



Nonprofit Fundraising
and Events Since 2002

Referring to the old, while navigating the new

Implementing past fundraising techniques with new approaches

Darren Port, Founder/CEO of Powered by Professionals

2022 Nonprofit Update

“The secret of change is to focus all your energy not on fighting the old, but on building the new.”

Socrates

Powered by Professionals Who We Are



How can we help your mission?

Forming an Organizational Chart

Laying the foundation to a successful event

Event/Gala/RunWalk
Day, Month, YEAR

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Event/Gala/RunWalk
Day, Month, YEAR

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

TV/Radio/Celebrity
Mistress/Master Ceremonies

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

TV/Radio/Celebrity
Mistress/Master Ceremonies

Auctioneer/Influencer
Special Guest

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

TV/Radio/Celebrity
Mistress/Master Ceremonies

Auctioneer/Influencer
Special Guest

Committee Members/Former Award Recipients/Donors/Longtime Supporters/Team Captains
Inspiration Team – Host Committee

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

TV/Radio/Celebrity
Mistress/Master Ceremonies

Auctioneer/Influencer
Special Guest

Committee Members/Former Award Recipients/Donors/Longtime Supporters/Team Captains
Inspiration Team – Host Committee

Listing out your Board and Advisory Board
Board of Directors

**Event/Gala/RunWalk
Day, Month, YEAR**

Credibility/Influence/Leader/Top in Field
Nobility in Science Award

Philanthropist/Executive/Influential Family
Vision of Hope Award

Celebrity/Athlete/Politician
Awareness Award

Patient/CareGiver
Co-Chair

Key Vendor/Business Partner
Co-Chair

Board Member/Big Donor
Co-Chair

Friend of Honoree
Co-Chair

Important Influential/Connected Supporters
Honorary Chairs

Former Award Recipient
Presenter

Patients, Program Leaders, Students
Courage/Perseverance Award Recipients

Nurse/Teacher
Compassionate Care Award

TV/Radio/Celebrity
Mistress/Master Ceremonies

Auctioneer/Influencer
Special Guest

Committee Members/Former Award Recipients/Donors/Longtime Supporters/Team Captains
Inspiration Team – Host Committee

Listing out your Board and Advisory Board
Board of Directors

Donors

Individual, Corporate, In-Kind (Auction, Sweepstakes, Food & Beverage), Ticket Sales

Oligo Nation Inspiration Event

Wednesday, May 11, 2022

Ingo Mellinghoff, MD
Nobility in Science Award

Mike Towers
Vision of Hope Award

**Christina Battalia &
Ollie Maggard**
Co-Chair

**Rachel (Wallins) Guberman
& Jeff Guberman**
Co-Chair

**Natalie & Dominick
Filocomo**
Co-Chair

**Patrick Hanlon /
Rob Rosania**
Co-Chair

Spencer Greene, Jodi Kaye & James Perri
Honorary Chairs

Jodi Kaye
Courage Award Presenter

AnnMarie Kaganovsky, other patients
Courage Award Recipients

Paul Girdler RN, BSN
Compassionate Care Award

Heather Thomson
Mistress of Ceremonies

Alasdair Nichols
Special Guest/Celebrity

Inspiration Team

Amy Bell, Lee Burnley, Richard Byrnes, MD, Christina Cerciello, Natalie Filocomo, Emma Fine, Steve Harrison, Mara Hatzimemos, Lauren Heidenry, Jodi Kaye, Sara Kimbell, Alyse Mandel, Michele Margolin Seiden, Michelle Marx, Amy Mines, Marianna Modlin Morris, Garbielle Nevin, Susi Nichol, Denise Puma, Stacey Rosenthal, Jeff Stillwell, Dawn Wilson

Board of Directors

Ashley Dabbieri, Jeff Fager, Brock Greene, Spencer Greene, Zachary Greene, Warren Guthrie, Patrick Hanlon, Jeff Hickling, Jodi Kaye, Alyse Mandel, Michael Towers, James Perri, Patrick Ronan, Rob Rosania

Donors

Individual, Corporate, In-Kind (Auction, Sweepstakes, Food & Beverage), Ticket Sales

