Do you think there gaps to be filled in fundraising?
• What do you believe is the root cause for fundraisers’ problems/successes?
Tagline Responses

- “Fun and easy—you make it easy for me.”
- “Not stepping through hoops, assistance.”
- “Raise a lot of money and it shouldn’t be difficult.”
- “Sounds fun! Curious as to how it’s fun.”
- “Fun and easy is what we need!”
- “Yay! Fun and easy—let’s hear more!”
- “Makes sense...gets the point across.”
- “Catchy, straightforward.”

- “Yeah, that’s fine...simple, heard it in other things.”
- “Ok, not new.”
- “Not sure what it means.”
- “Someone has to do the extra work”...skeptical.
Logo Reaction

Kate Willard: “Looks fun, active—goes with the concept.”
  - Looks young—more elementary

Mary Daoust: “Yeah, I like that...why is it a woman?”
  - Envisioned a circle or group for community