6:20pm, 15th April 2019
Notre Dame
Crisis Fundraising
The spire on the 850-year-old building collapsed.
Widely emotional

Notre Dame
has worldwide impact
Notre Dame is unique
Religious implications
Religious implications

Historical implications
Religious implications
Historical implications
Cultural implications
Paris implications

= WW emotional impact
= a diverse stakeholder community
Evolution of the Notre Dame fundraising
in 48 hours,
The tragedy of Notre Dame stimulated
€1 billion in contributions
First responders - individual

1776 different ones

IT infrastructure
Plus Crowdfunding Operations

Notre-Dame de Paris, en sursis à la tragédie

Reconstruction of Notre Dame Cathedral
$13,011 raised of $10,000 goal
28,466 donors, 392 shares, 392 followers
28,466,18 €
587 personnes ont participé
Second responders

French billionaires

Kering  LVMH  L'Oréal

Large corporations

€ 500M
Followed by B2B2C techniques

- Text message giving
- Coin limited edition
- Product sharing
- Dedicated TV program
- Subway digital campaign
- Price rounding
Key issues affecting the fundraising support & how to manage them?
Victor Hugo remercie tous les généreux donateurs prêts à sauver Notre-Dame de Paris et leur propose de faire la même chose avec Les Misérables.

Translated from French by Google

Victor Hugo thanks all the generous donors ready to save Notre-Dame de Paris and offers to do the same with Les Miserables.

2:12 PM · Apr 16, 2019 · Twitter Web Client

19.7K Retweets 39.4K Likes
CBS news 5th July 2019

The 14 wealthiest French people have collectively become $78 billion more wealthy since 31st December.

While French business pledged more than $500 million to the Notre Dame rebuilding cause.
Why?
As Fundraisers

...
Our crisis fundraising goal
to unite all of Humanity
to support a single cause
Our crisis fundraising goal to ensure that everyone, individuals & companies, feels vital to the restoration of whatever their contribution.
Everybody...

wants to have a role in the restoration + rebuilding

wants to help to finance it
How?

do we implicate everyone in a proper manner?

do we positively channel their emotion?

do we celebrate everyone’s implication?
Crisis Fundraising

Be inclusive – stakeholders community

Make easy to contribute/ play a part

Face debate with transparency

Be ready…
"The greatness of a community is most accurately measured by the compassionate actions of its members."

Coretta Scott King