

Sustaining Revenue and Navigating Tariff Impacts

fundrazr

A practical guide for nonprofits

Wednesday, September 24th, 2025





fundrazr

- Over \$400 million dollars
- Over 200,000 projects
- Almost 100 countries

Daryl Hatton – Founder & CEO

Shannon Belliveau – VP Client Success

About FundRazr

- Solving the **critical problem of donor acquisition and retention**
- On a mission to deliver best-in-class, innovative **donor engagement & impact communication** tool stack
- Laser-focused on your **fundraising success** via unique features and support
- **Free** platform - 0% platform fee
- Use as a **main or supplementary tool** to your existing software or CRM

The screenshot displays a FundRazr fundraising page for 'Walk the Wall USA'. At the top, the title 'Walk the Wall USA' is shown with 'Like 22' and 'Subscribe' buttons. The main image features a group of people, including a woman pushing a stroller with a baby, with a red banner reading 'WALK THE WALL' and a circular logo that says 'TAKE THE NEXT STEP'. Below the image, a progress bar indicates '\$21,150 raised' and '106% of \$20k goal', with a red 'Contribute' button. A navigation bar includes 'Story', 'Leaderboards', 'Highlights', 'Updates 0', and 'Activity 102'. The 'Story' section is titled 'Join us for Walk the Wall' and contains text about the International China Concern (ICC) and a list of goals: 'Expanding ICC's impact into more orphanages in Hunan province', 'Reaching hundreds of impoverished families caring for a child with a disability', and 'Bringing vocational and job opportunities to young people who yearn for a chance to reach their potential'. Below the text is a photo of a woman smiling with a child. On the right, a 'Leaderboards' sidebar lists donors: Erin Schmidt (\$125 raised), Evelyn Yehung (80 raised), Robyn Leavens (\$755 raised), and Ting Pan (\$320 raised).

Walk the Wall USA

Like 22 Subscribe

INTERNATIONAL CHINA CONCERN

WALK THE WALL

TAKE THE NEXT STEP

Gallery (1)

WALK THE NEXT STEP: OCTOBER 3RD

Facebook Twitter LinkedIn Messenger Email Link

Story Leaderboards Highlights Updates 0 Activity 102

Join us for Walk the Wall

ICC is taking the next step in our journey to transform the lives of the most vulnerable children in China. By participating in this walk, you are helping to create changing opportunities for thousands of young people, including:

- Expanding ICC's impact into more orphanages in Hunan province
- Reaching hundreds of impoverished families caring for a child with a disability
- Bringing vocational and job opportunities to young people who yearn for a chance to reach their potential

Erin Schmidt
\$125 raised

Evelyn Yehung
80 raised

Robyn Leavens
\$755 raised

Ting Pan
\$320 raised

Agenda

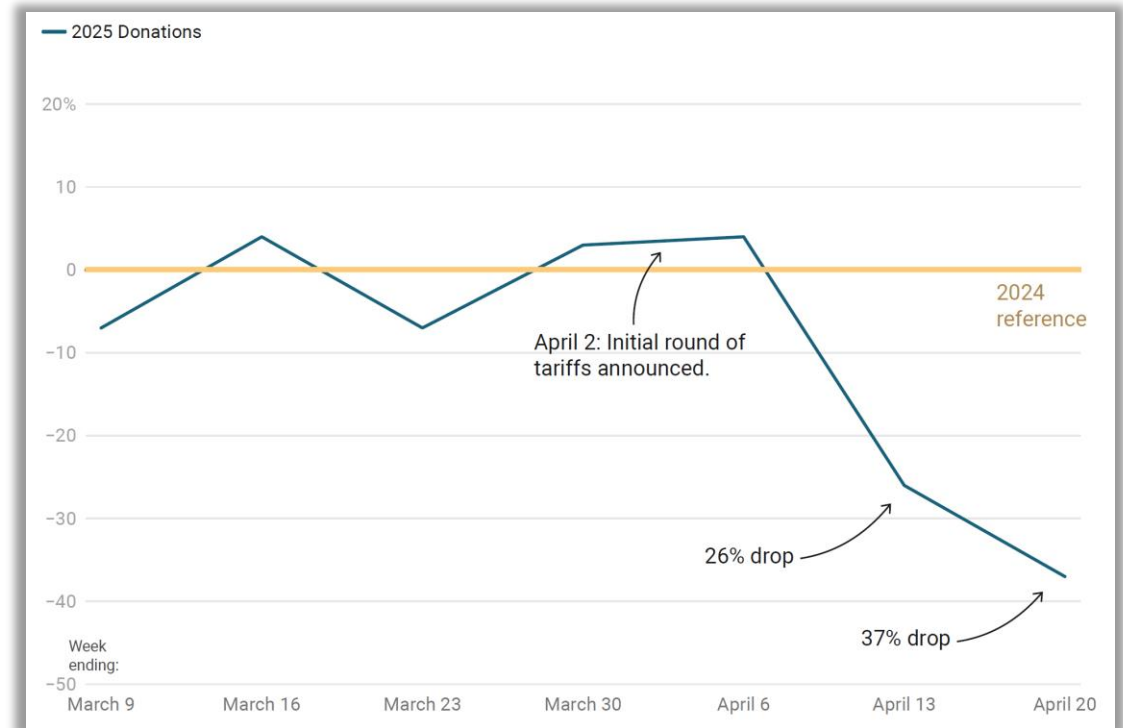
- State of the market
- Donor acquisition / retention
- Short term vs. long term strategy
- ***Crowdfunding Growth Engine***
- ***Seven Steps*** of impact storytelling
- Retention MUST DO
- Case studies
- Questions