2022 CTBTA – Path of Hope – Saturday, May 14, 2022

Inam Urrehman Kureshi, MD
Lifetime Achievement Award

Bryan Welsh
Vision of Hope Award

Susan Lemkuil and Jennifer Pace
15th Anniversary Celebration

Melissa Bennett, RN, BSN OCN
Compassionate Care Award

Chris Cusano
Courage Award Presenter

**Judith Lee, Scott Morey, DVM,
Gilbert Pierog, Andrew Spada**
Courage Award Recipients

Stephanie Simoni
Master of Ceremonies

David van Wees
Run/Walk Chair

Christy OKeefe
Run/Walk Chair

Jeff Ayotte
Run/Walk Chair

Committee

Heather DiMarzio, Johnathon Cribb, Patricia Davidson, Randell Stratton, Lisa Pierce, Jason Klein's Wife or Sister
Chris Cusano, Maryellen Holden, Cheryl Italia, Jennifer Pace, Gregory Shimer

Board of Directors

Alexandra Flowers, David Forrest, Kim Hodnett, Cheryl Italia, David Lemkuil, Susan Lemkuil,
Stacey Mairano, Andy Pace, Jennifer Pace, Gregory Shimer, Dan Tapper, Katie Trainer

Donors

Individual, Corporate, In-Kind (Auction, Sweepstakes, Food & Beverage), Ticket Sales

Implementing Old Techniques: **Customizing Solicitation**

- There has always been success to putting effort into customized solicitation based on what approach would be best for the prospective donor.
- Whether it sending a personalized letter in the mail with a sponsorship packet and following up with a printed invite or sending all event material electronically. It is important to evaluate what your audience responds best to and remembering that each participant involved can have a differing preferences.
- Providing options that best suit your volunteers in supporting their outreach success is important to achieve the best results to your solicitation.



