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Fundraising for Local Nonprofits: Raising Money to Grow Our Roots-Chrysalis Women's Transitional Living

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Fundraising for Local Nonprofits

**Fundraising for Local Nonprofits : Raising Money to Grow Our Roots-Chrysalis Women's
Transitional Living**

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Author Note

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Abstract

This project was a partnership between myself and Chrysalis Women's Transitional Living in Boise, ID. The goal of this project was to raise awareness of the organization in the Boise, Meridian, and Nampa communities as well as the rest of the Treasure Valley. In addition to raising awareness, other goals included raising a financial donation amount of \$5,000, item and furniture donations.

Keywords : Nonprofit, Fundraising, Online

Introduction to my Capstone Project

It was challenging deciding on what I wanted to do for my Capstone. I initially had several good ideas that I had eventually narrowed down to just a few to consider for my proposal. I wanted to either choose something that would positively affect my workplace, start a youtube channel to “inspire and motivate” others or hold a fundraising campaign that would benefit a local nonprofit organization. I ultimately decided to do a fundraiser for a nonprofit. I chose Chrysalis Women’s Transitional Living because I have been previously acquainted with them through my fiancé, Joleen O’Bosky. Chrysalis provides women coming out of incarceration, escaping substance abuse and other abusive relationships a safe haven to start over. When Joleen and I met in 2021, she opened up and told me how she came from a hard upbringing and began using drugs in her early teenage years. She described the relationships that she had previously been in with others and how she cut ties to eventually seek treatment through rehab. In the beginning, she talked about the struggles, hardships, and relapses she endured while receiving treatment. She graduated from Chrysalis in 2013 and has been sober since.

I met Marsha Tennyson, the “founder” of Chrysalis as well as other staff members, alumni, and current residents of the organization during their commencement ceremony in downtown Boise, in the Spring of 2022. It was a privilege to meet Marsha, other staff and alumni during their commencement ceremony. There were games, a raffle, a photobooth and tables that had current and past graduate cards with pictures and stories on them. I was really inspired by the stories I read and the testimonials I heard that night. I appreciated how Chrysalis makes an impact on vulnerable and compromised women. I understood why this nonprofit is so important to Joleen and others that currently work and contribute to the organization.

I started my project by researching fundraising for nonprofits. Most articles and results that I came across pointed to online campaigns as an optimal way to achieve specific goals. I learned that online platforms including, “Social media, ads, crowdfunding, silent auctions, and livestream events,” (Ensor, 2023), are a few among many that are the best, most efficient avenues for raising money, and spreading awareness for nonprofits. Not only do these platforms make donating easy but they also have the ability to reach more eyes and a larger audience. “Thanks to technological advancements, nonprofits have a chance to reach an unlimited number of potential donors,” (Ensor, 2023). With this information, I decided to create and launch an online fundraising campaign through my social networks.

Emotional Intelligence

Before creating my online page and donation's site, I contacted Tennyson by phone to gather more specific information on the needs that Chrysalis is seeking. Tennyson said, "The most important needs we have right now are beds, bed frames, and other bedroom furnishings," (M.Tennyson, personal communication, October 6, 2023). My initial goal was just to collect the items needed so Chrysalis could furnish their newly expanded operations. I also thought about what else I could do in the event that I could not collect these items. "Perhaps I could instead raise money as a contingency plan." Tennyson and I agreed and decided to set a financial goal of \$5,000. This would be done from an online social media campaign through Facebook and Instagram and could provide the funds to purchase any undonated items. I decided instead of either collecting the items needed or raising this financial goal, to do both.

When I first started this project, my initial ideas, work and solutions were failing. I was reaching out to furniture stores by phone and other outlets throughout the Treasure Valley asking if their company actively participated in donations for nonprofits. Many of them either did not participate or had already met their yearly donation quotas.

I kept in frequent contact with Tennyson and O'Bosky throughout my project. With frequent communication, I was able to stay focused on the needs of the organization as well as learn how to effectively raise awareness within the community to others who do not know about this nonprofit, serving vulnerable women. This project not only gave myself and the surrounding communities' knowledge of the needs of others but also would allow the staff to focus solely on the success of the program's residents without the burden of extracurricular activities. More business and members of the community are now aware and more aware that there is a continuous need for support at Chrysalis. Chrysalis and its members can now rest assured that people care. My project will also meet the needs of others by providing information on how to effectively raise awareness within their surrounding communities for other nonprofits.