State of the market

- Impact of tariffs predicted to have big impact on economy
- Employment uncertainty
- Higher costs / inflation
- Lower discretionary income
- Negative social media
- Predicted result: Reduction in frequency & size of donations
- AI impact on jobs

Online Giving Is Sliding Amid Turmoil



Chronicle of Philanthropy May 1st, 2025

Donor Acquisition & Retention Strategy

Keys to acquisition

- Don't be boring!
- Keep it simple
- Keep it affordable
- Minimize, not maximize
- Build trust / transparency
- Use testimonials
- Ask for social media referrals

Keys to retention

- Communicate impact
- Impact communications
 - Individualize
 - Personalize
 - Visualize
- Follow-up! Short, sweet updates
- Snackable content
- Over communicate!

Short term vs. Long term

Short term strategy & tactics

Acquire supporters

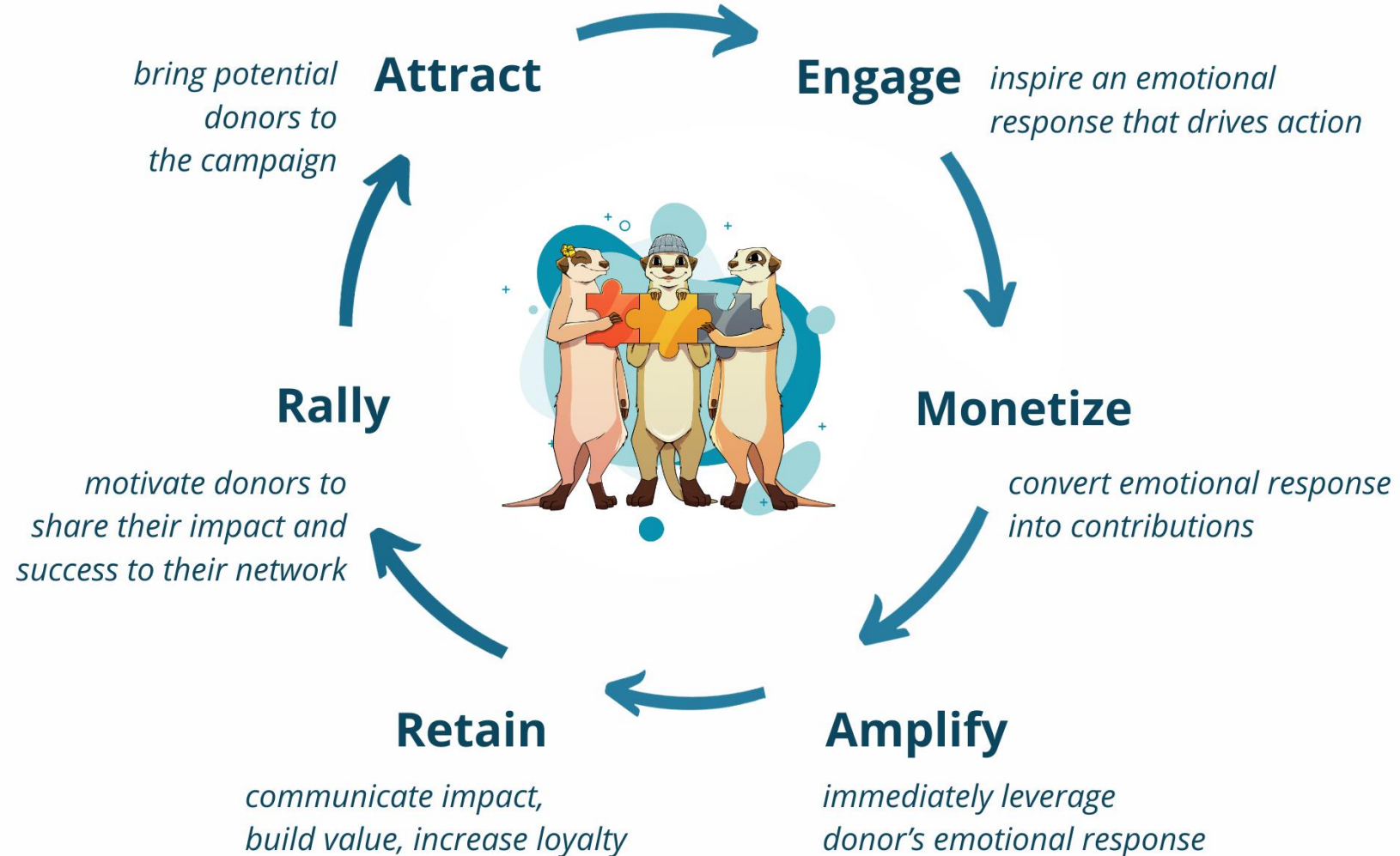
- Use **Giving Tuesday** as *catalyst*
- Leverage curiosity
- Minimize gift size
- Maximize conversion
- Start a relationship
- Ask supporters to share

