



Want to try a
new fundraising
method?

Do you think
a fundraising
approach
should be
retired?

Do you need
proof a
fundraising
technique
works?

SUBMIT AN IDEA TO SPI'S IDEA CONTEST

Win up to
\$5,000 for
your idea!



The Science of Philanthropy Initiative (SPI) is a research and outreach initiative based out of the University of Chicago. SPI partners with philanthropic organizations to understand why people give and how to improve fundraising techniques.

AFP Members-

Contact SPI Staff
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What is the SPI Idea Contest?

The SPI Idea Contest is a competition for charitable organizations to submit fundraising ideas that can be tested by SPI researchers. SPI is looking for ideas that will further the science of philanthropy and change the way development professionals fundraise.

Why you should enter:

- 1st prize: \$5,000
- 2nd prize: \$1,500
- 3rd prize: \$500
- Publicity on SPI materials
- Possible partnership with SPI to test your idea

How to enter:

Fill out a brief entry form about your organization, your fundraising idea and the rationale behind it at SPIhub.org/contest

Who can enter?

Anyone from a 501(c)(3) nonprofit organization who is involved with fundraising activities.

When should you enter?

Competition closes at 11:59 PM CST on June 14, 2013

Learn more about SPI at SPIhub.org

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