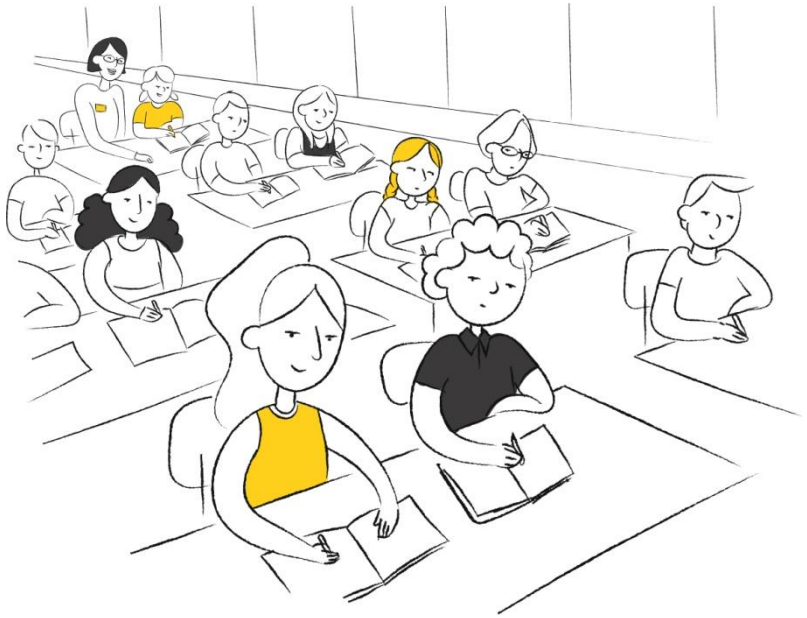


COMMUNITY-POWERED FUNDRAISING: THE SPOLUŠKOLA EXPERIENCE

Bára Kiliesová

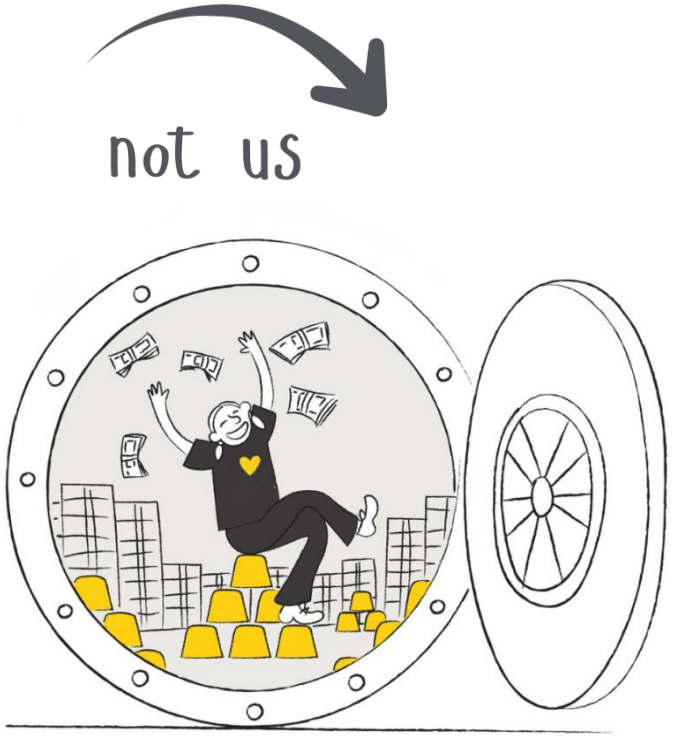
Stronger Roots Mid-term Workshop

23. September 2026

How we raised money with no advertising budget – just email, social media and peo

What I want to share today:

- A six-week fundraising campaign by a small Czech nonprofit.
- What we did.
- What worked, what didn't.
- And what surprised us…



Who is Spoluškola?

Spoluškola = free legal support for parents

We help parents navigate difficult situations at school:



- special educational needs
- communication with schools
- school assessments
- teaching assistants
- complaints and disputes
- mediation

People know they need help when something goes wrong.
Fundraising asks them to support us before they need us or when they dont need us anymore.

The opportunity

ČSOB Pomáhá regionům

A fundraising competition for Czech nonprofits.

The basic idea:

People donate to organisations →
public support matters →
the organisation with the strongest support can receive an additional bonus.

Our goals were:

- Raise money for our free legal counselling.
- Reach at least 100,000 CZK /over 4 000 EUR.
- Win our region.
- Get people involved — not just ask them for money.



Our strategy

We had no advertising budget.

So we used what we had:

EMAIL

Our newsletter subscribers

SOCIAL MEDIA

Facebook, Instagram, LinkedIn

STORIES

Real experiences of families

COMMUNITY

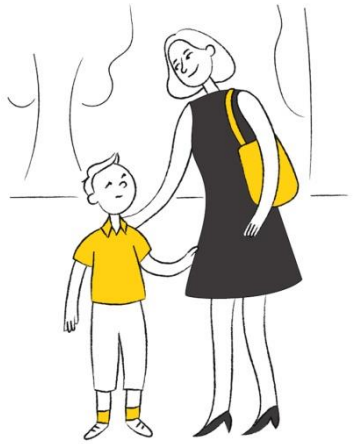
Supporters, partners, friends, members

REPETITION

A lot of repetition.







And yes, I know. “Post more often” is not exactly a groundbreaking fundraising strategy.