Long term strategy & tactics

Cultivate advocates

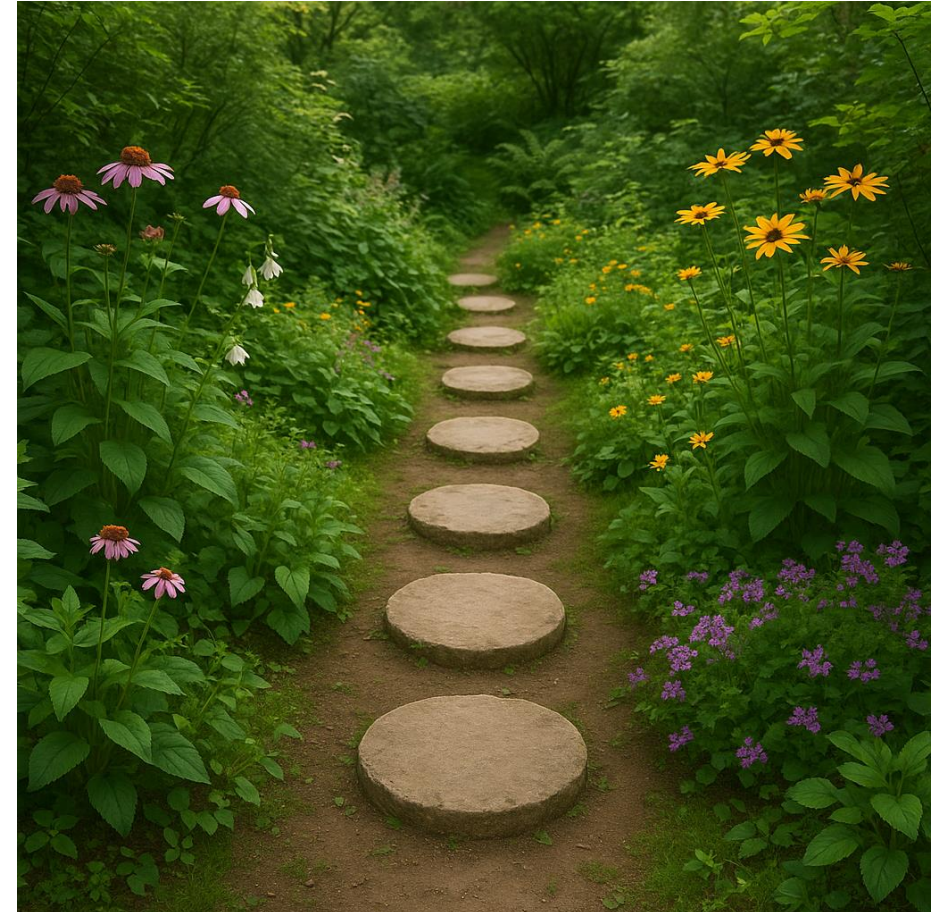
- Strengthen the relationship
- Share **personalized** results
- Use inclusive language
- Promote your shared mission
- Your focus: Increasing engagement
- Using a **Crowdfunding Growth Engine** makes it easier