Donor Feelings and Feedback About Virtual Events

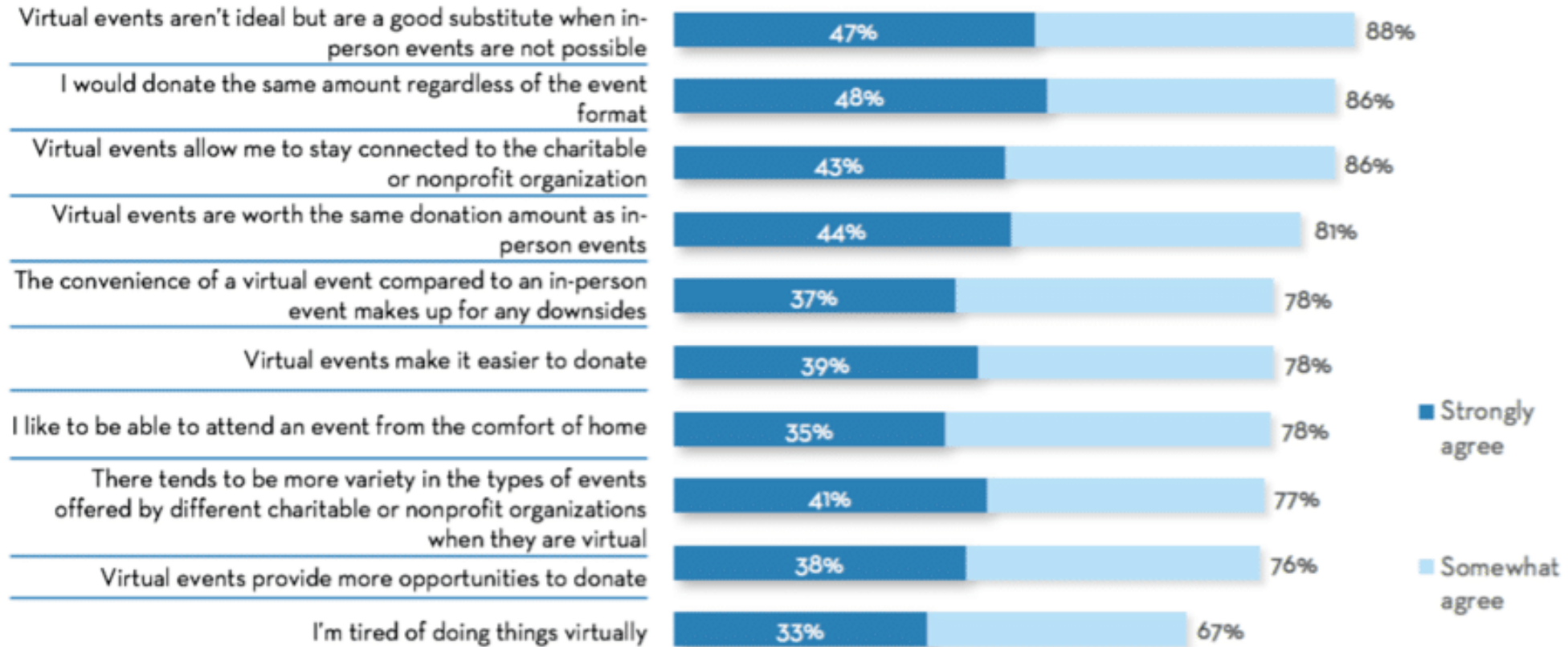


Figure 18: Please indicate how much you agree with the following statements about virtual fundraising events.

Challenges Brought on by Virtual Events:

- With virtual events, your organization can lose touch with your donor base over time
- Donors can lose the responsibility to feel involved
- Not sustainable long term
- Gathering in a space as a community there is a stronger connection to the cause vs. attending an event through a device
- People get a case of the lazybones, having a harder time going back to attending in-person events
- Vendor costs have gone up after they had a long pause to many of their services

Navigating New Approaches: Expanding Reach & Increased Attendance

- Expansion: Allows for growing your event beyond the venue doors.
Donors can participate from all over the world!
- Inclusivity: You can offer a lower cost/free virtual tickets, allowing people to attend who might not have been able to previously



Navigating New Approaches: Reusable Content/Evergreen

Much of the content you create for a virtual/hybrid event can be repurposed for post-event use. Including year-round marketing and promo videos. Many times, old footage can be pulled to incorporate again in other ways.



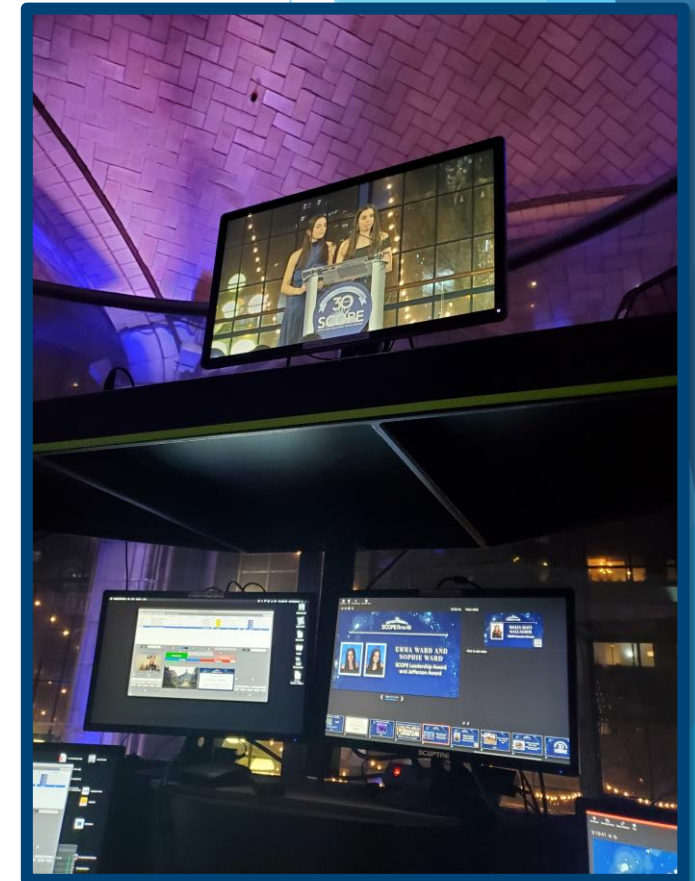
Navigating New Approaches: Virtual Celebrity Participation

Celebrities are much more open to participating in an event that they can pre-record footage for or video chat into.

Costs can be saved by having a video vs an in-person appearance.



