Successful Promotion & Fundraising Practices
June 22, 2015

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- Kelly Caplan, Washington Gas, Community Outreach Manager
- Jeff LaBonte, PRR, Director
Agenda

- WAFF History
- Building Blocks
- Employee Giving Campaign
- Sponsorships
- Retailers
- Future
- Break-out Session
- Q&A
WAFF History

• Numbers, Salvation Army, why hire firm?
• Where we started
  o Research
    ▪ Key findings
    ▪ Audiences
    ▪ Overall strategy

The more you know about the past, the better prepared you are for the future.

~Theodore Roosevelt
Building Blocks

- PRR – strategy assessment
- PRR strategy & implementation
  - Corporate video
  - Testimonial video
  - Website
  - Infographic

WAFF
WASHINGTONAREAFUELFUND.ORG
New Website

[Image of the WAFF website]

WAFF
WASHINGTONAREAFAUELFUND.ORG
Infographic

**Washington Area Fuel Fund**

For 30 years, Washington Gas and The Salvation Army have supported the Washington Area Fuel Fund (WAFF). During the winter, WAFF pays for all types of fuel to heat the homes of people in financial need. It does not matter whether a recipient uses gas, electric, oil or another type of heating fuel.

### 2014 assistance by fuel type

- Natural gas: 36%
- Electric: 70%
- Oil: 2%
- Other: 2%

### The Need for WAFF Continues to Grow

In the Washington area, low-income families, the elderly, and residents facing emergencies like health problems or sudden job loss, continually have fewer funds to keep their homes heated in cold weather. No matter the time of year, the effect of cold-weather heating bills can linger for those facing financial hardships.

From 2008-2012, more than 1 in 5 people in the DC area lived below the poverty line and were eligible for federal assistance.

- 30% of DC area children live in poverty.

**$420**

For about the cost of 100 cans of soup, a household can be warm all season.

### 2014 WAFF funds disbursed by area

- VA: $328,755
- MD: $256,578
- DC: $214,529

### Over 30 years of giving

- 2014: $346,427
- 2013: $418,483
- 2012: $475,182
- 2011: $503,307
- 2010: $523,016
- 2009: $449,180
- 2008: $399,574
- 2007: $427,593
- 2006: $458,825
- 2005: $449,013
- 2004: $419,178
- 2003: $435,190
- 2002: $459,154
- 2001: $430,922
- 2000: $379,390
- 1999: $381,864
- 1998: $381,274
- 1997: $367,179
- 1996: $339,511
- 1995: $308,411
- 1994: $325,939
- 1993: $298,120
- 1992: $248,436
- 1991: $226,816
- 1990: $213,985
- 1989: $177,620
- 1988: $182,926
- 1987: $160,630
- 1986: $148,750
- 1985: $146,610
- 1984: $125,437
- 1983: $117,934

Since 1983, WAFF has disbursed more than $23 million to help keep the homes of area residents warm during the winter, assisting more than 267,000 people.

In 2014, WAFF disbursed $748,457 to 6,052 residents.

Washington Gas pays for all administrative and promotional fees while The Salvation Army assists clients and manages the disbursement of funds. This ensures that 100% of all donations go to heating assistance.

### People Helping People

The majority of funding for WAFF comes from the generous donations of our customers.

### HOW TO GIVE

- **Online**: Log on to our website at washingtonareafuelfund.org
- **Mail**: Make a one-time gift. Make your check payable to WAFF and send to: P.O. Box 1999 Washington, DC 20013
- **Cash**: Make an ongoing pledge. Add a monthly contribution to your budget.
- **Credit Card**: Give when you pay. Add a contribution to your payment. Write the WAF&F donation on your Washington Gas bill stub. Or give when you pay your bill online at washingtongas.com or call our Automated Services line at 1-800-720-7444.

**Note:** If you choose to make a contribution, please call 1-800-720-7444. For more information, visit washingtonareafuelfund.org.