Crowdfunding Growth Engine



Seven Steps of Impact Storytelling

7 Steps	How to do it
1.The Nod	Say something everyone agrees with - this helps “warm them up.”
2.The Problem	Explain the problem (reason for the campaign).
3.The Solution	Describe how the solution will resolve the problem.
4.The Gap	Illustrate the ‘Gap’; for example, explain what is required to implement the solution.
5.The Hero	Make the backer/donor the hero—show how they are a catalyst that helps the project bridge the gap.
6.The Promise	Describe the Quid Pro Quo you will undertake.
7.The Invitation	Invite them to join you in the movement.



Retention MUST DO

Honor *The Promise!*



Case Studies

Goals

- Show how **Growth Engine** techniques and **Seven Steps** storytelling works in real campaigns
- Introduce you to other important concepts such as **Updates**, **Rewards**, **Units of Impact**, **Impact Stories**, and **Microprojects** that empower crowdfunding

Campaigns

- Worry Monster
- Say Oui to Paris
- 12 Planes Of Christmas

Worry Monster

- First crowdfunding campaign
- No agency involved / two staff
- Great example of **Seven Steps**
- Initial goal was \$6,500
- Blew past that 24 hours into a two-week campaign!



The Worry Monster Campaign



\$10,775 raised

108% of \$10,000 goal

77 contributions

0 days left

Ended Oct 19, 2022 🕒

Share

Story

Highlights

About Sun Life

Updates · 7

Activity 77

Worry Monster

- Great storytelling! Crucial part of the **Engage** step
- **The Nod** can be very simple yet powerful
- **The Problem** should be concise and direct
- They used a graphic to visually represent the problem
- Their summary statement triggers feelings of “oh, no!”

Over the past year, the mental health of each-and-every one of us, has been challenged.

The Problem

Our ability to touch, feel and connect has been muted for over a year thanks to measures put in place through the pandemic. With those crucial forms of socialization still off-limits, children's mental health therapists and counselors are looking at new ways to work with some of their youngest clients.

Over the past 14+ months, we have seen more cases of kids who are struggling with Anxiety.

We asked them about what concerns them, and this is what they told us.

They are worried more about death and dying, they think more about self-harm and suicide, they lack the motivation to do anything. They find online learning difficult and fear they will fall behind in school, in many cases their have fallen. They are sleep-deprived, are clashing more with their parents and siblings, and finally, many are abusing drugs, and making other unhealthy and dangerous choices.

In short, kids have lost their balance.



The Solution

The great news is that there is a solution. But we need your help.

Worry Monster

- Make sure you keep **The Solution** about solving the problem
- Visuals describe the solution so much better than words
- They even told the story of how Monster is a Hero

The Solution

The great news is that there is a solution. But we need your help.

You can make an immediate difference for kids who are struggling with Anxiety.

We have found a new way to allow therapists and kids to connect and engage safely and effectively.

And we are calling in a very special blue friend to help.

Meet our **Very Hungry Worry Monster**



This cute, blue, plush toy is very hungry and eats worries for breakfast, lunch, dinner, and everything in between. Kids at Pathstone who are struggling with Anxiety will get one of their own to keep. They can write down their worries with help if needed, put them in the **Worry Monster's** mouth and zip it shut!

When kids come to visit their Pathstone, they will bring their **Very Hungry Worry Monster** along and share their worries inside. It allows our team to connect with their client in a safe way, and gives kids an opportunity to put their worries in their monster, as soon as they have them.



Worry Monster

- Now you can talk about needing money i.e. **The Gap**
- Use **Units of Impact** so the donor understands how they can be **The Hero**
- During economic slowdowns, make sure to offer affordable options – (**Monetize** step)
- Visuals (graphics or photos) are your friend

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What's The Need?