Elements Coming Together

It was not until I had reached out to my classmates on a discussion board that I received some valuable insight. I was fortunate enough to contact Dayna Buxton, daughter of Caron Shay. Shay is one of my classmates in the Capstone class. During an online discussion forum, I described my unlucky attempts with the furniture store's outreach. Shay had expressed that her daughter has experience and also does work with nonprofits in Idaho. I contacted Buxton by phone. In our conversation, Buxton mentioned a great way to help spread awareness and increase my chances of obtaining the goals I had set forth in this project was to make a flier containing information on my project. After the flier was made, distribute it to the big real estate names and

companies throughout the downtown Boise area. “Oftentimes when people sell their homes, they are left with furniture and other unsold items that they do not want to take with them, “ (D.Buxton, personal communication, October 25th, 2023). I told Buxton about my unsuccessful attempts in reaching out to furniture stores. She said, “It is a lot harder to say no when you introduce yourself, talk about and present your project in-person,” (D.Buxton. Personal Communication. October 2023).

I made a flier containing information about my project with the Chrysalis logo. My fiancée, Joleen suggested putting a QR code on the flier that would lead to a user-friendly donation’s page. I distributed this flier containing a brief explanation with a logo and QR code to multiple real estate agencies throughout downtown Boise including WIndermere, John L. Scott, Coldwell Banker and Keller Willams. I also distributed a few fliers to St. Vincent De Paul and D. Bros in Boise, as well as RC Willey and Corey Barton Homes in Meridian.

Before distributing the flier, I also posted my project to social media through Facebook and Instagram. My post provided a brief overview of what Chrysalis does in the community, their current events, and needs. It also provided a brief description of my project along with pictures of current residents, alumni, coaches, the founder, my flier, and the QR code leading to an easy donation’s “page.”

Creative Thinking

Along with creating, making and distributing the flier, I also partnered with Abby’s Legendary Pizza from my former hometown of Bend, OR. I am a long-time former employee for Abby’s Pizza and consider the manager, Angela Criteser, a good friend. It was not until viewing my Facebook social media feed when I noticed an announcement from Abby’s Pizza’s Facebook page regarding non profit fundraising. “We care about making a difference in our communities. If your club or non-profit organization would like to raise money, let us know! We offer our \$2/\$1 Fundraiser coupon, “ (Abby’s Legendary Pizza, 2023). Basically what this entails is a customer bearing a coupon, redeems or presents it to an Abby’s Restaurant and receives \$2 off of their order with \$1 donated to the sponsored non profit. My old manager and friend gave me \$4/\$2 and offered to help distribute coupons with the Chrysalis logo on them out of her restaurant.

In order to make the biggest impact with Abby’s, I bought another former employer and old friend in Bend, Dr. Philip Wallace, and his staff lunch recently. Wallace is well known in Bend, and owns and operates his own Surgery Center called Deschutes Surgery Center. Upon delivering lunch to his business, I asked Abby’s to deliver these coupons to his office to distribute amongst his staff and patients. At least fifty were delivered.

My Innovative Solution

I utilized two of the most popular online social media platforms to help conduct this fundraising campaign, Facebook and Instagram. On each platform, I made a post to include a brief explanation of my project, what Chrysalis is, their needs, pictures of current residents', alumni, my flier, and a QR code. I distributed several fliers throughout Boise, Meridian and Nampa to help maximize awareness to those that are not on social media and if they are, are unaware of the organization. I also extended efforts beyond Idaho to Oregon with Pizza coupon distribution. Until now, a fundraising campaign has not been done to this extent.

My Results

My project overall has brought an increased level of awareness to businesses, people and friends located throughout the Treasure Valley of Idaho and Deschutes County of Oregon. What I found is that those who were already acquainted with Chrysalis in or near the Boise area were surprised to hear about their new operations and housing. This project has also brought on new awareness for those who have not previously known about Chrysalis, who they are and what they do to help others, specifically compromised, vulnerable women. I think that this project has also given and provided friends, family, coworkers, and acquaintances with new opportunity to serve and help others in the community that desperately need it. Chrysalis and its residents now have the potential to receive more items and financial donations that will help maintain longevity and success. This will help ease stress so that staff and the residents they serve can focus on the work in recovery. Donors, who are individual people, and families, or larger groups such as companies, agencies, and organizations that contribute to Chrysalis, gain a tax write-off. They also gain an opportunity to improve or establish rapport and good reputation within the community. This project also provides a networking outlet for Chrysalis and other businesses that could lead to job opportunities.