We didn't only ask for money

We built the campaign around one question:

What does your donation actually change?

So instead of:

“Please support Spoluškola.”

We tried:



- Here is a parent.
- Here is a child.
- Here is the problem.
- Here is what changed because someone helped.

We didn't only ask for money

We used:

- real stories of children and parents
- examples from our legal counselling
- simple statistics
- practical questions parents ask us
- short videos and graphics



Content: many formats, one message

One campaign ≠ one post.

We created a small content ecosystem:

- Facebook / Instagram
  → stories, statistics, short messages
- LinkedIn
  → impact, nonprofit perspective, professional network
- Email
  → direct fundraising asks
- Website
  → more detailed stories and information
- Personal sharing
  → supporters became the mailn part of the campaign

The message stayed simple: “Help us keep legal support free for parents.”



The community became the campaign

We asked people to:

We created a small content ecosystem:

- Donate
- Share
- Forward the email
- Talk about us
- Encourage others to participate
- Follow our progress

We showed the campaign progress publicly.

And something changed

It was no longer just: “Spoluškola needs money.”

It became: “We are in this together.”



The final days

6 weeks of communication → final push

We became much more direct:

- “There are only a few hours left.”
- “We are still fighting for first place.”
- “Can you share this?”
- “Every contribution matters.”

And we had one more important ingredient:

A corporate donor offered additional support.

Combined with the ČSOB bonus, this gave us a strong final message:

„Your support could have an even bigger impact.“



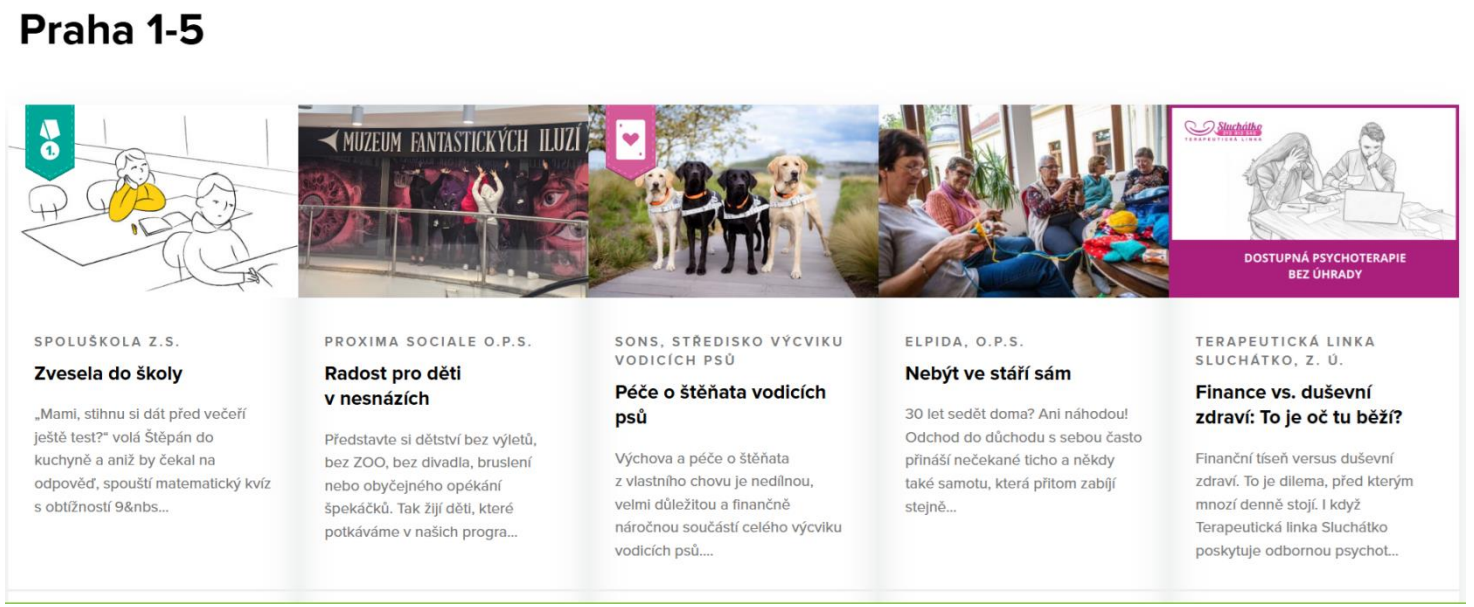
And the result?

FIRST PLACE – 125 055 CZK/ over 5 000 EUR including the ČSOB bonus.

Our three original goals:

We created a small content ecosystem:

- Raise money?
  ✓
- Reach 100 000 CZK?
  ✓
- Win the region?
  ✓
- Build a stronger community?
  Definitely.



What did we learn?

One campaign ≠ one post.

1. You don't need a huge audience.
   - You need an engaged one.
2. People don't donate to organisations.
   - They donate to impact, stories and people.
3. Repetition is not annoying.
   - It is necessary.
4. Make it easy to help.
   - Donate. Share. Forward. Comment.
5. Urgency works.
   - Especially when it is real.
6. Your community can be your media channel.



The slightly uncomfortable conclusion

Would we do it again?

✓ Yes.

Would we start earlier?

✓ Also yes.

Would we panic in the last 24 hours again?

✓ Probably.

Would we do it without a community?

X Absolutely not.



THANK YOU



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