We have WAY more kids who need a Worry Monster and the associated counseling than we currently have funds to provide. Every contribution helps us get closer to our goal of providing help for EVERY kid who needs it. Your gift helps us make a big difference in the life of a child who is struggling with Anxiety.

How You Can Help



\$30

Puts a **Very Hungry Worry Monster** in the hands of a child in need.



\$65

Provides a **Very Hungry Worry Monster** + Counselling Session for a child in need.



\$100

Provides a **Very Hungry Worry Monster** + Counselling Session for a child in need + Parenting workshop.



OR... MY Choice!

Pathstone offers a number of programs and services to children and their families who are struggling with mental health all across Niagara.



Worry Monster

- What is **The Promise** the donor receives in return?
- Giving back information is the cheapest & easiest option
- They missed a very important step: **The Invitation** but included optional **Credentials**
- Immediately after the contribution completes, ask for a Share (**Amplify** step)

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We'll Keep You Posted!

As we acquire and distribute these Worry Monsters to the kids who need them, we'll keep you updated on our progress every step of the way. Where we can (respecting our clients' privacy of course), we'll share the stories of the kids **you've helped** along their path to recovery.

About Pathstone

OUR MISSION

At Pathstone, our mission is to provide mental health support to children in Niagara from the start of their life up to age 18.

OUR GOAL

Is to ensure NO child in Niagara waits for mental health support. As a result, our Immediate Service Program offers three ways for kids and families to get the help they need. Crisis & Support can be reached 24/7 by calling 1-800-263-4944. In-Person or Video Walk-In Clinics operate Monday-Friday across the Region of Niagara. More info can be found at www.pathstonementalhealth.ca/walk-in-clinic/

Highlights · See all activity · 77



The Worry Monster Campaign reached a milestone

Milestone · Nov 17, 2021



Retention MUST DO

Honor *The Promise!*



Worry Monster

- Make **Updates** – lots of updates! (**Retain** step)
- Tell an **Impact Story** whenever you can
- Ask your donors to share this story (**Rally** step)



Pathstone Mental Health Foundation posted an update

Story update · Apr 19, 2021

TODAY WE GIFTED OUR FIRST VERY HUNGRY WORRY MONSTER!

Pathstone therapist, Tanya is seen here surprising her young client, Adeline, Age 8 with her very own Worry Monster.

One of Adeline's biggest worry was sleeping alone in her bed. With the help of her therapist (and now her Worry Monster), she has managed sleep on her own for the past 6 days...and counting!

CONGRATULATIONS ADELINE!

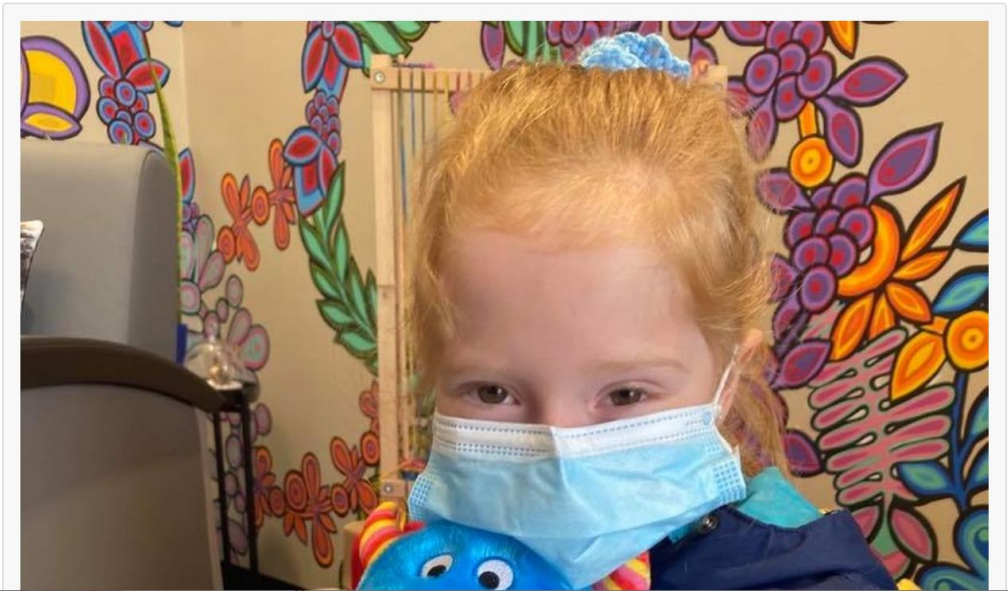
We're just 3 days from meeting our goal of \$10K!