My project did not produce the immediate results that I had imagined or thought it would. My online campaign has raised a total of \$610 of the \$5,000 goal that was set. \$600 of that was donated from my fiancé and I. Abby's pizza and coupon redemption has produced \$104 for donation to Chrysalis. No items or furnishings have been donated thus far. Five real estate agencies, and two stores including St. Vincent De Paul and RC Willey furniture, D. Bros Coffee corporate, and Corey Barton Homes accepted my Chrysalis fliers. Two out of the five real estate agencies and Corey Barton Homes took my name and contact information along with the flier.

My online social media campaign consisting of a Facebook and Instagram post with an explanation of my project and why I chose Chrysalis, included 6 total pictures. These pictures included my fiancé Joleen, other residents of the program as well as the founder, Marsha. Pictures also included other teachers, my flier, and a QR code that led

to a donation “page.” Not only did I make an announcement, but the Chrysalis organization also made a post of their own on their Facebook page that included my name and a description of the project. Between my post and the post that Chrysalis made, we produced 24 total shares, 1 specifically viewed by 140 people, 52 likes, 26 loves, 13 cares, and 6 comments. I reposted and shared this announcement at least three times. Everyone who commented on the campaign said that they loved the idea and thought it was amazing and awesome. An old friend and co-worker in Oregon provided brief background information on me and encouraged her friends and followers to share and post the campaign on their social media pages.

Conclusion

I chose the service-learning method in partnering with Chrysalis Women’s Transitional Living because of the work they do to help women re-entering society, escaping substance abuse and abusive relationships. I wanted to help this organization by supplying or providing its new and ongoing needs so that they can continue to successfully serve compromised women. Although I fell short in my goals, I succeeded in other ways. In the short amount of time that I had to complete this project, I brought more eyes and ears to Chrysalis and now have more networking potential. Those who were not previously acquainted with Chrysalis now know that there is a current and ongoing need for help and donations from the community. Real Estate Agencies to include Coldwell Banker, Windermere, and John L Scott and their clients are now aware that Chrysalis will gladly accept any current and future item and financial donations for their program. Furniture stores and home builders to include RC Willey and Corey Barton Homes can now choose to help Chrysalis with any furniture donations that arise if they wish. I have gained valuable insight into what Chrysalis Women’s Transitional Living does for others in the community. This project has given me the opportunity to serve others outside of work, immediate family and friends.

I learned that it takes incredible work, organization and communication to run and succeed in collaborating a fundraiser for a nonprofit. Even when one is done online, there are certain hoops that you have to jump through, such as working with the nonprofit’s bookkeeping staff to ensure any and all financial donations are delivered to the pages or accounts they are needed in. I’ve learned that if a fundraising campaign is to make a big impact for a nonprofit, it takes longer than a seven week time frame, tremendous outreach, and several stakeholders who are willing to dedicate time, longevity, energy and money into the cause. Projects like these take innovation, creativity, determination and the perspectives of others.

I would definitely start a project like this a lot sooner or launch it during a different part of the year, such as the Spring or Summer. I think that people are more active in cleaning out their garages, moving, or holding yard sales during the warmer months.

Anything unsold could easily be donated to a nonprofit such as Chrysalis. I would also get more stakeholders involved. I was able to reach out to D. Bros towards the end of this campaign and they typically hold their “give back” days earlier on in the year for which there is an application process.

Since this project has launched, I have gained strength and confidence in oral and written communication skills by delivering a brief and effective presentation on a project. I have dipped my toes in some business and networking opportunities with real estate agencies and furniture stores. I have also become more technologically competent including making a flier with a QR Code. I have knowledge and can give some guidance to others on how to effectively pursue a project like this for others wanting to conduct an online or in-person fundraiser.