Navigating New Approaches: Interweaving virtual and in-person guests

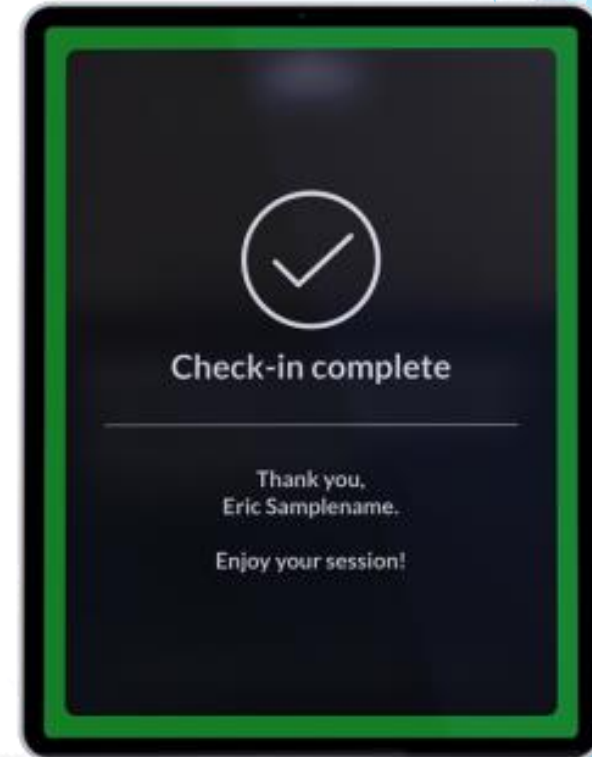


Navigating New Approaches: Tying the hybrid audience together through technology & entertainment



Navigating New Approaches: Speed Up Event Check-In

- New platforms that allow for guests to check-in from their phone prior to arriving to the venue
- Allows for a contactless check-in, speeding up the check in process and making for a more comfortable check in during COVID



Navigating New Approaches: Committee Calls via Zoom

- Although Zoom is not new, offering event participants to attend meetings via Zoom offers more flexibility and increases the meeting attendance rates.
- By having this become a standard practice, scheduling meetings has become easier and more productive.



Navigating New Approaches: Utilization of QR Codes

- QR Codes provides organizations with a variety of ways guests can make a contribution or view event information at ease.
- A great marketing tool to include on event décor (napkins, signage, programs)
- In addition to viewing the e-journals on the event screens, guests can scan a QR code and view the journals or evening programs on their phones

Donate by Phone

Call or Text
(907) 204-8405



SCAN ME

Thank you for your support!

To Donate:
Visit candc.link/donate or
Text/Call (907) 204-8405

PURPOSE POWER AND PROMISE

compassion & choices

blin • Daniel Duryea • Eidolon Communications • Roberta and Richard Fe

On Saturday, **May 14th, 2022**, the **Connecticut Brain Tumor Alliance, Inc. ("CTBTA")** will host the ninth annual **Path of Hope Event**, Presented by Saint Francis Hospital, a member of Trinity Health - New England, at **Elizabeth Park, Hartford, CT** from **8am – 12pm**. The Path of Hope is an inspiring 5K walk, run, and family fun event that raises funds and awareness to support the brain tumor community, celebrates survivorship, and honors those whom we remember.

I am very excited to share that this year I will be the **Run/Walk Chair** at The Path of Hope event in support of my father's battle with brain cancer.

As many of you know, my dad was diagnosed with glioblastoma in October of 2019. My family was devastated and had to sit down and research what this disease exactly was, turning to CTBTA's website for information. We would later learn that glioblastoma was the most complex and aggressive form of brain cancer out there. A month later, my dad underwent brain surgery in NYC and came out stronger than ever - you would never know the pain he endured if you saw him out on the streets. He was still the lively, caring, sarcastic man we all adored, but was now fighting a silent battle with cancer. From radiation to chemo, he continued to come out on top and defy the odds.

Throughout these past two years, CTBTA has been an eye-opening organization for our family. From their stories of courageous survivors to fundraising events to expand the research of brain cancer cures, they have taught us so much. We are not in this alone, and together we can provide a better quality of life for future patients while advancing brain tumor awareness.

I will continue to advocate for this cause as much as I can, and joining together with CTBTA for this event is something I am extremely proud to take part in. We all know we cannot fight the battle for him, but we can take part in amplifying the voice of the brain tumor community.