Please share this message with friends and family and help us put a Worry Monster in the hands of kids struggling with anxiety all over Niagara.

For more information and to donate, visit <https://give.charityvillage.com/pathstone>.

Thanks very much!

The Pathstone Foundation Team



Worry Monster

- Create urgency!
- Ask your donors to share this story (another **Rally** step)
- The **Attract** step uses social media promotion of these shares to increase distribution



Pathstone Mental Health Foundation posted an update

Story update · Apr 21, 2021



JUST 1 DAY LEFT

There is just 1 day left in our **Very Hungry Worry Monster** Campaign!
These are very challenging times, especially for kids and we want to make sure we have all the tools to help them manage their worries.
Please help us **share** this news so we can put as many Worry Monsters in the hands of kids struggling with anxiety all across Niagara.

Like · Share



Anonymous contributed

Apr 20, 2021

Great project!!!

Like 1 · Share



Michelle Begin · Apr 21, 2021

Thank you very much!!

Like



Worry Monster

- Remember to say *Thank You*
- **Updates** are great for that
- The key thing is to make it timely – don't wait until you have the perfect message!



Pathstone Mental Health Foundation posted an update

Story update · Apr 23, 2021



THANK YOU NIAGARA!

It's official - not only did we blow through our first goal of \$6,500, AND our second goal of \$8,500 but we **SMASHED** our third goal of **\$10K!!!**

Your support will help us put **Very Hungry Worry Monsters** in the hands of HUNDREDS of kids struggling with anxiety all over Niagara.

The order has been placed and in the coming weeks, we will post photos of our young clients receiving their monsters and share their stories with you.

Special thanks again to **Rick Prior** and the local team at **Sun Life** who helped us kick off this campaign right with a \$2,500 gift match.

On behalf of our staff and especially our little clients, **THANK YOU!**

With gratitude, Pathstone Foundation Team

Say Oui To Paris

- Their *Units of Impact*?
- Buy an athlete breakfast!
- Combined individual and monthly giving
- Built a “crowd” over three years with small campaigns
- At the right time, drove over 200% more donations in a special purpose campaign

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#SayOuiToParis – Fuel the Journey

Subscribe



\$117,602 raised



118% of \$100,000 goal

319 contributions

2 years running 📅

Contribute

Share and you'll help this cause raise more money.

Share

Story

Highlights

Updates · 0

Activity · 319

Fundraisers · 5

Breakfasts Sponsored!

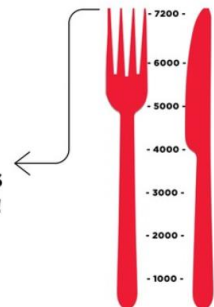
Help us fuel the athletes

\$15 a day/athlete

30+ National Team athletes

6 days a week

OVER 7200
BREAKFASTS
SPONSORED!




FUEL THE JOURNEY

Our goal is simple - to provide a warm, nutritious breakfast for every member of the

12 Planes Of Christmas



Advanced example!


- Used *Microprojects* technique to break a big problem into lots of small problems
- Significant variation on a peer-to-peer campaign
- Distributes the workload of a large goal across many volunteers

Menu ▾Sign in

Commemorative Air Force 12 Planes of Christmas 2024


[Subscribe](#)

[Gallery \(8\)](#)

\$501,588 raised 

143% of \$350,000 goal

2013 contributions

44 weeks running 

[Support](#)

Share and you'll help this cause raise more money.

[Share](#)

[Story](#) [Campaigns · 40](#) [Highlights](#) [Updates · 1](#) [Activity · 2034](#)

ABOUT 12 PLANES OF CHRISTMAS

Each winter, the Commemorative Air Force (CAF) hosts the "12 Planes of Christmas" fundraiser to support aircraft in need of restoration, maintenance, or repairs. This campaign shines a spotlight on the airplanes in our fleet that need support for restoration and maintenance projects to preserve and exhibit these important relics of history.


12 Planes Of Christmas

- Each plane in their program has their own **Sub-campaign** connected to the overall campaign
- Teams of volunteers associated with each plane run their own campaign
- Centralized control – distributed workload!