I hope that Chrysalis, among others, will be blessed through this project. I feel as if I am only scratching the surface with the awareness that others and myself are helping spread through the Treasure Valley and further. Although I was not able to achieve the goals that I set or envisioned, I am remaining optimistic that Chrysalis will continue to succeed and reach these goals even if it is not through this project. I hope that work will continue through this project beyond my Capstone completion and that Chrysalis and the residents' it serves become successful beyond their wildest dreams. I hope that my Capstone serves as a guide to help future students improve, achieve great things and achieve better success with their projects.¹⁷

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Appendix

<https://chrysalisidaho.networkforgood.com/.../209490...>

<https://www.facebook.com/brent.beckwith.10/>



Brent Beckwith is with **Joleen O'Bosky** and **Chrysalis Women's Transitional Living, Inc.**

November 5 at 3:39 PM · 🌐

Hello Friends and Family! For my senior Capstone Project at Boise State University, I have chosen to take on a fundraising campaign benefitting Chrysalis Women's Transitional Living Organization located in Boise, Idaho. The reason I have chosen this nonprofit is because of the work they do in helping give women who have been incarcerated, are homeless, abused, or are chemically dependent a fresh start. My fiancé, Joleen is a survivor and alum. She also teaches women in the program and cares deeply about its success and the success of the women they help. I learned that Chrysalis has recently purchased their first home and expanded their operations and facilities to serve more women in the state seeking new beginnings. With these recent expansions, Chrysalis is seeking beds, furnishings and other items to serve current and incoming residents as well as maintaining their current facilities. Please help us support this cause so that more women can achieve the success they want, rebuild relationships, and make a positive difference in themselves, others and our community! Please help me spread the word so that together we can help this organization succeed. Thank you for your support!

Current Needs:

New Mattresses, bed frames, and room furnishings

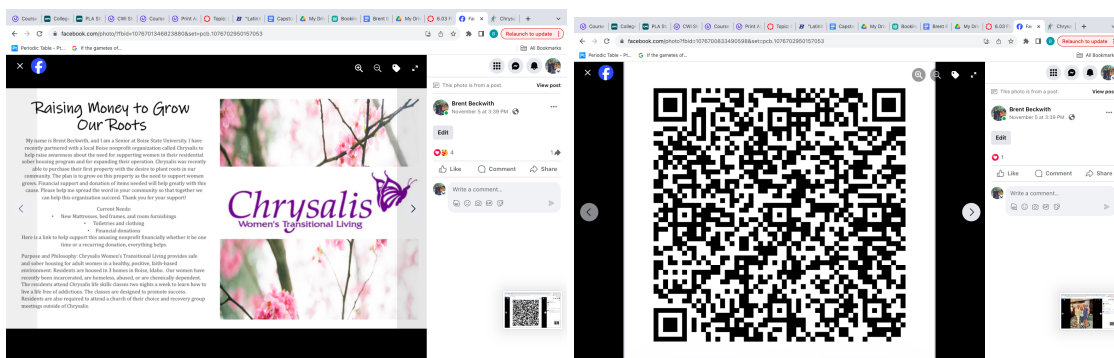
Toiletries and clothing

Financial donations

Here is a link to help support this amazing nonprofit financially whether it be one time or a recurring donation, everything helps. If you are wanting to make a donation of items, you can reach out to me directly to make arrangements. Please also share this post!

<https://chrysalisidaho.networkforgood.com/.../209490...>







Chrysalis Women's Transitional Living, Inc.

...

November 8 at 9:19 PM · 🌐

Facebook friends, Brent Beckwith is doing his senior Capstone Project at Boise State University, and he has chosen to take on a fundraising campaign benefitting Chrysalis Women's Transitional Living located in Boise, Idaho. The reason he chose this nonprofit is because of the work they do in helping give women who have been incarcerated, are homeless, abused, or are chemically dependent a fresh start. His fiancée, Joleen is a survivor and alum. She also teaches women in the program and cares deeply about its success and the success of the women they help. Chrysalis has recently purchased their first home and expanded their operations and facilities to serve more women in the state seeking new beginnings. With these recent expansions, Chrysalis is seeking beds, furnishings and other items to serve current and incoming residents as well as maintaining their current facilities. Please help support this cause so that more women can achieve the success they want, rebuild relationships, and make a positive difference in themselves, others and our community! Please help spread the word so that we can help this organization succeed. Thank you for your support!

Here is a link to help support this amazing nonprofit financially whether it be one time or a recurring donation, everything helps. If you are wanting to make a donation of items, you can reach out to Marsha at 208.283.1890 to make arrangements. Please also share this post!

<https://chrysalisidaho.networkforgood.com/.../209490...>

[Chrysaliswomenidaho.org](https://chrysalisidaho.networkforgood.com/.../209490...) Please Share!