The Path of Hope event is a perfect opportunity to become involved - and I hope many of you can make it there with me! We also have an O'Keefe Family team that will be walking/running together to support my dad. **Please consider registering to attend the event, making a donation, becoming an event sponsor, or joining my team at the following link:** ctbta.rallybound.org/path-of-hope-2022/OKeefe-Family.

You can also scan the QR code below to be taken to my team's page on your mobile device:



Your support will help the CTBTA facilitate support and awareness programs, provide crucial patient assistance funds, and advance critical research that will lead to better treatments, and eventually, a cure.

Please contact Kara DeBaene at kdebaene@poweredbyprofessionals.com or 401-497-3876 with questions.

Thank you in advance for your support, and for all the prayers you have sent our family these past years!

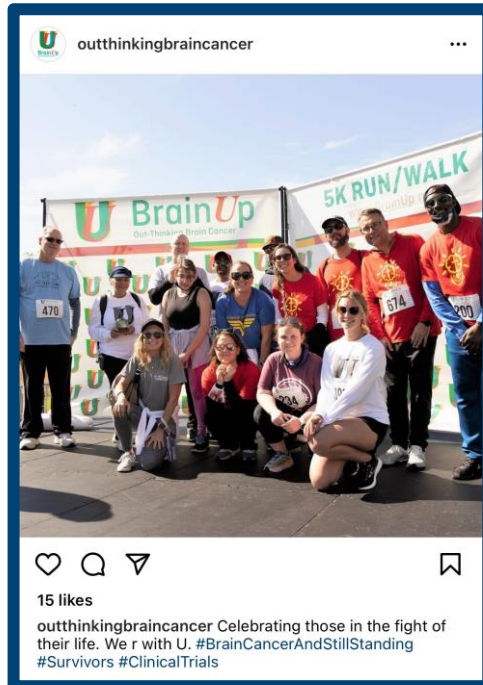
Sincerely,

Christy O'Keefe
2022 Run/Walk Chair

PO Box 370514, West Hartford, CT 06137 – P: (860) 264-5776 – F: (860) 516-4876 – www.ctbta.org

Navigating New Approaches: Peer to Peer (P2P) Fundraising

- Outdoor events like Run/Walks are a great way for people to feel comfortable during COVID with plenty of fresh air and open space to social distance.
- Use a cell phone or digital camera to take pictures and videos at your P2P event. This can be use in post event Thank You emails and social media posts.



- Offering a virtual registration option for your P2P events brings your fundraiser to those who are normally out of reach.
- Share your event on social media! Empower Team Captains and event participants to share the fundraising information to their social media accounts by providing graphics, copy, and hashtags for easy posting.

#poweredbyprofessionals



Navigating New Approaches: Virtual Elements are Event Engagement Tools

How else can you increase engagement using your virtual event toolbox?



Videos included
in pre and post
event emails

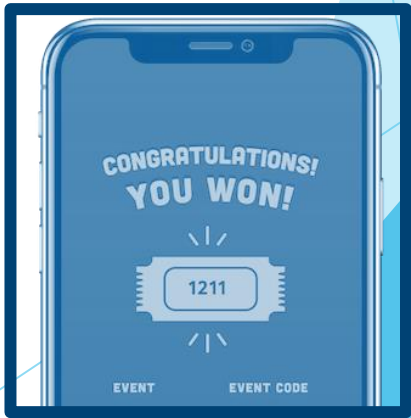


Virtual photo
booths can be
used for in-person
and virtual guests

RSVP cards that
include a QR code
for easy responding



Virtual Raffles
& Wheel Spins



Presentation Takeaways:

The past few years has thrown a wrench in in-person fundraising events, though it has forced us to navigate new waters in how to reach our audiences.

The silver lining has become re-evaluating what has long worked in producing successful fundraisers, and where we need to shift with the times.

By restructuring our approach, we have been able to provide guests with simplicity to their participation, save costs, reach a larger network and cultivate new creative approaches.



Nonprofit Fundraising
and Events Since 2002

Poweredbyprofessionals.com
Darren@poweredbyprofessionals.com
917-825-5291

1460 Broadway, 4th Floor
New York, NY 10036



Check out our website!