

# Collaborative Fundraising *Update*

2017 State Conference  
Saturday, October 28

**Special Olympics**  
Indiana



## Panel of Speakers



Mary McCormack	Huntington County	Polar Plunge
Missie Klei	Franklin County	Polar Plunge
Michelle DeWitt	Washington County	Run Unified Relay
Lesli Schmitz	Johnson County	Plane Pull Challenge

## Collaborative Fundraising



### Key principles:

- We do better by working together than by “going it alone”
- Working together maximizes resources for all of SOIN (State and County)
- We will always work to ensure all parties “remain whole” (i.e. nobody “loses” by bringing forward an opportunity for the greater good).

## Collaborative Fundraising



**Revenue Sharing Factors:** *Four factors influence how revenue splits are determined.*

- **Effort & Value:** Who is doing the work for the associated fundraising event or activity? (e.g. ongoing stewardship, providing sponsor benefits, event planning, insurance)
- **Origination:** Who established the event / relationship?
- **Risk/Cost:** Who bears the risk and expense?
- **Donor Intent:** Special Olympics Indiana honors a donor’s intent as a fundamental of accepting charitable gifts. We, however, must be diligent to not send mixed messages as to where in Special Olympics is the best place to donate.
- **Simplicity:** Formulas must be simple enough for everyone to understand

Freezin' For A Reason



# Polar Plunge



38 Counties Participated

Gross Revenue: \$272,858

\*24 Counties reached bonus

County Split: \$159,418

Featured Counties: Huntington County  
Franklin County

Mary McCormack  
Missie Klei



# Plane Pull Challenge



3 Counties Participated

Gross Revenue \$5,470

County Split: \$2,735

Featured County: Johnson County

Lesli Schmitz





# Run Unified Relay



16 Counties Participated

Gross Revenue \$9,875

County Split: \$4,937

Featured County: Washington County

Michelle DeWitt



# Special Events Totals



57 Counties Participated (*duplicated*)

Gross Revenue \$288,203

County Split: \$167,090



## Collaborative Fundraising



### Revenue Sharing Formula:

- **50/50 split:** Total dollars raised by county team or individual recruited by County program and registered by deadline which is before event date.
- **Bonus:** For Plunge season ONLY, counties that raise their plunge goal (25% of previous year's expenses) receive 60% of total dollars raised by plunge team

### Registration process:

- **Intent to Participate:** PIG or online form to notify Special Olympics Indiana that county intends to participate and location of event (*if Plunge*)
- **Team Roster:** PIG or online form to notify Special Olympics Indiana of county team members
- **Online Fundraising (*FirstGiving*):** Registered counties gain access to online fundraising tools. Best practice for managing fundraising dollars.

Questions?

Special Olympics  
Indiana