**Sources:**
2. Washington Gas. Data from 2014 sole WaCC Foundation. Donations are through the Salvation Army. The Washington Area Fuel Fund is sponsored by WAFFG.
Employee Engagement

• Employee Giving Campaign
  o Build awareness
  o Matching campaign
  o Incentives – make it fun!
  o Results
Sponsors

• Tools available?
• Radio station meetings
• WTOP
• The Washington Post
• Retailer
Radio Sponsor

WTOP | WASHINGTON’S TOP NEWS

• 2 PSAs produced – 30 & 60 seconds
• WTOP.Com
Print Sponsor

The Washington Post

• Print Ads
• Email to subscribers

IMAGINE if you couldn’t heat your home
because of medical bills, family emergencies or other unexpected expenses.

Your neighbors are in need and you can help.
Give to WashingtonAreaFuelFund.org

WAFF
WASHINGTONAREAFAELFUND.ORG

For many people in our community, money spent on food and medicine doesn't leave enough for heat.
Every dollar of your donation will support a neighbor in need, no matter what type of heat they need.
Help Keep A Home Warm This Winter

The need for your help is greater than ever.
Imagine having to make the choice between food, heat, medicine or rent. Those who need your help are all around us — neighbors, veterans, people from work, school, church and active-duty military families. Those in need often experience unanticipated crisis like job loss, illness of a loved one, medical bills or needed repairs to the car they use for work.

4 Easy Ways To Help:
1. Donate online at washingtonareafuelfund.org
2. Add a monthly pledge to your bill using the form to the right
3. Mail a contribution by sending a check made payable to WAFF: P.O. Box 1999, Washington, D.C. 20013
4. Give when you pay your bill at washingtongas.com or on our Automated Services Line at (703) 765-7944

One-Time Gift: $5 $10 $20 $50 other $

WAFF Monthly Pledge Form
I wish to add the following tax-deductible contribution to my gas bill:
I understand that I may cancel at any time. Check one.
$5 $10 $20 $50 other $

Name
Address
City State Zip
Washington Gas Account Number (as provided on your bill)
Signature

Mail monthly pledge form and check to:
WAFF, P.O. Box 1999, Washington, D.C. 20013

Help keep our neighbors warm

with every eligible transfer, Rite Aid will donate $5 to the Washington Area Fuel Fund (WAFF) plus a $25 +UP Reward for you.

TRANSFER YOUR PRESCRIPTION TODAY!

$5 DONATION TO WAFF AND A $25 +UP REWARD
when you transfer a prescription to any Rite Aid with this coupon and your wellness+ card.

Rite Aid pharmacist 10/23/15. $5+UP Reward is based on your wellness+ card and applies 14 days from receipt of transfer. $5+UP Reward may be received weekly and is based on the approval of the transfer and must be completed within 30 days of transfer. $5+UP Reward may be received weekly on a maximum of four prescriptions. Payment will be made up to $25. One +UP Reward per prescription and will be posted to your card. A $5+UP Reward is not earned if the prescription is filled and paid for at time of transfer. Transfer offer only valid on prescriptions not previously filled at a participating Rite Aid store within 90 days. Offer valid at participating Rite Aid stores only. Only one +UP Reward per prescription may be redeemed per household. If you have questions regarding this offer please check with a Rite Aid pharmacist.

$5+UP Reward is based on your wellness+ card and applies 14 days from receipt of transfer. $5+UP Reward may be received weekly on a maximum of four prescriptions. Payment will be made up to $25. One +UP Reward per prescription and will be posted to your card. A $5+UP Reward is not earned if the prescription is filled and paid for at time of transfer. Transfer offer only valid on prescriptions not previously filled at a participating Rite Aid store within 90 days. Offer valid at participating Rite Aid stores only. Only one +UP Reward per prescription may be redeemed per household. If you have questions regarding this offer please check with a Rite Aid pharmacist.

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The Future

• Retailer targets
  o Intuitive targets
    ▪ HVAC companies
    ▪ Donate with purchase concept

• Social Media

• Test year-round concept

• WJLA sponsorship
Break Out: “Where is Your Future?”

- Past & present tactics
- Break into groups
  - Social media
  - Employee engagement
  - PR/Promotion
  - Corporate sponsorships
  - Events
  - Direct mail
- Brainstorm - 15 minutes
- Share ideas
- De-brief
Thank You...

Contact Information

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