

# *“Viral media Fundraising, Corporate Sponsorships, Legacy Planned Giving”*

There have been many instances of fundraising campaigns that have gone viral.

These campaigns leave clues that can be replicated and can result in significant impact on your fundraising efforts. Moreover, they can make you very attractive with corporate sponsors in the specialized area known as “cause marketing” where the budgets for nonprofits are largest.

Besides the possibility of big returns these types of campaigns set the stage for multitudes of new donors which is the spark of opportunity for a new wave of legacy planning.

Attend this session and learn-

- Why things tend to go viral and what you can do to replicate campaigns of that type
- Doubling down to position yourself for corporate cause marketing opportunities
- And addressing new donors with an innovative approach to engaging legacy conversations with donors resulting in planned giving

Pete Winters Founder of Viral Media Fundraising and Mike Skrypnek CEO and Founder of Grow Get Give Coaching will lead a highly educational discussion that’s perfect for both nonprofits and financial planners to work in collaboration to secure precious new sources of fundraising opportunity.