[Story](#) [Campaigns · 40](#) [Highlights](#) [Updates · 1](#) [Activity · 2034](#) [Support](#)

Campaigns

Showing 6 of 40 · [Show mine](#)




Restoration Grant Fund
by Restoration Grant

One of the most impactful programs at the Commemorative Air Force (CAF) is the Restoration Grant Fund, designed to help CAF units get their aircraft back in the sky faster. Thanks to this fund, over 70% of the CAF fleet is currently airworthy—a remarka...

\$60.8k raised

44 weeks running

[View](#) [Support](#)




New England Wing's Fairchild PT-23 (N62476) where then and now fly together
by New England Wing

Help keep our Fairchild PT-23 Primary Trainer flying across New England, serving as a CAF ambassador and educating, inspiring, and honoring at every stop. To make that happen, we need aircraft parts!

\$2.6k raised


42 weeks running

[View](#) [Support](#)



B-29 Superfortress "FIFI" (N529B)
by B-29 / B-24 Squadron

Help Keep FIFI, the Legendary B-29 Superfortress, in the Sky! The B-29 Superfortress FIFI is more than just an aircraft—it's a living testament to American



A-26 "Shamrock 22" (N626SH)
by Sierra Hotel Sponsor Group

Join the Mission to Restore Shamrock 22! The A-26 Invader Shamrock 22 stands as a powerful symbol of American resilience and strength. Serving in

[↑](#)

12 Planes Of Christmas

- Each sub-campaign tells the story of an individual plane or restoration project
- Campaigns optionally use crowdfunding **Rewards** to inspire donors
- All properly accounted for including **Tax Receipts**
- Grew revenue from **\$271K** in 2021 to **\$588K** in 2023 – **120%**

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Restoration Grant Fund

[Subscribe](#)



\$60,790 raised

135% of \$45,000 goal

423 contributions

44 weeks running

[Support](#)

Share and you'll help Restoration Grant raise more money.

[Share](#)



By **Restoration Grant** (includes virgil hatfield)

Funds go to **Commemorative Air Force**

Keep it all · Dallas, TX, US [Report](#)

[Story](#)

[Highlights](#)

[Updates](#) · 1

[Activity](#) · 423

[Team](#) · 1

[Fundraisers](#) · 40

One of the most impactful programs at the Commemorative Air Force (CAF) is the **Restoration Grant Fund**, designed to help CAF units get their aircraft back in the sky faster. Thanks to this fund, over 70% of the CAF fleet is currently airworthy—a remarkable achievement made possible through the more than \$200,000 granted to various aircraft projects.

Since its inception in 2008, the Restoration Grant Fund has supported 55 aircraft nationwide, many of which are now proudly flying once again.



Two Ways to Start Your Engine

- Build a Growth Engine on your own based on our methodology

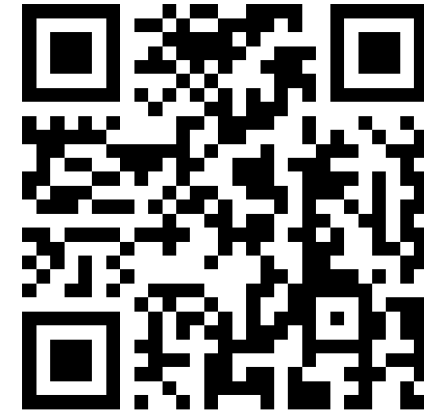
Independent but slow.

- Craft a customized Growth Engine with our Crowdfunding Strategist

Fast and effective!

Type “**GROW**” into the chat

Learn more about our methodology



Scan me!

Summary

- **Short term strategy:**
Acquire new small value donors
- **Long term strategy:**
Retain them as long term advocates & repeat supporters
- **Storytelling strategy:**
Use **Seven Steps** to craft your crowdfunding stories
- **Technology strategy:**
Use a **Crowdfunding Growth Engine** to build a supportive community

Action Plan

- Act now! Take advantage of **Giving Tuesday** to experiment with social fundraising techniques!
- Ask for crowdfunding strategy help and **receive expert guidance** tailored to your cause
- **Keep your chin up** – working together, we'll get through this

Questions



Need help immediately?

Type **GROW** into the chat and we'll connect you with a FREE crowdfunding strategist ASAP.

Next Steps:

Email us at pros@fundrazr.com

Check out our [Fundraiser Hub](#)

Learn more: [FundRazr Professional](#)

You will receive a copy of this presentation by email

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