Chrysalis Women's Transitional Living, Inc.
Nonprofit Organization

Call now

Joleen O'Bosky and 16 others 18

Like Comment Share

Write a comment...

<https://www.facebook.com/Abbyspizza>

**Abby's Legendary Pizza** ✓

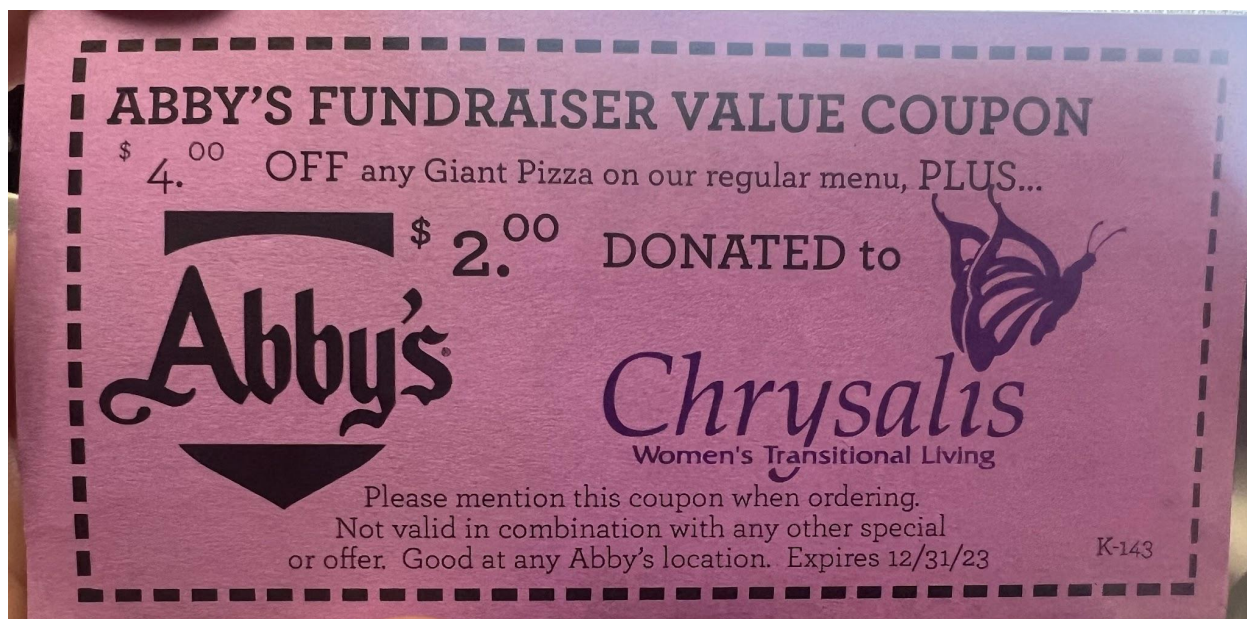
October 25 · 🌐

We care about making a difference in our communities. If your club or non-profit organization would like to raise money, let us know! We offer our "\$2/\$1 Fundraiser Coupon."

Here's how it works...

1. Contact your local Abby's Legendary Pizza manager.
2. We'll print up coupons that you distribute to members of your community.
3. The bearer of the coupon receives \$2.00 off of any Giant Pizza at Abby's.
4. At the end of the program (determined by an expiration date that you establish with the Abby's manager), Abby's sends your organization a check representing \$1 for every coupon that has been redeemed.





← 📎 ⓘ 🗑️ ✉️ ⌚ 🔗 📁 🗑️ ⋮

1 of 2,918 < >

Fw: fundraiser External Inbox x

🖨️ 📧



Abbys 52 GM Bend <gm52@abbys.com>
to me ▾

12:39 PM (7 minutes ago) ☆ ↶ ⋮

Brent,

They have 40 coupons thru 11/28 so far. I have another 12 thru 12/1 that I will be sending in on Wednesday 12/6. So far totaling 52 coupons equaling \$104.00.

The expiration date on the coupons is 12/31/2024. So the potential to make more is significant. We have been helping promote them a lot to help out.

Thanks,
Angela

From: Abbys 52 Asst Bend <asst52@abbys.com>
Sent: Saturday, December 2, 2023 11:36 AM
To: Abbys 52 GM Bend <gm52@abbys.com>
Subject: Re: fundraiser

We have 40 coupons logged so far up to Tuesday 11/28/2023.
 Thanks